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Signia Government Services: May 2024 Contract Update

Presenter: Lisa Perhacs, AuD

Hello, and thank you for joining the Signia Government Service May 2024 contract update on Audiology Online my name is Lisa Perhacs, and I'm part of the professional education team at Signia.

Let's jump into a little housekeeping first. If you'd like to earn ceus for today's course, you certainly can. All you have to do is after the course, go to your pending courses on audiology online and pass the multiple choice exam. Remember, though, you must have a paid membership to earn ceus this way. If you need assistance or tech support during this session, please call 807 532160 or you can email customer experiencecontinued.com dot.

After this course, you're going to be able to discuss the capabilities of the IX platform. You're also able to describe how real time conversation enhancement uniquely benefits the wearer, and you'll be able to identify the additions to the May 2024 contract.

Let's start first by telling you how Signia delivers. We have a mission promise and we have a partnership with you for our mission. Signia is dedicated to improving the quality life for all veterans, active military, and American Indians. Through better hearing. We can fulfill this mission through our partnership with you, and we thank you for allowing us to be one of your trusted partners on the government contract.

We have a promise that we're committed to audiology powered by rechargeability, and we offer the most comprehensive rechargeable portfolio, ranging from rechargeable custom to the industry's only rechargeable superpower, BtE. We also have a partnership with you. Our success is your success. Your success means everything to us. Signia delivers is our commitment to a lasting partnership.

It's at the center of everything that we do. We've expanded our team. We're focused on excellence. We share this goal with you to provide the best outcomes while striving

to give you a great experience. So let's talk about our integrated experience and how we're expanding access to the power of conversation.

I love this slide. I love looking at the diverse faces. Everyone is so individual. They have hope, they have passion. And our purpose is to deliver products and services that are going to make a difference to each and every one of these individuals because it is their needs that we get our inspiration from, that we get our data, we get our insights.

We are continuously trying to challenge what is possible in the world of hearing. We're excited to share with you our industry first technology, which is not really too outside the realm because Signia's history has always been filled with innovation. We go back as far as 1878, when Werner von Siemens made the first hearing aid for his hearing impaired wife. And over the years, we have been breaking barriers with our innovation. You know that we were the first hearing aid ever that synced together.

And that was back in 2004. We had the first rechargeable in 2006, and the first lithium ion in 2016. We were the first with groundbreaking form factors like our slim Rick. First with a deep neural network of artificial intelligence, and the first to have split processing, and now multi track architecture. That's 140 years in the industry, with many of the world's first.

We have research hubs all over the world with eleven, over 1100 employees. We spend a great amount of money investing over 160 million in technology. And R and D. We're the pioneers of innovation across design, connectivity and rechargeability. Did you know that WS audiology is the number one patent applicant for a conventional assisted hearing technology?

And one of four of hearing aids in the world are powered by our Signia technology?

What we're focusing on now is hearing better in noise, hearing better in conversation. And it's not a coincidence that Marketrack 2022 has focused on conversations too, as well. The very subject the Signia R and D team has spent the past decade researching has been conversations. And we see that the people wearing the hearing aids really need to be satisfied in those conversations. The market track survey looked at the satisfaction ratings of people with hearing loss that are currently wearing hearing aids, and also at the satisfaction of those that are not wearing hearing aids.

Let's look at the top three satisfaction ratings. The top three are all hearing better in conversations, hearing better in noise. The first column are those wearing the hearing aids. The second column are those that are not wearing hearing aids, but probably need it. And the third column is the difference between the two.

So let's focus on that first column. Satisfaction for following conversations and noise, 72%. Satisfaction with conversations with large groups, 72%. Satisfaction and conversation with small groups, 78%. You know what?

I was an overachiever in school, and if I came home with 70% on tests, I would be mortified. That is not a refrigerator paper. Well, you know what? Our hearing aids are a lot better than that, too. We're striving to be a lot better than the 72%.

That's a C level. We want A's, we want to do better. So that's what our research is focused on. And actually, it looks like it's gearing in the right direction. This is another study that was published by the Hearing Review.

And in this study, results have shown that speech understanding is rated by the wearers to be, on average, two to three times more important than sound quality. So what the patients want is they want to understand. That's what's most important to

them. They want the hearing aids to sound good, too. Don't get me wrong, that's important.

But they have to be able to understand. So we know this is what the focus is. This is what is needed. Group conversation is difficult. This is the hardest situation for those people with hearing loss.

