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Smarter By Design

Presenter: Taylor Meyers, AuD, CCC-A

Hello and welcome. Thank you so much for choosing this course. Widex is grateful to have the opportunity to present to you today via audiology online. We recognize that your time is valuable and we appreciate any time you dedicate to learning more about our hearing health solutions. Today's presentation is going to focus on on the Widex Smartrig Smarter by design if you have any further questions or would like more information, we would love to hear from you and you will receive information on how to reach out to us later in the presentation.

We have three course objectives for you today. One, after this course, learners will be able to list at least three new smart features available in the Widex Smartrik. Two, after this course, learners will be able to explain how the groundbreaking shape of the Widex Smartrig is designed to enhance the wearer's focus and three, after this course, learners will be able to describe the sound processing strategy that is completely unique to Widex and allows for ultra low delay, ultra fast processing.

I do need to disclose that I am an employee of Widex USA and I receive financial compensation. I have no relevant non financial relationships to disclose.

My name is Taylor Myers and I'll be your presenter today. I'm a doctor of audiology by training and a clinical education specialist at Widex.

I am proud to introduce to you the smartest solution from Widex yet. Featuring a groundbreaking design, we deliver the benefits of exceptional focus, ultimate convenience, and unparalleled aesthetics. Building upon our achievements in natural sound, we have thoughtfully upgraded our platform. As you may know, a platform consists of both hardware and software, and with Widex Smartrik we combine new, innovative hardware with a smarter approach to sound and the software you have come to know and rely on for an experience that can only be found with Widex. Put simply, the Widex Smartrik is smarter by design.

Widex Smartrik is truly in a category of its own. This is not a slim ric. This is not a traditional Ric. This is not just a new form factor. This is an all new design that will change the way we think.

Smartrik is an entirely different product than anything else in the industry today. This is a new product with benefits that exceed the criteria of a new platform by any definition of that word, beyond just the hearing aids themselves. This ergonomically designed, this smooth on the go charger, fits in the palm of your hand and delivers a week of freedom so that you can enjoy life with your hearing aids without worry. At Widex, we have created this entire ecosystem, if you will, that encompasses this groundbreaking hearing aid design accompanied by carefully designed apps and accessories to integrate seamlessly into the wearer's world, to enhance their listening experience, and to allow them to live life with hearing aids on their own terms.

Widex Smartrik is smarter by design this is a thoughtfully upgraded platform, building on our achievements in natural sound, adding new features made possible by the groundbreaking design of Smartrig. There are four main features found within Widex Smartrig one smart directionality, two smart sound, three smart power and four smart design. Let me tell you a little bit more about each of these features.

Let's start with smart design with Smartric. Hardware meets software meets design in a solution that looks sleek and modern and delivers measurable audiological benefits for an experience only to be found with Widex Smartrig.

We know that patients want to hear better, communicate better, and feel better about themselves. But the traditional ricks that are currently on the market don't always set the right tone. To achieve this, Widex Smartrik introduces a new category of Rick that is small, stylish and sleek. And we know that aesthetics do matter for the wearer. Can you

think about a time recently that you were shopping for something, maybe a necessity that you had to purchase, but you still shopped for, at least partially based on aesthetics, on the look of the product.

For me, it was a new washer and dryer set that I had to buy recently. It was a necessary purchase, and there were plenty of products out there to get the job done. But I was still drawn to those washers and dryers that looked sleek and that fit in with the aesthetic of the other appliances in my home. And because I was able to find something that I liked the look of, it allowed me to find joy and excitement in that purchase. According to a 2018 research study, a modern hearing aid design attracted more attention and was remembered longer than traditional Rick designs.

Also, it was associated with a higher intention to purchase instead of waiting another five, six, seven years to do something about their hearing loss. If a patient likes what they see, it motivates them to action.

But we know looks aren't everything. It has to feel good and sound good, too. That's what sets Widex smartrik apart. It does all those things. Hardware meets software meets design.

It looks sleek, stylish, and modern. And importantly, it provides significant, measurable audiological benefits for the wearer.

