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Expanding Access to the Power of Conversation

Presenter: Jennifer Gehlen, AuD

- Well, thank you everyone for joining. I am so excited to be with you today to be able to present to you with what Signia has to offer you and your patients with our new Integrated Xperience Technology, Expanding the Access to the Power of Conversation. And some of you are that are joining may be aware that we launched our Integrated Xperience or IX platform in the fall of 2023. And now we're able to expand the portfolio with some exciting new offerings to help more people that can benefit from hearing aids, to help them hear better in the most challenging environments, and take a bite out of the stigma that is ever present when it comes to deciding to address your hearing challenges with being able to address them with hearing aids. So, just a couple housekeeping items. Thank you, Melissa, for handling a lot of the start of them, but I wanna go over the learning objectives as well. So after this course, you'll be able to describe how our latest innovations from Signia and split processing the foundation of Integrated Xperience helps to empower the wearer to contribute to the conversation in any environment, including challenging situations. You'll also be able to describe the additional benefits of the heart of Integrated Xperience, which is real-time conversation enhancement with our Twin Mic products. And after this course, you'll also be able to describe the benefits of new form factors that are exciting in the new platform.

So let's start with the problem. It is all about, we know this from market track and various numerous studies that conversations in large groups, small groups and in noise are the biggest difficulty for people with hearing loss. And it can be hard to hear due to the surrounding environments. It can be hard because just how the way conversation flows between multiple talkers and it moves so quickly. We talk over each other, you know, conversations are dynamic and they can come from any angle. So individuals can find that they can fall behind or ask for repetitions and often disengage altogether. And the result is that they can miss out, right? And it can affect their ability to contribute to the conversation. And what we really don't like to see as providers, and, you know, us on the manufacturing end too, is that it leads to frustration, isolation, and ultimately it can lead to withdrawal and withdrawal from social situations or even

work activities, or opportunities. And they may just not feel comfortable in being able to handle those situations. So we really want to address these things. So we can do so by offering Integrated Xperience and expanding that portfolio, which is so exciting to our wares or potential wares. So in the fall, you may have been familiar with, we released, when we kicked off our launch, we released the Pure Charge&GO IX and the rechargeable Silk IX. So two very different form factors, but Pure is our go-to, it's our, you know, can fit most losses, most people, most configurations, it's a rechargeable RIC groundbreaking with the full Integrated Xperience platform with real-time conversation enhancement, onboard rocker switch for control, long wear time with rechargeability and even a T-Coil option to give even longer streaming time and wear time.

So benefits can really be that the wearers can contribute to noisy group situations, have that convenient instant control and extended Bluetooth streaming. And then I'll stick with the RICs because we have a new RIC on the block called Styletto, not new, for a lot of you that may know that we've released it and we're the first to have a true slim RIC in the industry with all day wear five additional portable charges now, on the go. So we'll get into some of the details of Styletto, the slimmest RIC in the industry wears can experience that empowerment through the design of a form factor that matches their style. You know, it doesn't look like a traditional hearing aid with a button and it has the full feature set again. Silk IX is very unique to us at Signia because it's the only ready-to-wear CIC with directional benefit with our Signia Binaural OneMic Directionality. So I'll talk about that a little bit more. It's instant fit, ready to go. So this is a go-to, for a lot of people that, you know, they just want discreet, small, you customize it by the sleeves that you use or the tips, you can even use a custom mold and now it's rechargeable. So very easy to work with the Silk for wearers and you. And then our Insio. Insio IX, meaning custom design, very thoughtful custom design with a new face plate, smallest fit possible with an IIC or CIC. Most discreet with Binaural OneMic Directionality to hear better in conversations in noise. So I wanna go back a

little bit because we have made leaps and bounds in technology from traditional approaches. And you probably know there's basically two camps or two traditional approaches that manufacturers go with. And quite honestly, they fall short. And, you know, when you are in one of these camps alone, they're lacking or compromising. And so with narrow focus in noise, this approach is great and very effective in speech and noise tests, particularly because we can improve that signal to noise ratio as the front speaker can be heard and, you know, we can reduce that noise and have that narrow directionality. Another approach though, is broad focus, and it allows the wearer to be more aware of their surroundings. However, it relies heavily on the brain pretty heavily to where you have to pick out the speech of interest. And this could work for some, but not for all because it requires more listening effort and can result in greater auditory fatigue.

