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A solid red square is located in the bottom left corner of the page.

Starkey Government Services: Elevating the May 2024 Contract

Andrea Hannan Dawkes, Au.D. Sr. Education and Training Audiologist



Hear better. Live better.

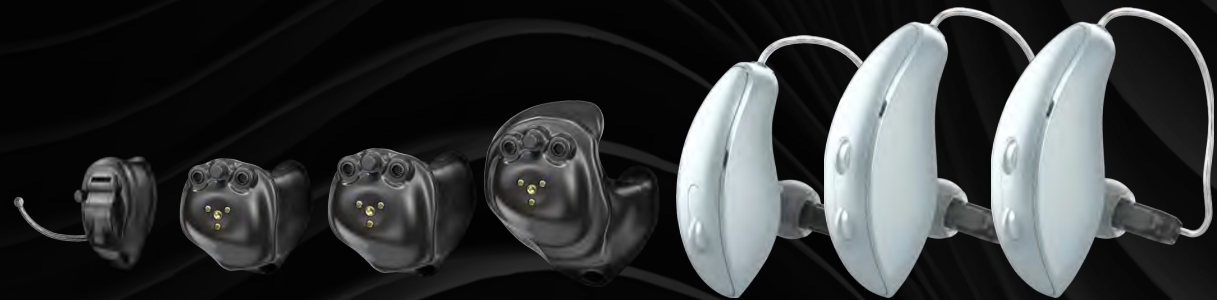
Learner Outcomes

- 1 List the Genesis AI feature updates
- 2 Describe the updates to Starkey's custom hearing aids
- 3 List the updates for Pro Fit software and My Starkey app

Better hearing has
never **been easier**



GENESIS^{AI}



ALL
NEW

Signature
SERIES



Starkey Neuro Processor

INDUSTRY'S **MOST ADVANCED** PROCESSOR TECHNOLOGY

6X

MORE
TRANSISTORS

4X

FASTER
PROCESSING

10X

MORE
MEMORY



Neuro Sound Technology

The **biggest leap** forward ever in hearing technology

Adapts more quickly to deliver crystal-clear,
transparent sound quality to patients

80
million
hearing adjustments
every hour



Neuro Sound
Technology

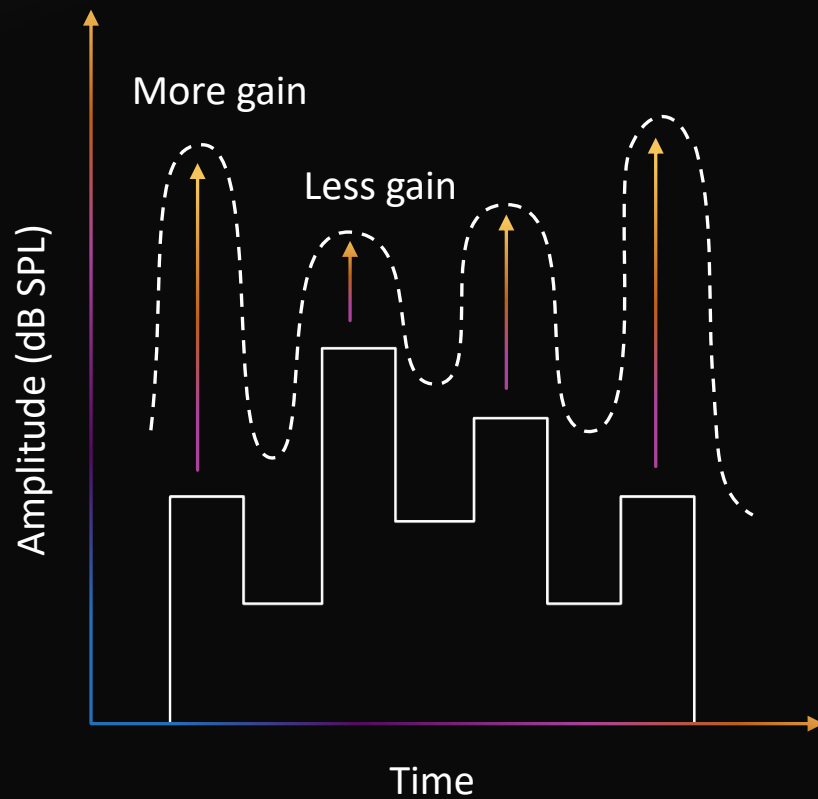
Additive Compressor

Simultaneous slow and
fast-acting compression
in every channel of the
hearing aid