They're frustrated. They feel isolated. They feel like they can't participate. They withdraw. They don't join the conversation.

They don't join the activity. They stay at home. They are missing out on the moment when they could be part of that conversation. Conversation. We want them to be present.

We want them to have that feeling that hearing loss has no limits. Well, traditional approaches, in the past, they've been falling short, and this is what the competition at all is usually focusing on. And in the past, there's two primary approaches that were used for better hearing and noise. We have our narrow focus, in which this approach is proven to be effective for speech and noise tests. But that's only because the speech is directly in the front and the noise is directly in back.

It works well for improving that. Signal to noise results in the front speaker, and you could hear better. The noise is reduced, but you lose everything that's going on around you with such a narrow focus. Another approach is your broad focus, and this allows you to be more aware of your surroundings. But this approach is relying on the brain, actually quite heavily, and it relies on the brain to pick out that speech of what's interesting to the listener, which is going to be difficult.

It works for some, but for many, it requires a strong listening effort that's much higher and causes greater auditory fatigue. So neither approach is really the best way to hear better in noise. We changed that game. We came out last time with our augmented experience. And with augmented experience, this is the first hearing aid ever to separate speech and noise.

At the input stage, it processes the two signals separately in two completely separate tracks, two processors. It's like having two hearing aids on the right and two hearing aids on the left. So that way the speech signal and the noise signal can both be optimized and adjusted completely independently. This has never been done before. This is groundbreaking.

This separate or split processing results in a very clear acoustical contrast between those two signals, making speech sound prominent. And it separates you from the ambient sounds. But the ambient sounds are still full, and you feel like you're immersed in your environment. How could we do better? Well, we took what we did with our augmented experience and our split processing and really elevated it with our integrated experience.

This is our new chip that continues that split processing approach and takes a huge leap ahead. With our ix technology, we have real time conversation enhancement. It's the world's first hearing aid with a multi stream architecture, and it's capable of accurately pinpointing multiple moving speakers in real time conversation. We're able to have this three part process. We're analyzing, augmenting, adapting.

We're going to go into each one of those, but what's important to note is that it's not a this happens, and then that happens, and then that happens. It's a continuous action where the hearing aid is doing all of this at the same time. It's impressive. And we have

a demo app that we can show you visually the tracking of the conversation, and we could share that with that. We could share that with you in the office.

So when your signia representative comes on in, they can demo how this technology works. It's so impressive that we won the big innovation award in 2024. Real time conversation enhancement is adapting to changes in the auditory environment in real time. Without having to turn your head and look at the speakers. It's actually changing 1000 times a second, building an incredibly detailed auditory picture of the surroundings for the benefit for the patient.

They never miss any part of the conversation. They don't have to look at who's talking, and they're able to enjoy all the environment around them. So let's talk about first how our IX technology analyzes.

We look at the individual speakers, we look at the conversation dynamics, we look at the surround sound. What the technology is doing is it is locating where the speech is coming from. If there's turn taking, what's the noise level that's going on? And it's analyzing 192,000 data points every single second. No other hearing aid in the industry can do this.

And then we have part of this analyzer is the conversation analyzer, and it's two different components. We've got a source analyzer. It's scouting the environment. It's looking at how many people are talking, where are they? And then we have the dynamics analyzer, the seeing if they're taking turns, are they talking on top of each other?

Where is the noise happening, where there isn't speech? And what's the levels of these background noises? All of this is occurring again and being analyzed 192,000 times a

second. The hearing aid also is augmenting. It's creating the contrast needed for the easier speech understanding.

And we're using the basis of our split processing. This was unique with the ax technology. It's our foundation with the IX technology, and we're adding, on top of it, real time conversation enhancement. We're still using the separate focus streams to process the background so that you can hear the environment and pick up the speech from behind you. But that front processor is now separated and adding four, three more focus streams, so actually four when you count the split processing of what's coming in from the front.

Each advanced focus stream operates independently within a specific region, the number of locations at which the talker can be identified. It's not limited to a defined number of points. Remember, it's analyzing again 192,000 times a second. Each focus stream is going to operate independently. Lock onto the multiple speakers as soon as each person talks.

Instantaneous in real time, changes width. It changes the orientation of the focus stream. If someone starts talking or if they're moving, this is all happening at the same time. If multiple talkers are located within a region, the speech will be able to still be picked up. We know that there's turn taking, we know that there's timing, it's all being analyzed, and it shapes that beam former in a way that preserves the sensitivity of that direction.