So, you know, we have utilized narrow directionality or that focus approach and with Augmented Xperience, and even, you know, prior with Xperience, we combined the two to where you could still hear with our motion sensors and being able to hear the surroundings, but have it be comfortable. But with Augmented Xperience, we were able to have the first hearing aids ever to separate the speech from the noise in the input stage and process separately, completely separately into tracks. And so the speech signal and the ambient noise signal, the surroundings can be optimized, but controlled independently. So then we, you know, we can have different sets of rules for what we need to focus on and hear for better speech understanding, and then still be connected. I always say like, still be part of the party, if that's where you're at or know that you're at a noisy place. We like to have that energy, but we want it to be less, right? We want it to be optimized to where noise is comfortable, not overbearing. And so we have a focus and ambient sound track to where we don't have to make any compromises and we can split the processing first time ever for the industry to experience that. So we can truly have that clear contrast between the two signals and make speech pop sound more prominent, give more gain to it, and separate it from the

ambient sound or surroundings. Then with Integrated Xperience, as you can see with IX, we can continue this split processing approach, taking another leap forward in the industry. And the way this is different is Signia IX with RealTime Conversation Enhancement is simplified into a three-stage process, but far from simple, revolutionary that puts conversation first. It's the world's first hearing aid was multistream architecture capable of accurately pinpointing multiple moving speakers, tracking them in real-time in conversation. So we're able to take all the heavy lifting away from the wearer so they're not exhausted, they're not getting that auditory fatigue. They can simply contribute to the conversation naturally with confidence. So although it's, again, I say it's a simple kind of descriptive process with analyze, augment, and adapt being this three-stage process, but in reality, they're all happening at the same time. It's a continuum. So they're always working all the time, constantly fusing the scene together, analyzing 192,000 data points every second, including the dynamics of turn-taking and timing. We learned, the engineers learned this over a decade of research to look at what a conversation is made up of. And we know turn-taking and timing is a big part of it. The proximity of speakers, you know, your crew around you that you're trying to listen to. Speech and noise levels of each part of the scene and then augmenting, making them the speech pop out of the soundscape to enhance that speech and keep the surroundings immersive without being distracting. And finally, adapting a thousand times a second so you never miss out. So the wearer never misses out.

So we look at the entire process and it's not, you know, we'll talk about focus streams. It's not just the three focus streams with our premium technology that's working independently, it's the three focus streams working together to adapt to the dynamic environment, changing the width and the angle and the depth based on how the conversation changes. So it's able to react, fuse together, analyze an unfathomable 192 data points per second, and we can just continue to flow as things change, pop the speech above the noise. And what we create is a live auditory space. So you can

see this animation, you know, simplified animation of showing how our split processing, you know, so splitting the front hemisphere from the back into two independent processors, but then having up to three focus streams on top of that to keep you immersed in the surroundings, but not be distracted by them, focus on the speech and optimize the speech. But don't take it just from me, I have a video to share. It's a demo of Integrated Xperience in action.

- Hearing group conversations in noise can be difficult for everyone, but can especially be difficult for those with hearing loss. This is why we develop Signia Integrated Xperience with RealTime Conversation Enhancement. It's the world's first hearing aid with a multistream architecture capable of accurately pinpointing multiple speakers in real-time conversation, even as they move or as the wearer turns their head. Let me show you what I mean. The demonstration of how the device undertakes RealTime Conversation Enhancement. Okay, so we have a manikin set up wearing our brand new Signia Integrated Xperience hearing aids. We are recording the live hearing aid sound. We have eight loud speakers recreating the sound of a noisy restaurant. Lastly, we have a tablet connected to the Signia Integrated Xperience hearing aids with a custom app to show visually what the hearing aids are doing, live. Okay, let's run it.

- And if I start talking here, you can see that the hearing aid immediately picks up my location and enhances my voice, so you hear me clearly above the noise.

- Yep, and now it immediately picks up my location to enhance my voice too, but people aren't always standing still. So you can see that even when I move, it stays locked on me and keeps my voice clear.

- And it even picks me up when I talk from behind

- And it can track multiple speakers-

- [Both] Who are talking at the same time.

- Thanks guys! At Signia, we believe in the power of conversation and we are excited for you to discover the unique benefits of Signia Integrated Xperience with RealTime Conversation Enhancement.