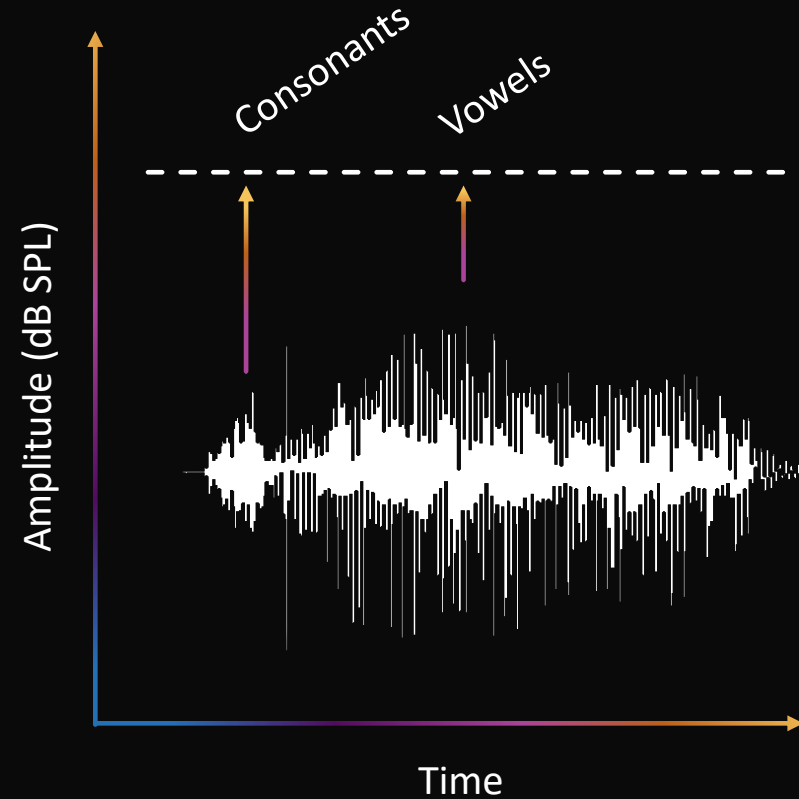


Additive Compressor

Slow Compressor



Fast Compressor



e-STAT 2.0 Proprietary Fitting Formula

Designed to complement the
Genesis AI compression architecture

~4-6 dB more gain
for soft sounds*

10% higher
speech intelligibility scores
for soft speech vs. Evolv AI

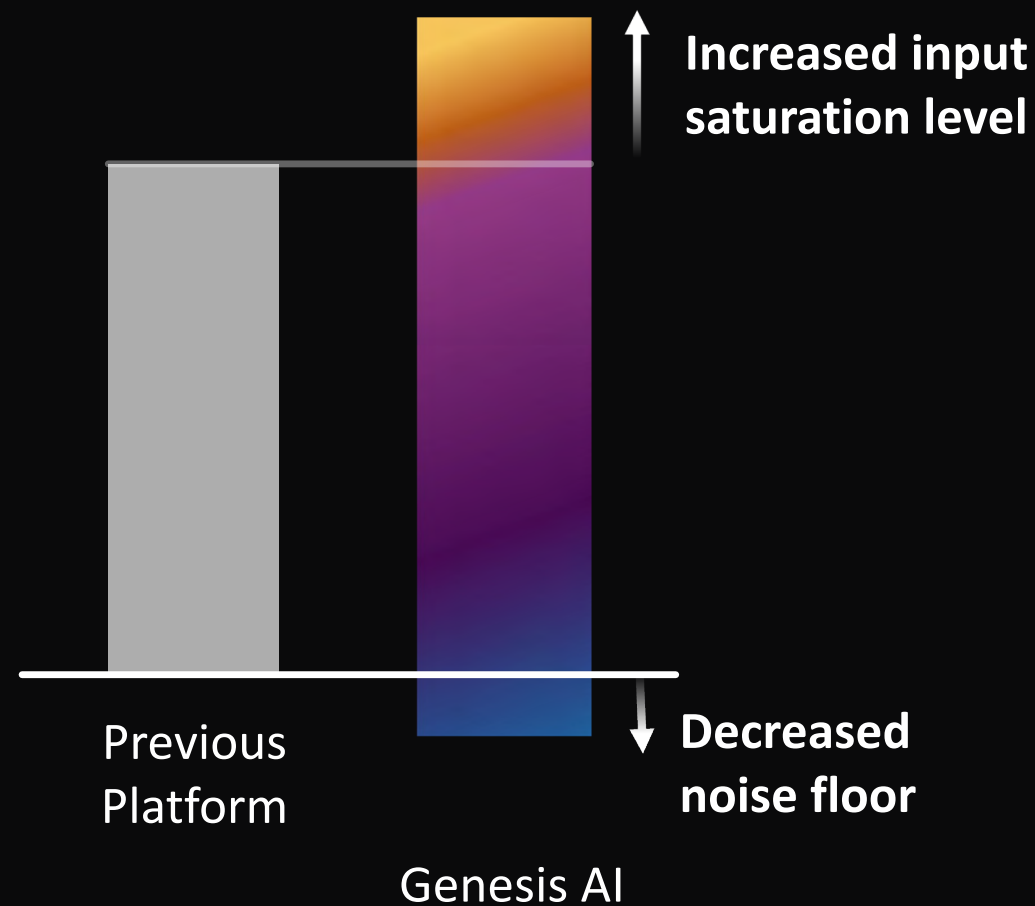
More gain at
higher frequencies**
(> 3kHz)

Improved vent modeling

*Varies with the audiogram and acoustic stimuli

**Varies with audiogram and with frequency

20 dB Improvement in Dynamic Range



Our best sound quality yet



**Improved accuracy of
environmental sound
classification**

**Our fastest adaptation
to noise ever**

**Improved preservation
of soft speech**

Enhanced dynamic range

GENESIS^{AI}



Signature
SERIES

ALL
NEW



FIRST CUSTOM
RECHARGEABLE
CIC

GENESIS^{AI}

Maximum comfort, sound quality and discretion.



CIC

ITC R

HS R

ITE R

mRIC R

RIC RT

RIC 312

GENESIS^{AI}

RIC RT



Up to

2X battery life

than our previous technology
on a single charge!

BATTERY LIFE

Up to

51 hours

on a single charge

Up to **29 hours**
(CROS)

Specifications

- Neuro Processor
- Dual Radio
- Sensor Technology
- Rechargeable
- Telecoil
- Rocker Switch
- IP 68