But you may be wondering, what are Wearers and fitters saying about the smart design of Smartrix? So far, the initial reactions have been overwhelmingly positive. People are saying it's the best on ear feel of any product I've ever experienced. Smartrik feels so secure behind my ear, unlike any other device, and my patients are drawn to it. Amongst all the other options, the smart design of Smartrik includes not only the small size and modern shape, but also a stylish color palette that exudes sophistication.

Widex Smartrik comes in elegant color options that continue those feelings of confidence and pride in ownership.

Attractive colors matter and these five colors were carefully selected to provide a modern, stylish and sophisticated feel. I am excited to introduce the new rose gold color option. I love this color on the Smartrik. It is so elegant, but even some of our familiar colors like silver gray and honey blonde just land differently with Smartrik. The angles, the way the light catches it, it is just elegant.

Additionally, we have listened to provider requests. The Widex Smartrik also includes a new led indicator to confirm powering on and Bluetooth pairing, as well as the option to enable a continuous light for status check. This is a great option for Wearers who may have a caregiver that needs to quickly be able to look behind their ears and confirm device function. These led light indicators add added wear convenience for the hearing aid user.

When we asked people what they thought of Widex Smartrik when they saw it in person, they described it as sleek, stylish, modern and cool. Smartrik truly needs to be seen in person to understand how small and how sleek it looks. It appears better in the hand than in a photo and even better on the ear than in the hand. This is an all new style of hearing aid in the industry and its sophistication and elegance on the ear.

When Wearers were asked how it made them feel when they first saw or heard with Smartrik, they said they felt motivated, confident, excited and hopeful about their hearing care journey with Widex Smartrik.

To recap smart design with Smartrik, aesthetics matter as they have a large impact on a patient's feelings toward the product, but it has to do more than just look good.

Smartric is in a category of its own, providing exceptional form, function and feel to the hearing aid wearer.

Alright, we've established that the product looks good. Now we will focus more on functionality because remember, form and function are both important. So let's unpack what makes the solution from Widex so convenient for your patients?

We live in a society that thrives on convenience. I could choose to never leave my house ever again if I so desired and have anything I needed, groceries, supplies delivered right to my front door. Even if I do leave the house to go grocery shopping. Most of the time it is curbside pickup. Because let's be honest, I am not going to brave the grocery store on a Saturday or a Sunday afternoon.

We know convenience is a high priority for a lot of people. We have the opportunity to up the convenience factor for our patients. So let's do it. If you could leave your house with one less charging cord when you're traveling, wouldn't you want to the Widex Smartrik has the longest battery life yet for a Widex Ric, it can last up to 37 hours, depending on the streaming habits of the hearing aid user. If the user is a heavy streamer, the hearing aid battery will still last 27 hours on a single charge, including 8 hours of streaming.

You could binge watch almost an entire season of your favorite show and not have to worry about your hearing aids dying while you're streaming that show. And we all know that lithium ion batteries degrade over time. The fact that Smartrik is over delivering on battery life now will allow it to still meet patient expectations throughout their journey with the hearing aid. And not only is the hearing aid battery life amazing, but we are also introducing our first portable charger with the Widex Smartrike carrying case. It is compact, it is small but mighty, providing at least a week of free freedom from plugging in.

Just like the Widex Smartrik hearing aid, it has a sleek and stylish and modern look and feel. The hearing aids and the charger use galvanic charging, which is more efficient than other charging methods. It's all the things you would want a portable charger to be. This charger is no longer something that just lives on your patient's nightstand. This is a compact hearing aid carrying case that also charges the hearing aids.

It's something that the wearer can easily stick in their pocket or their purse and take with them when they're on the go throughout the day.

The charger itself is capable of holding five hearing aid charges. This is going to equal approximately one week of full use before having to charge the actual charger, and the wearer has flexibility in charging with multiple options. The Smartrik charger ships with a USB C cable and wall plug, but it is also compatible with Qi certified wireless charging pads. Users only need to charge it roughly every seven days, and many newer cars these days have Qi charging pads. Just toss it in and go charge the charger while you're running errands around town, and never be tethered down to your charging cord or to your battery life again.

As a note, we do not sell Qi certified charging pads at Widex. They will need to be purchased by the wearer if they would like to charge that way.