- [Jennifer] Okay, so I hope that really shows where Integrated Xperience has taken that leap of being able to split the processing, put different rules on the surrounding sounds, and pop that speech above the surroundings with our additional technology of focus streams to track multiple speakers even as they move. So there's another problem, right? We have this stigma that effects wearers that really could be benefiting from hearing aids. We all know this, nearly 80% could be higher. When you look at some other studies that ages 55 to 74, you know, are key group of potential wearers that choose to not wear hearing aids where they really could benefit. And this isn't just a statistic, it's representing millions whose engagement with life could be enhanced through improved hearing. Obviously, you know, the counseling that you provide, as you know, providers, hearing care providers and the personalized care that you give, it's the heart of client satisfaction and it's crucial in transforming the perception of hearing aids from a sign of aging to a tool of empowerment. We should be proud to wear hearing aids and excited to wear them. However, public perception and associated stigma is a formidable barrier for you to overcome just to get people into the office, right? When hearing aids are stigmatized, individuals are discouraged from using them, promoting a cycle of self-stigma and denial of that need. So there's really two stigmas that we face that are influencing factors. The self-stigma and the societal stigma. And self-stigma occurs when individuals internalize their negative perceptions. So not reality, but perceptions of hearing loss leading to that reluctance of seeking help or wearing hearing aids due to feelings of embarrassment or inadequacy. And it's a personal battle. You know, we hear it from people that we encounter in our travels, in

our life, in the media, where stigma becomes a part of one's self-identity. And on the other hand, societal stigma is the external pressure that collective of attitudes and stereotypes that society projects on those with hearing loss and even those that maybe just have that perception for their loved one that has hearing loss. And this can manifest in several behaviors or judgements. While self-stigma is about how we can see ourselves or how we see ourselves and the societal is a reflection of how we're seen by the world, but both can be barriers, significant barriers to treatment. And so despite even the greatness of hearing aids and technology, and where we've come, despite clear benefits of hearing aid stigma remains a stubborn barrier. And the fact-based discussions of benefits of hearing aids often struggles to overcome the deep-seated beliefs and resistance behind that stigma. And that's where it leads individuals to say, well, I'm not ready. It's a sign of weakness or aging, or, you know, I'm not old. Leading to denial, avoidance, we know all this, right?

Societal stigma, it's reinforced by media, cultural norms, portraying hearing loss as something to be hidden and not be addressed. The resistance is not just about rejecting this information, it's a narrative that's actually ingrained in years of misconceptions and stereotypes. And one way that we want to move forward and how we can move forward is to shift the conversation from facts to feelings, from statistics to stories, and creating a new narrative, changing the narrative when it comes to hearing aids and make them seem like what they are, a true tool of empowerment. So we especially don't like to hear that, you know, avoidance of social situations due to stigma can be a thing. And we know because that's a big issue because it can lead to cognitive decline. So much information is coming out more so, lots of research from, you know, everyone that's looking at healthy aging and saying, what about hearing? And we know that hearing health is a significant part of cognitive health. And you know, this hearing aid, I kinda cringe every time I see it, but it's so true that people still think that they look like this or even fit like that on the ear, right? If I had known that hearing aids weren't quite so ugly that I would've done something earlier, is the point of

that, right? Hearing aids can be cool, they can be part of our style, and that's what we're really after, you know, finding that we can address it with different form factors that patients will accept. You know, giving them not only the best technology on the inside, but giving it to them in different looking styles on the outside so they can feel like, hey, I wanna wear these. And that's exactly what Styletto IX can do. It's a conversation starter for sure. That's why we created it several iterations ago back in 2018 to where now it's just gotten better and better with sophisticated colors. Two-tone design, performance levels have been released in the seven, five, and three performance levels of IX. We have a CROS Styletto in the same form factor and an sDemo, so you can have a great demo in your offices, demonstrating all the three technology levels. It's IP 68 rated, just like our, you know, our other RICs and BTEs and we'll get to some of our customs as well that have IP 68, like the Silk and the Insio. But it's a sleek, truly slim, super slim, slimmest in the industry design that we only have. And it really is a conversation starter because many older adults, it's actually surprising sometimes you might think, oh, younger patients will like the Styletto, they do. But older patients like the Styletto too, it's slim, you can wear glasses, you can even, you know, if you need to wear oxygen, it's rechargeable. There's so many ways that older adults have jumped in, but they have still, the word needs to get out that they still have very little awareness of modern hearing aids.