- CROS compatible

**Industry's longest lasting
rechargeable battery in a RIC**

GENESIS^{AI}

mRIC R



20% smaller
with
over 65%
longer lasting battery!

BATTERY LIFE

Up to
41 hours
on a single charge

Specifications

- Neuro Processor
- 2.4 GHz
- Sensor Technology
- Push Button
- IP 68
- Rechargeable

**Industry's smallest
rechargeable RIC
with sensors!**

GENESIS^{AI}

RIC 312



Specifications

- Neuro Processor and features
- Dual Radio - 2.4 GHz + NFMI
- Sensor Technology
- Rocker Switch
- IP 68
- CROS compatible
- Zinc-Air size 312 battery
 - Up to 6 days of battery life
 - CROS: up to 4 days battery life
- No Telecoil

Modern colors

to better match skin tones



Tech Black



Graphite
Gray



Silver



Beige



Caramel



Chestnut



White

Matrix Options

40 gain → L

50 gain → M

60 gain → P

70 gain → UP*

Custom Cased

Available for All

Replaces Absolute Power

*Custom Cased Required

GENESIS^{AI}

2.4 GHz CIC



Industry's
smallest
wireless
custom

Specifications

- Neuro Processor and features
- 2.4 GHz with curved antenna (no NFMI)
- Sensor Technology
- Optional Push Button
- Tinnitus Technology
- IP 68
- Compatible with My Starkey App and StarLink Accessories
- 312 Zinc Air battery
- Up to 7 days battery life