What are fitters saying about the smart power of Widex? Smartrik users are loving the convenience of smart power, saying I love the battery life. Teenagers who stream a lot will love it too. Most kids can't get through their day on one charge due to the degree of streaming they do, and I can't count the number of times I received high praises about the new charger and battery life. Our providers are stoked and mentioned no one else is doing anything like this.

To recap the ultimate convenience offered by the smart power of Smartric Wearers will benefit from up to 37 hours of battery life without streaming, up to 27 hours of battery life with 8 hours of streaming, so even the heaviest streamers will enjoy a full day of hearing aid use. That plus the high capacity charger provides worry free power to our Wearers for all users at all times.

We understand your days are busy. Smartrik not only offers ultimate convenience for your patients, but it is easy for you to fit and to implement into your clinic.

Widex Smartric is available at the 400 and 4330 and 220 levels with the digital features that you are familiar with at each level. Smartrik is a premium product and is positioned as such. This will help ensure that your patients experience the full upgrade opportunity with Widex Smartrig.

And I have more great news. The Smartrik is compatible with the same receivers and earwear as the Widex moment MRIC and SRT RD, with the exception of the v two high power receiver. So no extra stock or organization is required for receivers and ear tips in your clinic. With the compact size of the charger, local testing has shown most custom ear tips can fit in the new Smartrike charger.

We have made the strategic decision to go with the Widex moment app as the primary means of controlling the Widex Smartrig. We see increasing use of our app as the primary method that patients choose for interacting with their devices without limits, giving them access not only to program and volume controls, but also all the benefits of our machine learning artificial intelligence solutions, not limited to just what buttons and touch control can do. By utilizing the moment app, your upgrade patients do not need to learn a new app, and neither do you. The wearer today and the wearer of the future is comfortable with technology. Many patients are now using smartphones to control a variety of devices, including hearing aids.

86% of older Americans own a smartphone. 80% of those 70 years and up own a smartphone our apps are easy to use and provide tons more flexibility than just a volume control or program change button on the hearing aid.

To highlight just a few of the reasons that the Widex moment app is a great tool for Wearers to use. The moment app allows for easy access to simple controls, but they are not just limited to that. The app can be so much more if the wearer wants it to be.

With the Widex Moment app, the hearing aid wearer is able to leverage the power of artificial intelligence by quickly selecting their environment and their intention. In that situation, they can leverage this power of AI and instantaneously receive setting recommendations to optimize their hearing in that situation.

Another great feature, within the moment app, called myGuide, allows patients to help themselves and is an excellent tool for new users to get comfortable with their devices, providing access to instructional videos and troubleshooting tips to reduce unnecessary follow up appointments in addition to the Widex moment app, we have many strategic options depending on how your patients want to interact with their hearing aids. Patients love being able to put their hearing aids on their ears and forget about them, but for those times when the wearer needs to make changes, we have an array of options for them to choose from. From an easy remote control with the RC decks, to our multifunctional sound assist accessory, to our Tonelink app, and to the full on personalization via the moment app, the patients have choices for how they would like to interact with their hearing aids.

You can see here the minimum app and software versions needed to support Widex Smartrig at launch, the hearing aids contain firmware version 6.1, and new hearing aids always ship with the newest version of firmware available to ensure a seamless first fit

for both you and your patient. One of the other ways we make it so easy to work with Widex is that we give two options for future firmware updates. You can, of course, bring them into the office and update the hearing aids via Compass GPS. However, any patient using the moment app will also get a notification that a hearing aid update is available, and they can perform the update themselves within just a few minutes from home or wherever they are. That way, they can instantly benefit from the improvements provided in the firmware update without having to schedule an unnecessary appointment, leaving your schedule flexible for new patients, consults, fittings, etcetera.

Next, I'd like to discuss exceptional focus, but what do we mean when we say exceptional focus? Well, it includes two aspects. One, being able to focus on something because I'm not being distracted by unwanted sounds. This is smart sound two, being able to focus in on something specific to hear it better. This is smart directionality.

As a manufacturer, our goal is to get the patient to forget they are wearing a hearing aid. A big part of that is reducing awareness of noises that they wouldn't hear if they weren't wearing a hearing aid such as wind noise and touch noise. We already minimize noise with our processing, but now thanks to the new design of Widex Smartrik, we can do that significantly better.