When they see them and you show them, then that's the game changer. Start the conversation with Styletto IX and redefine what a hearing aid can be and give them all the unique benefits of Signia IX. So who could benefit? This is Sylvia. And this is just one case scenario. You can look at Sylvia and say, she's got some style, she's got a cool haircut, she has really cool glasses that she's not trying to hide that she needs. And, but when it comes to hearing loss, she isn't feeling bad enough for a hearing aid. You know, you've heard that, actually, I can quote my father. I can only just, you know, I hear fine, I just can't hear at parties. Yes, so with Styletto, she wants to look good. She wants it to be part of her style. These are perfect for Sylvia. It's gonna be part of

her personality to where she can feel like she can accept the Styletto. They don't look like a traditional hearing aid. They're a conversation starter for her too. So, you know, our industry is evolving to meet people's needs, like Sylvia, as we're all getting, you know, older. I'm in that category as well, feeling it a little bit more every day.

But, you know, we want to stay independent. We wanna stay, especially our generation and, you know, boomers on down. We wanna stay younger and we want to address every piece of our life and lifestyle that's gonna get us that independence. And so Styletto is just another way that we can have patients jump in for potential wearers, jump in and say, I can wear these. Some of the features, and I'll go into a little bit more detail on the features of Styletto when we come back to it, but tap control, a customized antenna so we can fit not only that ear to ear connection, but also a Bluetooth antenna that we need to fit in a very narrow space with utilizing the pin-cell battery. And we are Bluetooth LE Audio Ready with a firmware update, when everyone else is ready for that to do. So it's not only a beautiful way to meet the aesthetic needs of your patients, but it's also a unique way to bring the benefits with Signia that you can only get with Signia and Signia IX hearing multiple talkers, even as they move with RealTime Conversation Enhancement, contributing comfortably. This is a big part of it because Own Voice Processing also evaluates the environment, but only reduces the wearer's own voice when they're talking seamlessly, so it's not a compromise. And getting help when you need it with our artificial intelligence, which is a live deep neural network when you need it, where you need it with Signia Assistant.

- Hi, I'm Barinder. Let's be honest, most people don't have a clue about modern hearing aids and what they look like and think they look something like this. But the thing is, even this old, outdated looking hearing aid could have a big impact on someone's life if it contained modern technology. So all you have to do to help people along on their hearing journey is just tell them about these benefits of modern hearing aids and they'll gladly accept them. It's that easy. Thank you for joining me. Okay,

clearly it's really not that easy. If it were, then the 80% of people age 55 to 74 who could benefit from hearing aids would all be using them. That's a lot of people who are missing out and there's a big reason for it. Stigma, an ingrained personal stigma, further fueled by societal stigma, which leads people to feel they don't want to be someone who wears hearing aids, casting a shadow over any fact-based thought processes about the benefits. So you may be thinking, how can we help overcome this stigma? By impacting how they feel about hearing aids, not just what they think about them. By creating a device designed from the ground up to help people feel empowered to choose them, that's why we created the Styletto. Now in its 5th generation. And we can see, it's working. In a survey of 500 people with mild to moderate hearing loss, a huge 84% of participants said they would be more likely to choose hearing centers that could offer them the Styletto. Iconic design has a beautiful ability to speak to people and change common misperceptions such as, "They're bulky." No, they're not anymore. And the Styletto is only 6.45 millimeters wide. "Hearing aids are outdated." This has all the features of any current high-end audio device. Tap control for hands-free call control, streams music, and can be charged on the go with a wireless charging case. It even has an app with a built-in AI assistant. "But hearing aids don't suit my style."

They can be an extension of your personal style. Styletto IX has a unique two-tone design with seven sophisticated colors to choose from. It's sleek, it's ultra slim, and looks nothing like what people would expect from a hearing aid, yet it's packed with tech to help enhance conversations even in the most challenging of environments. With the full benefits of our Signia Integrated Xperience platform, and our industry breakthrough RealTime Conversation Enhancement by offering powerful design that captures the attention and challenges expectations. Together, we can empower more people to start the conversation with Styletto IX.

- [Jennifer] Okay, thanks Barinder. So more reasons to offer Styletto is found by Brian Taylor and Andrew Marcoux, and Daniel Olesen that they did another study. This is out of Canadian audiologist and published: Non-buyer rate decreased 21% with Styletto and Silk, which we'll get to our form factor of Silk, among the choices of devices to try. So higher close rates. So before we get to the details of all of our form factors, I want to introduce the Insio IX IIC and CIC, which is truly engineered for real conversations. Let me show you a little video.

- [Voiceover] Make sure you stay tuned in even when you'd normally tune out. Signia Insio IX, precisely engineered for discretion and to improve your ability to contribute to conversations even in noisy environments. Unleash the power of conversation with Insio IX. Signia, Be Brilliant.