Even if one person's talking and the other person isn't, it still knows two people are in that beam. If multiple talkers are located within that front focus and that they're in one region, it looks at the turn taking, it looks at the timing. It's very challenging. Normally, when a conversation like this is going on, the patient would normally have to look at each talker, and that takes time to actually focus on who's talking, you'll miss part of

the conversation. With ix technology, because this is happening in real time, the listener doesn't even have to look and turn.

The listener is able to understand the speech as this turn taking is happening. Even when there's noise in the background, it's going to pick up speech, optimally about 6ft away from the listener. Because when you're in a noisy environment, that's usually how far away the listeners are that you're talking to. You're usually in a small little group. You're either at a restaurant, you're at a happy hour, you're at a party, you're not talking to someone who's 40ft away in this noisy situation, situation that would be yelling and confronting them.

That's not a conversation. So optimally you want the person or the people that you're talking to to be about 6ft or so away to get the most optimized sound and able to follow all of that speech that's going on. Part of the IX technology, as well as the multi architecture beam forming is the conversation booster. It looks across all the focus beams in conversation combination, including the front hemisphere of the split processing. And then it's going to determine the optimal balance for the speech enhancement, for the noise reduction, to give you the best sound quality in that environment that's so noisy and usually quite difficult to listen in.

At the same time, we have the hearing aid that's adapting to the environment on a whole new level, because not only is it analyzing the 192,000 data points a second, it's adapting a thousand times a second. So this is what gives you this live auditory space. This is just a rudimentary way that we could illustrate it for you, just give you an idea. It's not just the three focus streams working independently. These three focus streams work together to adapt to the dynamic environment using width and angle and depth.

The result is a live auditory space. It utilizes split processes processing to separately process the background sounds, keep you immersed in your situation so you know

what's going on around you. But it never overpowers the speech. It's not distracting the speech. It's also enhancing the multiple conversation partners smoothly in real time without missing one nuance of the conversation.

This is how ix unleashes the power of conversation. And yes, we have a lot of research that backs this up. We do research all across the globe, whether it's at a Signia research center or we use research partners as well. So very well known laboratories and universities that we work with to get subjective and objective data. We use real life testing, we use behavioral research, neural research, physiological information with eggs, lab studies with proof behind it.

Signia delivers cutting edge solutions to help you foster that power of conversation in the most complex of environments. So what are we doing at all of these research facilities? We are on a journey to understand all aspects of real conversation and to use this knowledge to create innovative hearing solutions to enrich the lives of our wearers. This is the power of conversation. This is what we've been focusing on.

And it's exciting because most research studies that have been done have all been typical, where you have the speaker in the front, the noise behind, and this is where narrow directionality, regular directionality will usually shine because it's able to focus on what you're listening to and quiet everything else down. That's not real world. Real world is where you have multiple speakers and noise all around you. So in one of our testing, that's exactly how we set up the group conversation scenario to mimic normal conversation, to mimic real life, because we want to know, can these hearing aids keep up? And with this type of technology, narrow directionality is not really going to help you.

You can see with real time conversation enhancement that multi stream architecture able to adapt to all the speakers around with it on versus with it off. There is a 1.1

decibels advantage improvement, which actually equates to 95% of wearers had improved performance in group conversation scenario compared to real time conversation enhancement off. This is a big wow. Usually when there is a new technology increase, it's usually just basing a one decibels signal to noise ratio improvement. But you can see in these studies that we have more than that.

The integrated experience is an industry breakthrough. Here's another study that was done in the real on key mar, and it was objective, in which it measured the output of hearing aids on the Kemar mannequin in the noisy environment with multiple speakers in the front. So again, different than your typical speech in the front, noise in the back. This test mimicked how conversation occurs in the real world, and it's using a new inversion method. It's called the Hagerman phase aversion method test, in which can isolate the speech from the noise.

So that's how we can get this information. For objective technical measurement, we put the hearing aids, the ix hearing aids, up against the best of the best the competition has to offer. If you look at the results with real time conversation enhancement, in our IX technology, we have a 4.1 decibels signal to noise improvement over the best of the best competition. This is exciting because this was a test that was done that can be applicable to the real world because we had multiple speakers. So it's important to note that brand a brand B brand C brand d, they're not made for the multiple speakers to have people talking where you can't turn your head and look at them.