So how do we reduce these unwanted noises? Through a redesigned microphone cover. Not only does it add to the sleek design of Smartrik, but it is also more protective against wind noise and touch noise.

With the redesigned microphone covers, we are able to provide up to 20 decibels improvement in wind noise and up to an 88% reduction in touch noise. These are not

small numbers. Again, with our already exceptional processing in combination with this hardware upgrade, we are providing an unparalleled solution for your patients.

There are two ways as a manufacturer that we can reduce wind noise for our Wearers digitally and mechanically. As you may know, we have had smart wind manager for several generations of technology and its phenomenal. The s and r benefit it provides is truly impressive. The smart wind manager is a feature in our 440 level technology only. Whats awesome about Smartric is that we still get to benefit from that and then in every level of technology 200 and 2330 and 440 we get the additional benefit from the newly designed microphone covers and the strategic placement of the microphones.

The new design of Smartrike is more aerodynamic with the additional protection from wind noise that delivers a cleaner signal to the hearing aid for processing where smart wind manager can take care of the rest. So it's really a win win for the patient.

So what are Smartric Wearers saying about smart sound? Wearers are saying that due to these redesigned microphones and microphone covers, the new Widex Smartrik hearing aids say sound amazing. They are the most crisp and clear hearing aids I have ever listened to, by far the best I've ever heard and I went trail running with no music playing. Wind was not bothersome. Everything sounded like I remember things sounding.

To recap, smart sound means that your patient can focus on what matters most, who they are with Smartric improved in two areas that matter a lot in daily life, touch noise and wind noise. We want patients to be active, to socially participate and by removing additional barriers through Smartrika this can be achieved.

Finally, I want to talk about the exceptional focus that's provided by smart directionality. We are able to provide exceptional focus with Widex Smartrig with

microphones placed at an optimized angle to enhance directionality and to improve performance. Performance. This is a game changer for your patients, and the reason we do everything we do is so that our hearing aid Wearers can live social. Living social means being able to live in the moment.

With our new smart rig, we want the patient to look forward to a group lunch or a dinner instead of saying no to plans because their friend suggested a restaurant that they know is noisy. We want Wearers to be able to do anything they want to do and to not be held back by their hearing loss or worry about a breakdown in communication. For your new user experience, imagine less physical visits to the office during the trial period or journey of their hearing aid fitting because of all the improvements Smartric brings. This brings time saving benefits for you. And I know that I could always use an extra hour or two in my day, so let's talk about the audiological importance of directionality for just a moment.

Why has directionality been such a game changer in audiology? Well, what tends to be the number one goal of patients with hearing loss? To hear better in noise and directionality addresses this number one goal. And remember, if people with normal hearing need six decibels and r to have satisfactory communication, it makes sense that people with hearing loss need even more help and support. People with mild to moderate sensorineural hearing loss required an average SNR 50 of eight decibels for satisfactory communication, we need as many db's as we can offer to help our patients achieve their best communication in noise and in life.

This is why thousands of dollars and professional hours each year are dedicated to just 1 db improvements and hardware and software platform improvements. Each db improvement in noise could be that silver bullet to help the patients we serve each day. And each db matters. A 1 db SNR improvement corresponds to a ten to 12% increase in speech understanding and noise. This is not insignificant for our patients.

These are differences that they will notice on a daily basis.

The Widex Smartrik offers improved directionality due to its smart design. Traditional RIC designs have larger microphone angles which tend to point more vertically or more at the sky. Through a standalone design, we are able to optimize the angle between the two microphones to make this angle closer to horizontal. This enables the directional microphone to align with what users are focusing on naturally. Facing more forward.

The microphone angles of Widex Smartrik are at a more horizontal angle than other hearing aids, improving the signal to noise ratio and thereby improving speech intelligibility and understanding in other words, by moving the microphones forward and more horizontally, the wearer can hear sound coming from the front better.

Let's take a look at this microphone angle comparison between a traditional RIC design on the left, where the microphones are at a larger angle and are pointing more upwards compared to the microphone angle of the Widex smartrik on the right, which is much smaller and angled more horizontally. This not only provides a stylish design, but also improved speech and noise performance for the wearer.

We wanted to look at how the form of the Widex Smartrik influences the function at how the microphone angle affects the speech and noise performance. This data can be found in a study performed by Doctor Francis Cook in the Orca lab and was published in hearing Review in March 2024 and will be provided in the course handouts.