- [Jennifer] So introducing Insio IX. Insio means in with Signia custom, custom made. And you know, IX is our platform. IIC and CIC are the custom form factors that we have launched and are available today. So our smallest design ever with a floating microphone that makes a big difference when it comes to building them, to custom build them for that ear, the individual ear or ears. The more adaptable we can be with the fit and then the deeper the insertion. Chamfered battery doors to reduce that visual impact. So a whole new face plate design. And this is another way that we can address the stigma and public perception of hearing aids to empower wearers. And we want to have that, you know, break that resistance down, take away that reluctance that patients have to first step, make that first step on their hearing aid journey. And sometimes, you know, they walk in, potential patients walk in the door saying, I want the smallest thing, I don't want anyone to see it. So we do have a full portfolio that you can address any need that they are accepting and trying to address with their hearing loss. So meet Christine, 55 years old, she says she needs a compact secure design. She works in a noisy clinic and needs to hear her patients and she wants the best, but she wants it in a small size. So she wants to be able to treat her patients, but she wants

to have that compactness, but not compromise on advanced features. And she wants to protect or project a certain image to her patients and she requires the greater ability to concentrate in that setting where she is with background noise as a constant. And so her ideal hearing aid is one that offers the enhancement, you know, for her patient interactions and her social life. She's a very busy social life as well, but she doesn't want it to be obtrusive and she just wants it to feel like she can forget that it's there. So it's about finding that perfect balance for the the patient. We do that every day where we have an idea of what they should wear, but we need to address what they will wear. So this device, custom design can meet her demand socially, professionally, in a precise discrete presence. We also have the advanced technology inside with Binaural OneMic Directionality.

So typically for a hearing aid to create a directional beam to the front, it uses two microphones, right? These microphones listen to when the sound arrives at each one, comparing the timing and determining if the direction of the sound is at the front. The feature for our single mic instruments like IIC/CICs and the Silk included, can also have, they don't have twin microphones, but they only have one microphone. And we are able to use our advanced ear to ear wireless technology, now ear to ear 4.0. So always improving with speed and less latency, and power with our ear to ear wireless on each separate device. They can work together to create a beam of directionality making Signia devices the only OneMic devices in the world capable of providing greater directionality over the pinna effect in noise. So this means, whereas won't just enjoy that enhanced signal to noise ratio, but they have that added subtlety of more discreet instruments and hearing experience, you know, and then I always like to say your hearing loss is more noticeable than your hearing aids. And this includes all of our devices, but particularly a custom device, especially for our patient, Christine here, delivering a tiny tailor-made OneMic device that doesn't sacrifice on directionality. Keep in mind we need two microphones to offer real-time conversation enhancements. So it's a little different on the technology. The benefit for directionality is here to help

when wearers want to have a discreet custom in-the-ear device that we can deliver. So OneMic Directionality, Advanced e2e and providing that directional access to speech in noise. So very comfortable, it's custom, you know, it's a vast improvement over, you know, each time we have a new iteration of platform, we get faster and better when it comes to just processing capacity, and Insio IX is no exception. So unleash the power of conversation with Insio IX IIC and CIC. We're constantly with these two new form factors breaking down the barriers with innovative, beautiful, discreet, but yet remaining prescription-grade hearing aids, changing those perceptions, changing that narrative, and providing a gateway to the benefits of enhanced hearing. So we are unleashing the power of conversation. We always go back to the conversation, the most difficult in noise and in groups, and we can empower wearers to actively participate.

So coming back to the research with our twin microphones, so switching back to Pure and Styletto with RealTime Conversation Enhancement. Our research is very exciting and broad. Hundreds of publications across our research network that you can read in your spare time. But our multimodal approach of research, physiological, neural, behavioral, different ways to including EEG data, lab studies, behavioral studies where we can focus on not only the individual conversation dynamics, but group conversation dynamics and deliver the proof behind what Signia can deliver, cutting edge solutions to help foster that power of conversation to give to the wearer. We're constantly on a journey to understand all of the aspects of real conversation. As I mentioned, over a year, a decade of research went into understanding what a good conversation is made up of, the elements for success. And why is that so important? Not only to create beautiful products, but also understand what our technology needs to be able to address seamlessly without missing a beat for the wear. So couple studies to go through, I'll go through them briefly because I wanna get to some products. So the 95% of wearers in our first study, which we do have a white paper for, we looked at for the first time or first time in the industry looking at alternating the

conversation where the speakers, you can see in front, this is the wearer and talking to two people upfront, again, alternating the speech, but noise all around them, you know, fully difficult conversation in noise. So we can better reflect what real-world conversations look like, not just a single speaker in front. And it gives us great confidence that we can prove that the technical benefit that we see with RealTime Conversation Enhancement translates to human performance gains. It shows 95% of wearers had improved performance in the group conversation scenario. Another study, which is very exciting, this is with KEMAR, the KEMAR manikin. And we devised a test to mimic how conversations occur in the real-world using the two alternating speakers that you can see here and here, play this animation. But not just from the front, from the side, you know, that side speech where sometimes we'll just frankly miss out if we're not facing it, right?