GENESIS^{AI}

2.4 GHz Custom R



BATTERY LIFE

Up to

42 hours

on a single charge

Specifications

- Neuro Processor
- 2.4 GHz
- Sensor Technology
- Telecoil (ITE only)
- IP 68
- Same industry-leading modular faceplate design as Evolv AI
- Utilizes legacy custom charger

GENESIS^{AI}



Battery Performance



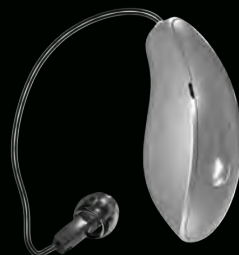
CIC 312 up to
7 days

Custom R up to
42 hours
on a single charge



RIC RT up to
51 hours
on a single charge

CROS up to
29 hours



mRIC up to
41 hours
on a single charge

RIC 312 up to
6 days
of battery life



GENESIS^{AI}

New and Enhanced Features

Motion-Based Optimization*

Automatic Edge Mode+*

Improved Auto Sleep/Sleep Mode*

Intelligent Reminders*

Improved Interaction Monitoring*

Asynchronous Remote Programming

Direct Linking My Starkey to TeleHear*

My Starkey Streaming Equalizer

Enhanced Multiflex Tinnitus Pro

In-Situ Audiometry Improvements

— New

— Improved

**New and Previously Fit 2.4 GHz Devices with a Firmware Update*

NEW

Motion-Based Optimization

When activity-based motion, like walking or running, is detected, the microphones will switch to omni-directional to ensure more situational awareness and the best listening experience

GENESIS^{AI}

**New and Previously Fit 2.4 GHz
Devices with a Firmware Update*



NEW

Motion-Based Optimization

Small movements that impact the hearing aid placement, like chewing or putting on glasses or a hat, will activate our renowned feedback cancellation system to be at its most aggressive

GENESIS^{AI}

**New and Previously Fit 2.4 GHz Devices
with a Firmware Update*





Edge Mode+

On-demand real-time analysis of environments for advanced level of comfort and clarity

The best adaptation for any environment when engaged

My Starkey patient-driven controls for listening intent

NEW

Automatic Edge Mode+

Continues to scan, adapt and optimize as the acoustic environment changes, ensuring the most appropriate settings are always applied in a dynamic world

OVER
80%

of patients report
benefits from Edge Mode+
in everyday listening environments

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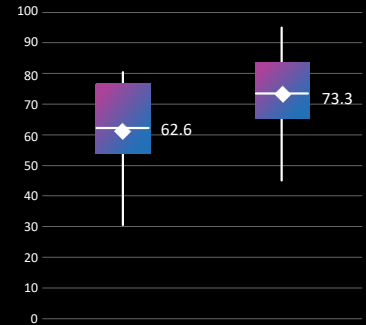
**New and Previously Fit 2.4 GHz Devices with a Firmware Update*



GENESIS^{AI}

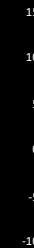
Our most studied
and validated
product family