In this study, there were two objectives. One, to measure the new microphone angle of the Widex smart rick and compare that to the microphone angle of a traditionally shaped rick, in this case the moment mRIC, and two, to compare speech

understanding and noise results between the two models by comparing SRT 50 scores using the hint test.

So let's look at the microphone angle results first. It might look like there's a lot going on in this graph, but really all it's showing is that every single participant in the study had a better or lower smaller microphone angle. With Smartrik in the graph on the right, you're looking at the microphone angles of a traditionally shaped rick on the left and the microphone angles of Smartrik on the right. The average microphone angle was 37 degrees on the moment IMRIC, which is a very typical microphone angle for a traditional size and shape Ric device. The microphone angle was twelve degrees on the Smartrik.

This supports the expectation that the microphone angles on the Smartrik are significantly smaller or better than the microphone angle expected from a traditional RIC design. Also notice how tightly clustered the Smartrik measures are. That indicates less variability in microphone angle with Smartrik as compared to a more traditional RIC design. That means that you as a provider are more likely to achieve an optimal microphone angle on every Smartrik fitting that you do.

Now, let's look at the speech and noise results. They were measuring SRT 50 or how much higher the signal had to be over the noise for the person to understand 50% of what was being said. First, I do want to point out the moment IMRIC did really well in this test with participants needing only an average of 2.75 decibels SNR to achieve the SRT 50. But if we can up this improvement this performance, why wouldn't we? The smart directionality of Smartrik yielded even better results than that, bringing the SRT 50 down to only 1.5 decibels and r.

That means a 1.25 decibels SNR improvement was measured, which should yield about a 12.5% improvement in speech understanding for the hearing aid wearer, just from the design of the hearing aid alone. How cool is this?

I just shared that the average improvement we saw with the Widex Smartrigger was 1.25 decibels SNR improvement. But in this study, we also saw individual improvements of up to five decibels SNR. Given what we know about SNR improvement and the correlated speech understanding and noise benefits, that can be absolutely life changing for a patient. This means there can be a huge positive difference by upgrading a patient from a traditional RIC to the smart RIC. For individuals at Widex, we've strived to perfect our speech and noise technologies.

Remember, our high definition locator or HD locator, is Widex's weighted directionality system. It takes into account your patient's real time environment, their degree and shape of their hearing loss, and allows access to all sounds the way people with normal hearing have access to sounds around them. It makes me think of my dad, who has been a hearing aid user for over 15 years now, but who was recently fit in Widex hearing aids. After he was fit, after I did what every patient does and I took him to the noisiest restaurant in town, he did amazing. But what I found really interesting is how he described the sound of the restaurant.

He said it sounded so good that he could still experience the vibes of the place, the music, the social setting. He had access to these sounds the way people with normal hearing have access to sounds around them. But he also had excellent performance in noise Smatrix. New microphone angles work in conjunction with the signal processing to allow for exciting performance for hearing the best. Wearers have ever had in noise what are our fitters and our Wearers saying about the smart directionality of Smartrigg? One fitter said, I just have to tell you, I went out for drinks last night with friends and I brought three different brands.

I was honestly surprised that the mic position made a huge difference. I had my friends put them on my ears, so I was blind to the brand. We used the same non custom domes, too, so I wouldn't be able to feel the difference whether it was the bar at our table, which was inconveniently in the center of the restaurant, or outside on the patio I blindly picked the Smatrix each time. That was just an universal with no app changes to make it easier. Another fitter said, it seems so interesting we are all selling them.

I sold three sets already. It's all about vertical versus horizontal hearing, so easy to communicate the benefit to the patient.

To recap smart directionality, it is going to provide exceptional focus with microphones placed at a more horizontal angle to enhance directionality and performance in noise.

Underlying all the features we've already discussed is the means to keep Wearers connected, connected to the people they love and the technology they rely on throughout their day.

We want our Wearers to stay connected seamlessly in their lives, and part of fitting seamlessly into Wearers lives means providing strategic options for apps and for accessories.