That's why maybe some of them didn't do as well in this test. The ix technology is the only one out there that is able to handle multiple speakers in real time without turning your head. It's exciting. So again, a one decibels signal to noise ratio improvement is usually when a company will release a new platform and say it's significantly better over the last. This is a 4.1 decibels signal to noise ratio improvement.

This is huge. And that was an objective test. Well, we've done a subjective test that's actually being published right now, and it is assessing the iX technology in the real world. This was done at UWO, it's a leading university within audiology and hearing research. And what they did was all the hearing aids were fit on a listener and they had multiple speakers in a very noisy environment.

When you ask how noisy of environment this was done real world environment, in a food court, in a busy mall. So you had a male and a female speaker with the listener seated at a round table. They're surrounded by other tables and people are sitting and eating and talking. And then there was a conversation, a scripted conversation between the testers that was carried on a variety of familiar topics, food, travel, weather. What are you doing this weekend?

And the scripts were created so that way there was frequent turn taking an equal amount of speaking for both the male talker and the female talker. And after each of the conversations, the participants, the listeners were asked to make a number of ratings. Well, look at this. The main observation in these preference ratings is that real time conversation enhancement was preferred on all items. And it means that all the ratings were significantly different from zero.

There was no preference. This is in line with all the ix evidence that we have from the lab studies. 80% of participants had an overall preference for real time conversation enhancement. This gives us a comprehensive foundation of evidence that the benefits of signia ix and real time conversation enhancement is true. Whether it was a lab study, whether it was in person, a human studies, we have objective studies, we have subjective studies, and we see a huge benefit.

Benefit to the ix technology. 1.4 decibels signal to noise improvement over the nearest best competitor in a noisy group conversation scenario, 95 participants had improved signal to noise ratio in noisy group conversations, and 80% of participants preferred signia IX with real time conversation enhancement. This is the big wow. This is unleashing the power of conversation.

So why aren't people wearing the hearing aids? Hearing aids are underutilized. 80% of adults ages 55 to 74 who can use a hearing aid choose not to. This breaks my heart. And that's because of stigma.

They still feel that other people will know it's not accepted in the society. They feel that they, they look old. And unfortunately, this is what people think hearing aids look like. We can do better. So now we know we have the technology to help you hear better.

Let's get it out there that they look better as well. So what we've done is expanded the IX platform and gave you more options. So we've introduced the pure charge and go tix. We have now the styletto IX and the incio IX. This is exciting that we have to introduce to you that we can reach more within that power of conversation.

We're breaking down the barriers with innovative form factors. We're changing perceptions because people like the way they look. These are great hearing aids that are attractive designs that have fabulous technology inside. We're going to empower more people to unleash the power of conversation together. So here's our whole portfolio that we have available on the government service contract.

You have your pure charge and go tix, and now we're joining the Styletto IX and the NCO IIC and Cicix. This joins our nCO charge and go ax. If you need a larger form factor for in the ear custom instruments, we've got battery instruments with the pure 300 2012 ax, and we've got strong btes, a superpower 81 peak gain that's

rechargeable. It's going to be able to last 61 hours on a single charge. So let's talk about our newest introduction, the Styletto IX, and why it's such a conversation starter.

We're not just changing the design. We're aiming to transform those perceptions. We know that people think hearing aids are like that picture I showed you. And we know that many older adults don't really keep up with the advances of modern hearing aid design. They don't keep up with technology, and they may think that that's all that's out there.

So styletto IX marks a significant leap forward. It's modern, it's super slim, it's a sleek design, and it's being replicated by the competitors. And you know that imitation is the most sincerest form of flattery. So with our styletto IX, we can open a lot of doors with this style. And it's been tested in which a study was done asking the people that have hearing loss that weren't wearing hearing aids, and 500 total of people were surveyed that self proclaimed they had hearing loss but were not wearing hearing aids.

And when they were told that, okay, you know, you have a hearing loss, pick a hearing aid. And given the choice of a Rick and a BTE, the chart on the left, still almost a quarter of them chose no hearing aid. But when Styletto was put in the mix and were told to choose a hearing aid and they only went by looks of the styletto slimRick, the pure Rick, or the motion Bte. An overwhelmingly amount of people chose styletto slimric. And what really impresses me the most is the 10% that chose none.

That means nine out of ten people chose a hearing aid. When you put styletto in the mix. And honestly, I don't care what they wear. I don't care if it's a Clc, I don't care if it's a BTE, I don't care if it's pink with purple polka dots, as long as they're wearing hearing aids that help them. So just knowing that putting a new form factor into the mix as an option for your patients might really help them turn that corner and get the help that they need, because they like it.