So we recorded the output of hearing aids in the KEMAR manikin, use the well-known Hagerman phase inversion method, calculating the SNR of IX compared to four premium competitors. And the results are very impressive. So we can show you that the test conditions applicable to the real-world, but with objective technical measurement recorded with KEMAR showed a remarkable 4.1 dB SNR improvement over the best competitor. So you can see, you know, three brands comparatively, fairly competitive among themselves. But when we can improve that signal to noise ratio, again, it depends on performance functions for each individual, but we're able to, anytime we can get that signal above the noise and the greater that can be, the greater the benefit. And this is in group conversations. So this is not, that's where brand C, you know, may not be able to keep up because in the alternating conversation, we need to be able to keep up even when we're not facing the wearer directly. The third study, I'm not going to take all of their thunder because it is not published yet, but it is being peer reviewed and is expected in AJA. And this is Dr. Schollie, Folkeard, et al, from University of Western Ontario. And I won't go through all of the, you know, the nitty gritty of what was used, but you can see it on the screen here and you can have that

downloaded. But what they looked at was using a real-world environment in the study, a food court, particularly in a busy mall and the participant and two testers, a female and a male were seated around a table as you see pictured here. And you know, they had a conversation just like a real-world conversation and the participants had, well, let me show you the results. RealTime Conversation Enhancement was preferred on all investigated aspects of the group conversation experience in the real-world food court. 80% of participants had an overall performance of real-time for when RealTime Conversation Enhancement was utilized. And the results are in line with the results from previous lab evaluations for the Signia IX with RealTime Conversation Enhancement. So why is that important? Why is it important to use multimodal research? With the three studies we have objective technical data using KEMAR with our 4.1 dB SNR improvement over the nearest best competitor in a noisy group conversation scenario with objective human performance data, 95% of participants had improved SNR and a noisy group conversation scenario. And subjective human performance data, 80% of participants with Signia IX and RealTime Conversation Enhancement in a noisy real-world group conversation.

So now we have a wealth of data from quantifiable technical and performance metrics, we can actually know and have the proof to show that users, wearers can engage in authentic conversations and keep up. So let's go into, now, that we're on again Twin Mics, I wanna just highlight the Styletto in a little bit more detail. So Styletto IX up to 20 hours of wear time, 17 hours, we always test of battery cell wear time, should I say, including five hours of streaming. So 20 hours wear time, 17 hours including five hours of streaming tested, of course, stream longer than that. That's what we test with. Up to an additional five hours with a 30-minute fast charge. So we always have with our rechargeables that 30-minute fast charge that you're able to take advantage of with when you need even a longer day or you know, you notice that you need more wear time. The Stylettos are IP 68 rated, so all against all of the elements and dust, and moisture, the highest rating in the industry. When it comes to acoustics

and it we're talking about acoustical performance with the EarWear 3.0. We have more, many receivers than listed here, but with the Styletto we want to respect being able to use the portable charger that I'll show you in a moment. So those lengths and power levels are known to fit into the portable charger very nicely with a closed lid, so it can stay portable. Doesn't mean that you can't use the lengths, you know, for an HP power receiver, but I'll show you another charger that I might say. Okay, maybe this is our another option for you. We also have custom old sleeves, ear tips, all of the IX products now will be using our EarWear 3.0 and three levels of receivers again, to fit just about anyone that you have coming into your office. Seven sheet colors. So love the cosmic blue and rose gold combination. We have a color for everyone to fit their style in the seven, five, and three performance levels. Also an sDemo and also CROS in the same form factor Styletto. Your sDemo, when you order a set of Stylettos, then you may want wish to have sDemos in your office, please investigate. And this is a great way for you to be able to show real-time in real-world the power of conversation to your wearers.