Widex has a complete ecosystem of accessories to support the many listening goals of your patients. From our new remote microphone and multifunctional accessory called Sound Assist, to our award winning tv play, to the cute compact rc decks, our moment app and the newest addition to the smart connection family, our new SoundConnect accessory.

SoundConnect is a discreet and easy to use USB device that plugs into any PC. It is small but mighty. It provides simple plug and play streaming of audio from a personal computer directly to Smartrik and other 2.4 GHz moment platform styles. It works great with Microsoft Teams Zoom, Google Meet and other music and media players like YouTube and Spotify. The button puts the sound connect into pairing mode when pairing with the hearing aids, and the led light on the top indicates when sound connect is in pairing mode connected, actively streaming or in service mode.

So I hope you can see and feel why there is such excitement for the new Smartrik product. We cannot wait for you to take this excitement back to your clinic and to your patients. With Smartric, you now have the power to deliver to your patients the exciting elements of this new innovative technology including smart sound, smart directionality, smart power, smart design and smart connection.

Now that we have introduced you to the newest and smartest solution from Widex and all the benefits that come from this new design, let's recap on some of the key features of our chip and how our unique technology sets the Widex sound apart from everything else on the market.

First, our choice of a time domain filter bank as opposed to a frequency domain filter bank sets apart our processing. To understand why the kind of filter bank a hearing aid uses is important, let's review the fundamental sound processing pathway of a hearing aid. So first, the hearing aid microphone detects sound in the environment. Second, the sound signal is converted from an analog signal to a digital signal. Third, in the filtering stage, the hearing aid filters the signal for analysis, breaking the signal down.

Fourth, different processing and features unique per manufacturer then occur. Fifth, the hearing aid filters for synthesis or the signal is put back together and finally the receiver transmits this processed sound into the ear. The choice of filter bank used is very

important and applies to the first filtering step, filtering for analysis where the hearing aid analyzes and filters the incoming sound as the filtering determines what sound information is passed on to the next processing steps. This is a key decision for hearing aid manufacturers.

There are two main filter bank types, a time domain filter bank and a frequency domain filter bank. Each type of filter bank has a different focus on the frequency resolution versus time resolution aspects of the incoming sound. A frequency domain filter bank follows a uniform approach, treating all frequencies the exact same way and focusing on frequency resolution. On the other hand, a time domain filter bank applies a more flexible approach, varying its frequency bandwidths according to the changing frequency and time resolution emphasis required.

I'd like to show a short video that explains how our time domain filter bank feature at Widex works, allowing the filter bank design to match the processing of the cochlea.

At Widex, we mimic how the natural ear works. That's why our signal processing is different. In this video, we explain how a time domain filter bank works and how using this technology enables us to deliver a pure and natural sound quality. During the natural hearing process, the basilar membrane inside the cochlea filters and analyzes incoming sounds using auditory filters. These auditory filters vary in width.

The low frequency filters are narrow, resulting in a fine frequency sensitivity, while the higher frequency filters are broader. To replicate these auditory filters, a hearing aid employs a filter bank, the type of which affects the sound quality produced. The two most common types are time domain and frequency domain. A time domain filter bank is designed with varying filter widths, focusing on narrower bands for lower frequency frequencies and broader bands for higher frequencies to resemble how the cochlea

works. That way, a fine frequency sensitivity is applied where needed, while still being able to cover the full frequency range with fewer bands.

In contrast, a frequency domain filter bank must use a fixed filter width across the frequency range as fine frequency sensitivity, and thereby narrow bands are needed. In the low frequency area. More bands are required to cover the full range due to the fewer bands in the time domain filter bank, processing time and delay are reduced. The result is a purer and more natural sound quality compared to a frequency domain filter bank, where more bands result in long delay and a less natural sound quality. That's why Widex has made the smart choice of using a time domain filter bank, doing our best to mimic how the natural ear works and provide hearing aid users with a natural hearing experience.

Widex is the only major hearing aid manufacturer to make use of a time domain filter bank. This is a major difference that sets the Widex sound processing apart from other manufacturers.

To recap our discussion about filter banks, using a time domain filter bank, you can cover the full frequency range and minimize processing time with fewer frequency bands. A time domain filter bank has several narrow bands exactly where needed in the low frequencies and broader bands for the less sensitive high frequencies. This mimics the way that the cochlea naturally filters and analyzes sound. This way, we can cover the full frequency range with fewer frequency bands and with less processing time. And less processing time is a good thing for the patient with less processing time or lower delay time with Widex hearing aids, you can present a cleaner, less distorted signal to the patient's ears.