They think it's stylish, it looks good, and you know, you're getting a great hearing aid. It's IP 68 rated. So, you know, it's got the water and the dust protection that you need. It's has the repulsion for oils or water. It's hydrophobic, oleophobic.

So you know that the water is just going to bead off. It has an anti capillary design on the casing, so this is solid. You know it's not going to break down. It's all been tested to give you not only the resilience and the ability to withstand the elements. It's going to last that full day.

You've got 20 hours of run time, 17 hours you're streaming, and in the charger, if you pop it into the charger, half hour of charge will give you five more hours of battery life if you need it. So styletto is going to last you absolutely the full day. You've got three different receiver power strengths and four different lengths that are available to you on the styletto. You can use all the different sleeves, you can use the ear tips, and you can even use custom ear molds. If you use the larger charger, you've got lots of colors available to you.

We have the two tone colors that are very stylish. The snow white with the rose gold, snow white with silver, black, graphite black, silver, and cosmic blue and rose gold. But you also have the monochromatic looks as well that we've added. If you wanted for skin tones or an all white or all black, all brown, all beige. Different looks that might want to match hair tone or the arm of the glasses, whatever you're trying to match with the government service, we have a offering as well that is exclusive adjust to you that you can get Styletto IX in camo.

You've got two different camo options. Desert camo and black, or forest camo and black. So you can have a different options too for camo. And if you order the camo color, you will get a black charging case because it really does look streamlined.

Styletto Oi X is also available in a cross, and this is great as well. So you can have the exact same form factor. You can fit it as a cross. And if you haven't done our crosses before, we please, please, please implore you to try the crosses because they are really different on how they're handling the same. For most people that are fit with a cross, they always feel like the hearing aid shuts off when they're in noise.

And that's the cross transmitter side. Because every other hearing aid, when they're in noise, there's a frontal focus in both ears on the transmitter and the good ear. And that may work well for people with binaural fitting, but for cross wearers, they feel like they're hearing aid just shut off and noise because a frontal focus, they lost that localization with our cross systems, and we've been doing this for many years. We do a skewed focus on that transmitter side. So they still get input on that quote unquote dead ear, but it is using directionality, it's using the noise reduction, so they get a better sound quality and noise, but they still feel the perception that they're getting sound on that side.

So that really is a game changer that we have available with our cross options. Here's our chargers that we have available. The Styletto IX charger that comes with the hearing aid is a portable charger. It can charge up the hearing aids five more times without being plugged into the wall. And you can charge this wirelessly on a Qi standard charging plate.

The styletto dry and clean charger is another option that you can get with the hearing aids. And the dry and clean is going to dry out the hearing aids. It's going to disinfect them with a uv light and also charge them up. And because the well is much larger on the dry and clean charger, you can use the longer lengths of receivers as well as the custom ear molds. So you have different options with the chargers to suit your patient's needs.

You have seamless connectivity. It's Le audio ready. This is with a firmware update. And it your Styletto IX can stream to iPhone or Android using the ASHA standard for communication. And you have all your different accessories available for Styletto IX.

So if you have someone that doesn't have a smartphone, so they won't be able to have the app, but they still want to be able to change programs or change volume, they can do that with the mini pocket, the small little remote that uses coded high frequency sound. You can pair your Styletto IX to your streamlined tv or your streamlined mic and stream the tv directly into the ears. Streamline mic is to stream audio from any Bluetooth device. Pair it to your computer, and you could do all your zoom calls through your streamlined mic. It also has a remote mic that you can hand off to someone, and it's like they're talking directly in your ears at a meeting, at a conference, in class, whatever is needed.

Styletto OIX has wireless programming. You're programming that with your no link wireless, and it is seamless. So with Stylettoix, you're not sacrificing any of the features, any of the great sound quality. You've got your real time conversation enhancement, all with inside the Styletto IX in a beautiful streamlined slimmic design. So let's talk about our other introduction, which is our NCO IX.

This is the CIC and the IIC that's joining the government contract. So now you have available an ix in a CIC or an IIC for a custom small little design. This is engineered for real conversation. We have a whole new faceplate design with a floating mic. We have a beveled or chamfered corners on the battery door to make it smaller.