**Improved Speech
Recognition in Noise**
with Edge Mode+



**Improved
Spatial Awareness**
with Motion-Based Optimization

Better
Worse



**Improved Feedback
Management**
during activity

10%

GREATER GAIN MARGINS
*to prevent feedback during
activity*

DOWNLOADING MyStarkey

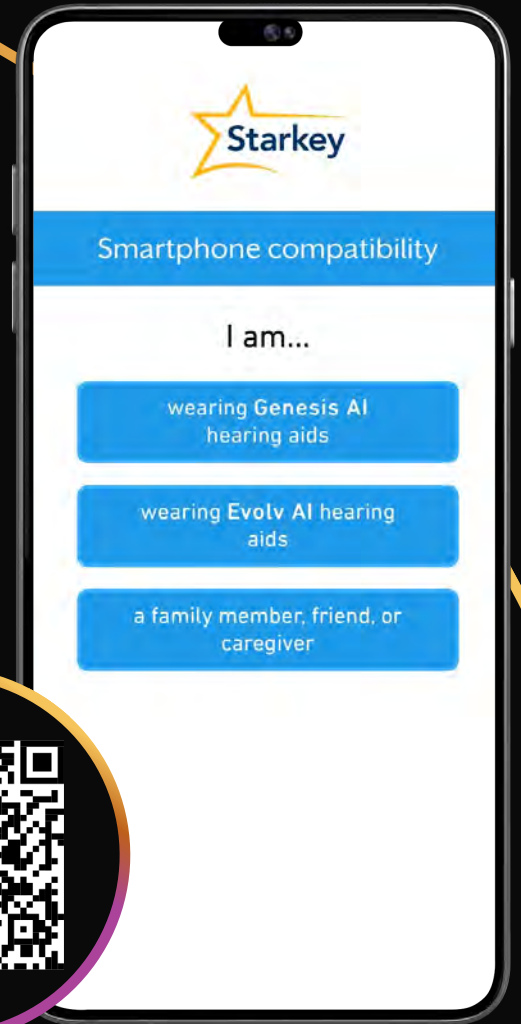


Requires iOS 15
or higher

You must have an Apple ID to
download the My Starkey app



Requires Android