So our CROS, as I mentioned and our chargers. So I love showing and I highly recommend you show the Styletto IX portable charger along with the products, you know, show them, open up the charger and show the instruments with their charger because it really is a package deal when you want to have that portability on the go, ready whenever you need it. So it is the case as well as the charger. Integrated power bank now holds five additional charges and it can be charged wirelessly on a Qi charger as well as our USB-C cord that we give you. So the other charger though, as I mentioned, the Dry&Clean Charger is a nice option because it gives you the ability to charge clean and dry all at the same time. Nice LED status indicators, you know, on the chargers themselves, and you might be familiar with Styletto AX, the chargers are basically the same, but now we have an additional one more charge for the the IX charger and then on the, excuse me, on the dry and clean side, same for Styletto AX and IX. The form factor size has not changed. So the instruments are exactly the same. Slim, slimmest size, the charging internal power bank was actually updated. So to give

you one more charge for your patient, so great selling and fitting feature. Our Pure Charge&Go IX and TIX. So we have two options and I would, you know, you're welcome to order either, but the TIX not only gives you a telecoil, but, and it's just a hair very minimal. You wouldn't be able to even tell that that it's any bigger than the IX, but it gives you a longer streaming time as well. So if you look at the numbers of Pure Charge&Go IX, that's an impressive 28 hours of runtime, of course, additional six hours with a 30-minute fast charge, IP 68 rated. But when you look at the Pure TIX, you have 39 hours. So you know, over time that's great giving that streaming time as well as a telecoil as they encounter looped scenarios and environments. The CROS Pure Charge&Go IX is the CROS form factor that will be compatible with the CROS Pure Charge&Go IX and TIX. So lots of battery runtime on the CROS because 29 hours get you covered for more than a full day. It actually has a longer wear time than the hearing aid that is its partner itself, so you'll always have the CROS ready for you to wear. The charger options for the Pure Charge&Go IX and TIX are the multi charger, which would be the default charger for the sDemo, if you have an sDemo set. And Standard Charger great for on the counter on the bureau. Portable Charger and the Dry & Clean Charger. I do wanna mention on the Signia CROS, Unique to Signia is our CROS, which can be a game changer if you're not offering our CROS because we have this unique skewed directionality pattern that is skewed towards the unaidable ear for improved speech, understanding benefit in noise.

So highly recommend if you have not fit our CROS either in our Pure or our Styletto, or now even you know, our Silk rechargeable and you know, other devices are compatible as well, including the Insio. We'll get there, but this is a really unique, you can feel very confident that you will change lives with this product. And so your next CROS patient highly recommend you give a try with one of our CROS's. We're always compatible with you know, or made for iPhone as well as Android with ASHA Wireless and Bluetooth with our Pure Charge&Go IX, TIX and Styletto IX seamless connectivity were LE Audio Ready. So we're future proof whenever the, you know, devices catch up

to have that in place, which is in the next several years that we're ready to go with just a firmware update. So LE Audio Ready is the next Bluetooth coming and it will change how we do things in our daily lives with streaming in public places. So the IX accessories have not changed. So that's one nice thing about the streamlined TV. You know it if you don't, very easy to use and great benefit to be able to hear everything around while you're watching TV. You can get up, go get a drink, go get a snack and you're still hearing the ball game. The streamline mic for being able to stream from any Bluetooth device and also being your remote microphone. And the miniPocket, which is a key FOB size, discreet remote control maybe for someone that doesn't have a smartphone or doesn't want to get out their smartphone to make some adjustments. Wireless programming will be with the Noahlink Wireless because of our wireless connectivity there. And the Silk Charge&Go IX. So we have, if you are not familiar, we had the Silk on the previous platform, the Xperience platform as you know or may not know, but our next platform was the Augmented Xperience platform and now we're at the Integrated Xperience platform.

So jumping from Silk X to IX is a big leap because we are offering now where there's the capacity of a 20% increase in computational power, which is huge for ear to ear, for new features, greater dynamic range, automatic EchoShield to deal with reducing the echo in reverberation effect in difficult environments, making it affect speech understanding. And now we have Silks that are rechargeable, so no more 10A batteries. We can address that dexterity where the wearer can still have a discreet CIC product that is customized by the sleeves that you have many choices for. And we have the CROS Charge&Go and the Silk IX as well and rechargeable CROS. And it's IP 68 rated, that is what this little icon is, denoting at the very top of the slide on the right. OneMic Directionality. It's nice to put a picture with the description. So Binaural OneMic Directionality. So it's when two of the instruments left and right can communicate with each other with their ear to ear wireless 4.0 and you can see that grayish area is representing the natural pinna effect. That's what everyone has when