You've got one mic directionality. It's our smallest design ever, and it still has all of those wonderful benefits of ix like speech stabilizer and also your auto echo shield for clearer sound and echoey environments. Let's look at that one mic directionality. This

is a game changer. You have one mic on the right ear, one mic on the left ear, because you have your e t e wireless technology which is using near field magnetic induction to keep together and sync a full binaural bandwidth of sound integrated between both ears.

The one mic on one side, the one mic on the other side turns into a four microphone array around the head. Now, by having this four microphone array that's virtual, it is able to form beam forming. And for the first time ever, you have directionality in a one mic instrument. There is no other hearing aid on the market that is able to do this. So not only are you just, you have great signal to noise ratios, but now you have also the subtlety of a smaller, discreet design.

So with IX technology, you can have it all. It's the only custom IIC and CIC to provide this enhanced directional access to speech and noise. So as we said before, it's a new faceplate design for the IIC and the CIC. We have optimize that faceplate to have make a smaller and more compact instrument to fit more ears. So we're really excited to offer this to you.

Different faceplate colors are our options. You have different strengths of matrices that you have an option to as well. In the IC, it can be as strong as a 60 peak gain in. And that's in the ear simulator. In the two cc coupler, it's a 50 peak gain.

In the CIC, it's as strong as a 60 peaking in the two Cc coupler. So there you have great options in matrices and strength. If you need something small, something discreet that's strong, but still has noise reduction and directionality. NCO IX is the product for you. It uses the ten a batteries and you're going to get 75 hours of listening on a single battery.

With the IIC and the CIC, there is no bluetooth, but you still can use the Signia app or the mini pocket remote control to control programs to change volume. So whether they use the app on their smartphone, it's using coded high frequency sound, or the mini pocket, which also uses coded high frequency sound. You've got options with the NCO IX, IIC and CIC. And your programming is wireless as well because it has wireless inside, keeping the ears in sync. You can program this with the Connex air, all without wires.

If you want a larger custom product that has the Bluetooth capability, well, you certainly have that with the NCO charge and go a. So again, it's very strong, it's robust. You're going to have your reliability. You have your IX as your IP 68 rating. So this was the first custom instrument ever that had IP 68 rating.

And we know that it's able to withstand the moisture of what is going on. It's okay if you go out for a run. If you get caught in the rain, you wear them in the shower by accident, it's okay. The instrument will still hold up. And you have lots of great different colors to match hair or skin tone.

It's a sleek design. You can stream from apple or Android. You've got that Bluetooth connectivity. There are no charging contacts on the NCO charge and go ax, so there's nothing to corrode. There's nothing to just get right.

It's easy to control. You've got a push button on the faceplate. You can customize that push button. Quick press is volume up. Longer presses volume down on one side.

The other side can be program change. You've got different removal options or indicator options. And for government service only, you can print an american flag on the shell. So this is a great option if you only wanted to print it on one side to indicate

right or left with the insio charge and go ax again, you have very strong options. You have up to a 65 peak gain matrix.

So if you need to fit someone with a more significant hearing loss, they still can have custom products with Bluetooth streaming capability. And I love the charger. This is the easiest charger to use. It's so intuitive as all of our chargers takes about 4 hours to fully charge up the instruments. All of the chargers we offer automatically shuts off the hearing aids when you put them in.

The charger automatically turns on the hearing aids when you take them out of the charger. But this is my favorite charger out of all of the designs that we make, because this is the easiest one. The canal portion of the hearing aid goes right into the well. The canal portion doesn't have to be just right and right, left and left. You can mix them up.

And actually I've gotten it to charge, putting it upside down where I put the faceplate into the well and the canal portion is sticking up in the air. It has contactless charging, so that way there's no charging contact on the instrument. That's going to force you to put it in a specific place. With the NCO charge ago ax charger, it's seamless. It uses the USB C charging cable will automatically plug in and charge up.

Those hearing aids will automatically shut off when the charging is done. It has led status light indicators, so it will blink while it's charging. When you get all three bars lit up, it's fully charged up. And just like all the other chargers we have, you have the quick charge option. Drop it into the charger for five for half hour and you'll get five more hours of battery life.

You're going to get 24 hours on a single charge with the NCO charge and go ax. That's what the patients want. They want long run times. And for the typical patient, they want to wear their hearing aids all day long and be able to experience that excellent sound

quality in all their listening situations. With 24 hours runtime, you have that and that's 20 hours if they're streaming, about 5 hours a day.