operating system
8.0 or higher



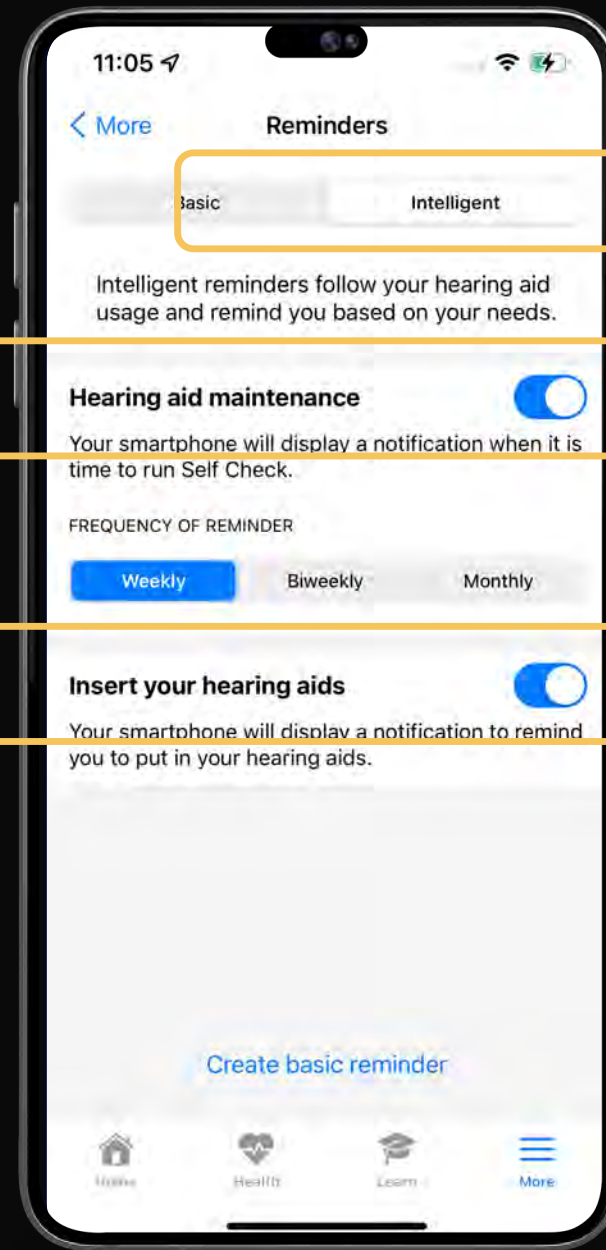
NEW

Intelligent Reminders

New reminders for inserting your hearing aids and hearing aid maintenance

GENESIS^{AI}

**New and Previously Fit 2.4 GHz Devices with a Firmware Update*



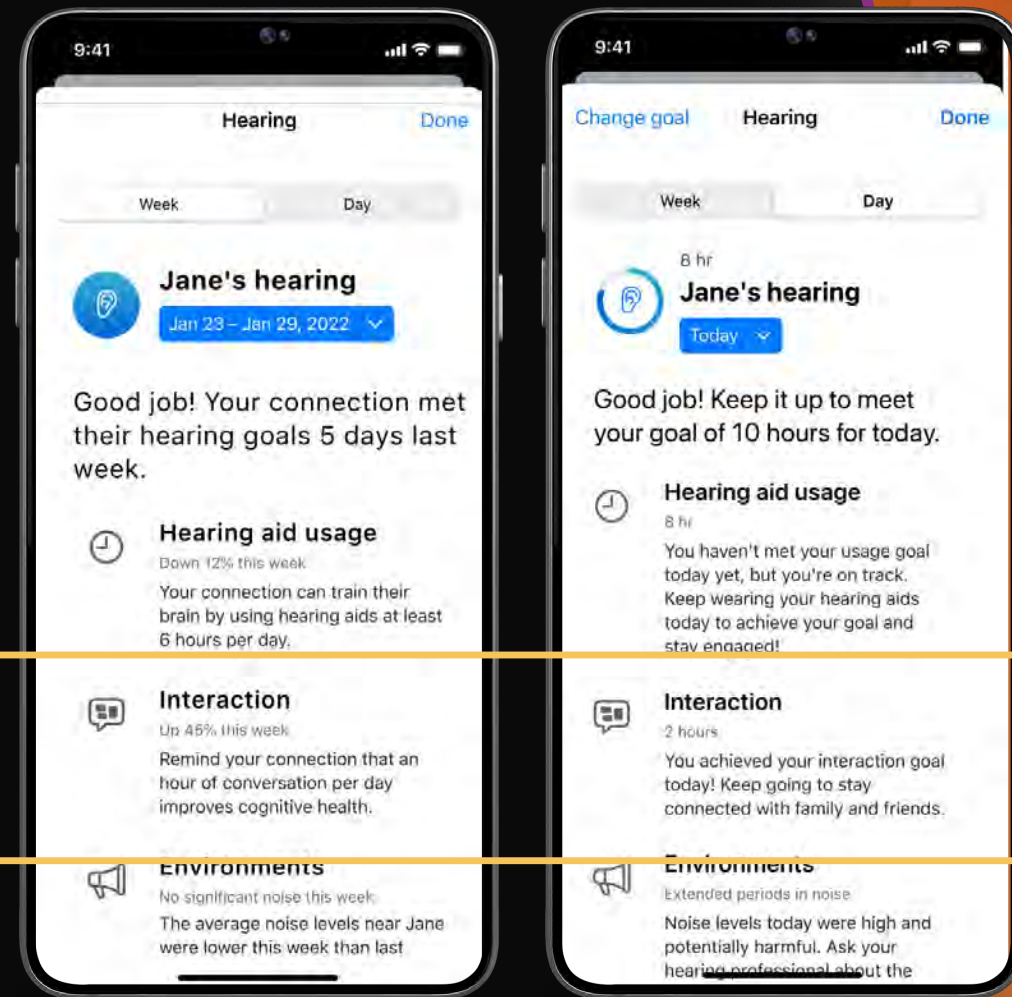
NEW

Interaction

Distinguishes a wearer's own voice
vs other voices to more accurately
measure time spent in conversation