you know, they put microphones, or they have that they're born with. But when they put microphones down inside the ear canal, then, you know, you get that natural pinna effect as well. But we can tighten that up and have the hearing aids communicate and offer a tighter and true directional beam to the front. So then the wearer is just more supported for speech in noise. So lots of features on the Silk with a new face plate softly textured to avoid reflections, the wearers can use the Signia app or miniPocket with acoustic pairing power all day up to 28 hours on a single charge with a 30-minute fast charge as well for an additional seven hours. The matrix is 50/114, so it can fit lots of losses down to moderate loss. Qi charging is an option as well as the USB-C charging that we have. The charging station or casing has a recessed charger inlay that if you're familiar it looks similar to our Insio. It looks similar, sorry to our active products if you are familiar. But the inlay is different. Very easy, beautiful casing. Again, I would show the Silk with its case as well. And up to four full charges on the go. I did mention custom molds.

We can also do custom molds on the Silk. So I always recommend try EarWear 3.0 because we have many choices when it comes to customizing the fit with a tip or a new round vent or a sleeve, either open, closed or power, but we also have custom mold so that is also an option for you. Two face plate colors, the black will look more like a shadow effect and then mocha and the shells are side-specific red and blue. You will program the Silks with the Connexx Air. So lots of benefits there, but I want to get to our Insio IX IIC/CIC, so I'll let you review, there's more detailed benefits as you need. But three technology levels or performance level seven, five, and three. And we have CROS compatibility with the Silk. So you would fit a Silk CROS, but Insio IIC/CIC on the hearing aid side, I mentioned the floating microphone, but I'll also mention the design to be our smallest design ever. But on the inside, we have auto EchoShield to clear up echoey environments, speech stabilizer that's part of all of IX technology. Clearing up conversation in dynamic environments and noise to protect that speech envelope and acoustic cues. And then again, Binaural OneMic Directionality. So our

face plates have really been updated. You can take a look at these details with a smaller programming pin, floating mic where we can put it in different spots that we can better dictate, you know, for the ear anatomy and a new face plate called the I3, so for CIC and IIC. Now just know, we are on a 10A battery with these, but we can offer up to 75 hours of listening. So that's great. Two matrices or should I say two, with the two products IIC has a 50/113 matrix and CIC can get all the way up to a 60/124 depending on space, of course. And then again, I mentioned the CROS Silk Charge&Go IX will use the Silk charger and then the IIC will use a 10A battery. So keep that in mind. You must have the wireless component of e2e, you can also order non-wireless devices. However, you know, that means we don't have that connection. So not compatible with CROS, but when they want small sometimes that's what we need to give them, right? So lots of discrete colors. We can use the Signia app and the miniPocket as I mentioned and you'll program with the Connexx Air. If you have a non-wireless device. We do have a programming adapter and we'll send you that with your order.

So again, more details, but this is our full portfolio and we always like to show the comprehensive portfolio that we have. We would love to talk more about what your needs are when you need to fill in the gaps. If you're not familiar with Signia, we're happy to train you one-on-one as you need to give your patients the experience of Signia. So I will stop there because I know I would love to get to a couple questions. Your course has ended so you are able to, you know, take your quiz and get your CEU if it's applicable to you. But Ally, I'll just ask my colleague, Ally Baton on the clinical education team is joining me. And I'll just ask, let's take a look if there are any questions. I'm sure she has been typing away, but there is a question they all ask, is there any Bluetooth on the CIC? That would be correct. That is where you need to go with Bluetooth. I would highly recommend one of our Twin Mic products that have Bluetooth because we have Bluetooth in both the Styletto as well as the Pure. And what degree would you fit with the Silk? Actually, it's interesting because now that we

have this second iteration of the Silk, it's funny, I have a personal story to where a person I'm thinking of wore the Silks, but then his hearing loss changed a bit and we really needed to give him more power. We're at 50/113 with with the matrix, so we got 'em in a RICs, but you know, he really wanted those Silks. So when we got to the Silk IX, we tried them again and he's able to wear them because again, that improvement from one platform, skipping a platform generation to, where we're at now with IX, he's able to wear his Silks again, and he's a happy camper. It gives that much more stability and computational power. You know, our feedback system is wonderful, but he was just on that verge of just needing a little bit more and now he has it with his new Silk IXs. So any other questions or I will just thank you so much for joining. I would like to just say if you need anything, we are here for you. We're able to train, get your sales managers in your offices and let you share the power of conversation with your patients. Thank you so much, have a great day.