And again, you have that fast charge option. It's smaller in size now, but not in capacity. We have been working constantly, trying to get provider feedback and improving the optimized fit protocols, so that way we're fitting not only the challenging ears, but getting better fits for all the custom devices that are offered. Our innovative, contactless, rechargeable custom hearing aid is optimized to ensure your custom hearing aid order is delivered to meet your expectations. Now, if you ordered a signia instrument when they first came out on our initial launch, that's the one, the beige one on the left side of your screen, you might have noticed it was a little bulky.

And yes, we know we were working on it, and we got so much better. If you look at the right side, that is the same person's ear, the same file that we use, the same ear mold impression, and we were able to get the build so much smaller and still have that great sound quality, not sacrificing anything. We have worked hard on this. I like to say the initial launch, it was our first pancake. You know, you know, the first pancake, when you make pancakes, the first one comes out.

It's maybe not as great as it could have been, but, man, that tastes great. Well, that was our first pancake. It sounded fabulous, but the looks weren't quite there yet. We now have better pancakes. So if you haven't tried us recently on our Inseo ax charge and go instruments, we would love for you to try us again and see how much better we can get your order for you.

Let's talk about some other instruments that we have on the government contract we've introduced. Last contract, update the pure charge and go tix. So if you want a full featured RiC, more traditional design that has a rocker switch, we've got that for you. And it has a telecoil built inside. Also, it's the IP 68 reading.

And this is very important, that IP 68. Six is the highest you're going to get for dust. Eight is the highest you're going to get for water. You know, you're going to have a robust instrument that's not going to be breaking down constantly due to moisture or other issues. We have the research we put into it, into all of our hearing aid designs.

So not only will the hearing aids sound fabulous, but they're going to live up and pass the real life test with the charge and go tix. We have a larger battery. It's a button battery, whereas the styletto is a long, slim bar battery. The button battery could be bigger. It can hold more of a charge.

And with our pure charge and go tix, we've got 39 hours on a single charge. And that's right, you heard me right, 39 hours. This makes a difference. If you have someone that needs a high powered receiver or a power receiver, and you know they're going to be wearing it full day, 16, 17 hours a day, and they're going to be streaming it while they're wearing. They want to stream their tv, they want to stream their phone.

So there are heavy streamers as well. With 39 hours runtime, you know, you're still going to get a full day of life on the pure charge and go tix. You don't have to worry about that because, you know, the stronger the receiver you put on the hearing aid, the more battery drain that it has. That's not an issue with pure ix. You have it covered.

So for those people that need long battery life, that need the extra power, pure charge and go tix is the way to go. You've got lots of great colors to choose from. And in these colors, you can match hair or skin tone. You have all the receiver options, and you can again, use up to that 75 peak gain receiver and fit even up to profound hearing losses. So that's an option.

With the pure charge and go tix, we have the cross as well. So you have cross options. It doesn't matter if you need a. A traditional Rick, a slim Rick, a battery Rick, all of them have a cross option as a possibility for you to fit. And with the cross, we're using that e to e, the e to e that we first developed.

And we talked about with innovation that came out first in 2004. Back then, it was touch one control booth, and what was syncing was really just the program change and just the volume. Now it's a full binaural bandwidth integration of sound between the ears. And that is what's giving us the ability to have long battery life with our cross. Our crosses are going to last 29 hours.

Keep up with the hearing aid. So that way, you know your patients, whether it's a true binaural fit, it's a bi cross fit. Because you want OVP, you're going to still get the longest battery life. And again, with a cross highlights, you've got that skewed directionality. And yes, I did say you've got OVP own voice processing with a cross.

Now, if you fit it as a true cross, you don't have it, because a true cross is really just one instrument. But a bicross is two instruments. If you program them up that way. And with a bicross, you have own voice processing as an option. This is a huge advantage for those people that are wearing cross instruments, especially if they have normal hearing in the good ear.

Even if the thresholds are 15 straight across in that good ear. Still put that into Noah. Still program the hearing aids that way. But mark it as a by cross. As a by cross, you get that own voice processing, and you'll get a balance of sound.

Because even if that good ear is totally normal, by putting a hearing aid into it, you're causing a hearing loss. So give them the balance of sound. Set it up as a by cross. It's going to be a better sound quality, and you get more features, and you'll have more

successful cross fittings, just like with Styletto, you've got great options with the pure. For multiple charger options with the pure, you have the portable charger, which holds up to four chargers, four charges in the hearing aid that you can charge on the go.

You have the dry and clean charger that will dry out. The hearing aids will also disinfect them. And you have the standard charger. For those people that want something simple, you could just place it on the countertop and they can easily remove it. Maybe they have poor dexterity, but you have options.