GENESIS^{AI}

**New and Previously Fit 2.4 GHz Devices
with a Firmware Update*



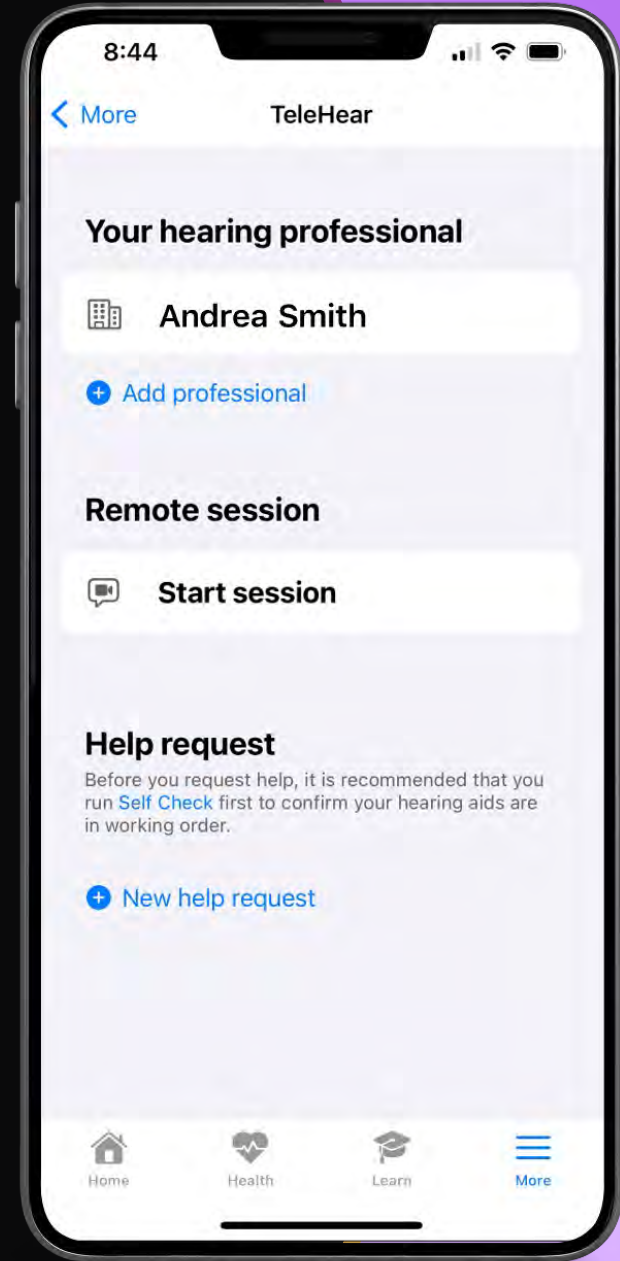
NEW

TeleHear

Offering both Synchronous and
Asynchronous Remote Programming

Making remote care even more
convenient for you and your patients

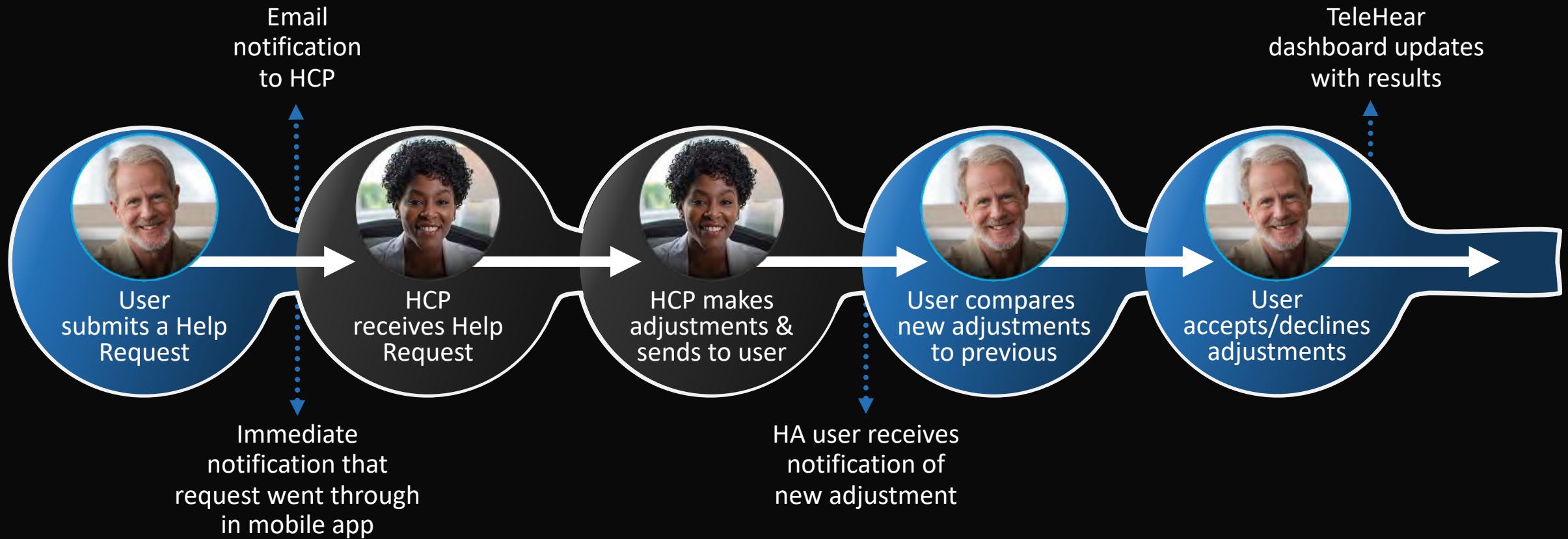
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NEW