Note the nice, clean signal from the low delay Widex hearing aid circled on the left compared to the distorted signal with the jagged teeth of the comb filter effect from the

standard delay offered by other hearing aids on the right. What's really important to remember is this is just one feature and a whole long list of features that create that natural and clear sound Widex is known for. This is in addition to our enhanced dynamic range, our high definition locator, our speech enhancer, our variable speed compression, and the lowest delay in the industry. Of course, we were already doing great. This new design has made us even better.

That is how we can confidently say the Widex Smartrik is the best hearing aid Widex has ever built.

Now let's dive into Compass GPS and share Smartrik fitting practicalities. Please note you will need at least Compass GPS 4.7 to program Widex Smartrigger. As a reminder, there are two ways to reboot the hearing aids. To put them into pairing mode, you can place them in the charger and then remove them from the charger to reboot.

Additionally, you have the option of using a magnetic pin included in each order to reboot the Smartrik hearing aids.

Why is this good to know? The hearing aids cannot switch on or off without the charger or this magnetic tool since it does not have a push button on it to reboot using the magnetic pin, hold the magnetic pin tool to the bottom of the hearing aid and then remove the tool to restart it and then repeat the process on the second hearing aid. This is useful for cases where the wearer has not brought their charger to a follow up appointment and you need to restart the hearing aids to put them into pairing mode to connect either to the fitting software or to an accessory.

Smartrik has been intentionally designed for the many different patients that walk in your door. Let's look at the first time user first. Maybe they've been putting off technology, or maybe have tried other things in the past, but have not stuck with it and are ready to start new with Widexpos Smartrik if you aren't familiar with our fitting

software, we've made it so easy to be successful with Widex fitting is as easy as 1231. Run your feedback test to calibrate the fitting to the patient's ear canal. Two, measure your synsogram our nc two measurement to optimize each fitting.

Synsogram is optional, but is recommended to optimize the fitting and minimize the need for fine tuning, especially if you do not have access to verification tools in your office. And three, set your adaptation level, although the software defaults to full prescriptive gain. Level four we recommend level two for most new users.

We have high level tools available to fitters, including the Widex, Smartric and moment fitting guide to ensure that your fittings are easy and efficient.

Additionally, we even provide examples of the words that you can use to motivate the patient during the fitting and to continue to highlight why and how that you, as the provider, play a critical role in a successful hearing aid trial. These tools are available via the audiology online course Materials section or from your local Widex rep.

If you already have patients in Widex who are looking to upgrade, here are some helpful tips and tricks to optimize your Smartric upgrade. Fitting first, this is a new product with redesigned microphones and a new sound experience, so use this as a time to reset. Maximize your patient's upgrade experience and treat it as a new fitting revisit your receiver length. Is their previous length still appropriate or was Smartric naturally sitting slightly more forward on their ear? Can you size down in receiver length?

Is their previously used ear tip still appropriate for their ear canal and their hearing loss? What adaptation level were they previously at? Are they ready to move up, or are they still okay staying where they are? And finally, for hearing losses that are candidates for our pure sound processing algorithm, redemo universal versus pure

sound and let the patient choose their preference, even if one or the other was pretty previously used.

Regardless of if your patient is new or experienced, the benefits of this product are easy to relay to patients. Show them the sleek and modern design that it looks different than what they would expect a prescription hearing aid to look like and explain why microphone angle matters, that it's designed for better better hearing and noise. For improved focus. Talk to them about the redesigned microphone covers and tell them about less wind noise and touch noise for a more seamless listening experience. Share the amazing battery life and the charging statistics with them so that they know they're never going to have to worry about their hearing aids dying.

They have this new worry free charging system.

I hope you can see and feel why there is such excitement for the new Smartrik product. Our goal for this course is to give you the tools to go out and start fitting Smartrik so your patients can experience the benefits of this innovative new hearing solution today. Thank you so much for joining me today. Reach out to your local Widex rep. Call WidEx directly at 1802 210188 or go to myWidexpro.com to place your Smartric orders.