That's the most important point, is that you have options of chargers. So it's not just one charger that comes with it. If your patient needs a lid, you've got it. If your patient needs charging on the go, you've got it. If your patient, it lives in a heavy humidity area where you need to dry it out constantly and disinfect, you've got it.

You have those options, and you can choose when you place your order. Did you know we have a fourth additional charger? It's called the clinic mini charger, or multi charger, rather. And this clinic multi charger is really made for you in that you can get a stand for it. So here we show you it with the stand and also without the stand.

This is a simple charger that actually has little charging ports in those silicone cups that can charge up any instrument that has galvanic charging from signia. So any instrument, whether it's on the x platform or the ax platform or the ix platform, with. With galvanic charging, they all fit into the clinic multi charger. This is why it's for you, because this takes away the need for you to have all different chargers in your desk, you don't have to. You could just have one.

And now you have a charger to charge up the hearing aids if they come in with the chart with the hearing aids, dead. Remember also if that happens to you, we have that quick charge capability. Half hour gives you about five or six more hours of battery life

on all of our instruments, no matter what they are. Let's say your patient comes in with the hearing aid deader than dead. They haven't worn it in two weeks.

They haven't charged it before they came in, but they're there for you to make an adjustment, and you've only got a half hour with them. You do not have to reschedule. Drop it in the charger. 15 minutes is going to give you enough juice to program that up and send them on their way. It won't charge them up completely to last the full day, but it'll give you enough charge to make an adjustment in the software and to get the appointment still on track.

So just know you have options. And not only options, you've got charger options and accessory options, just like we talked about with the Styletto. You've got the Streamline mic and the Streamline TV, which will work via Bluetooth. Stream the tv directly into the ears, will stream a speaker from up to 50ft away directly into the patient's ears with a streamlined microphone or the mini pocket, a remote that uses sound. So they don't have to have bluetooth, they don't have to have a smartphone if they have a skiff assignment.

And yet they want to make adjustments on their hearing aids. And they're wearing, let's say, the Stylettos or they're wearing the NCO CIC. You can use the mini pocket remote and make those changes to program or volume. Just like all the IX platform, the tix and the pure has the firmware update capability to be Le audio ready. So when Le audio is out, we will have our hearing aids ready.

They are future proof and are able to stream to IO the Apple devices and also the Android devices via the ASHA protocol. So here is our whole signia portfolio that we have on our government contract. You'll see you have options if you need btes. We have those still and they're rechargeable. Did you know our motion charge and go superpower is going to last 61 hours on a single charge with an 82 peak gain?

This is incredible. We offer a comprehensive portfolio that's based on the patient's needs. So if they have battery needs, we've got that with the pure 312. We've got that with the NCO, IIC, and CIC. If they have rechargeable needs, we've got that with the btes, with the styletto slimric, with the pure charge and go tix, with the telecoil, with the NCO charge and go ax.

We have you covered. It's time for your patients to unleash that power of conversation. We're excited with the IX technology. It's a decade of research and breakthrough technology that all came together to drive unique wearer benefits. You can hear those multiple talkers even as they move around without turning your head.

This is what that real time conversation enhancement technology does, where you don't have to look at the speaker. You're able to hear what's going on, and you can contribute to that conversation without being bothered by your voice, with own voice processing. Do you know we're still the only company that offers that capability to lower the gain just when the patient talks and not for anything else, if your patient is out and about, we have that deep neural network that is live with Signia assistant. This was the first one developed that was using AI that you were able to get the help you need just simply through the apple, through conversations, we can make sense of our world and also our place within it. So that's what unleashing the power of conversation means.

It's to engage and connect like never before. Conversation is more than just an exchange of words. It's the most powerful tool we have for building relationships and realizing the potential that lies within each and every one of us. Through our conversations, we make sense of the world and our place within it. So here is what Signia delivers.

A nice little chart to show you, a hearing aid for everyone. And you can see what has batteries, what's rechargeable, what platform we have and the product name. We've got it all. We've got you covered. We're excited to share that with you.

And we thank you for joining us today and for taking the time to learn more about Signia solutions on the May 2024 government service contract. If you're interested in learning more about our products and software, we encourage you to search out our courses on audiology online. And always be sure you can always reach out to us for assistance on our dedicated government service line here at Signia. The number is 809 54327. Thanks again.

I hope you have very successful fits and we hope you have a wonderful day.