Asynchronous Remote Programming

OVERVIEW



NEW

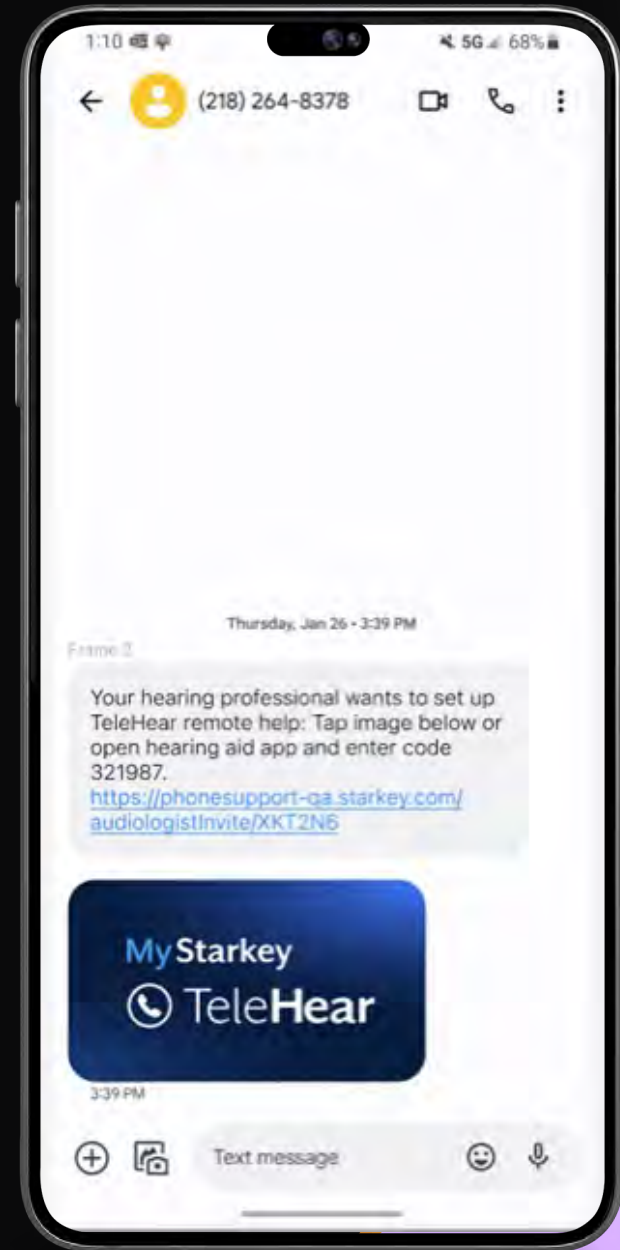
TeleHear

Direct Linking

TeleHear SMS/text invitation includes direct linking for optimal ease-of-use, eliminating the need for manual code entry during set up.

GENESIS^{AI}

**New and Previously Fit 2.4 GHz Devices
with a Firmware Update*



GENESIS^{AI}

Streaming Sound Quality

- Streaming can be initiated in any program
- Allows customization of the streaming frequency response for phones and individual accessories through Pro Fit or the My Starkey App
- Automatic recovery of accessory streams



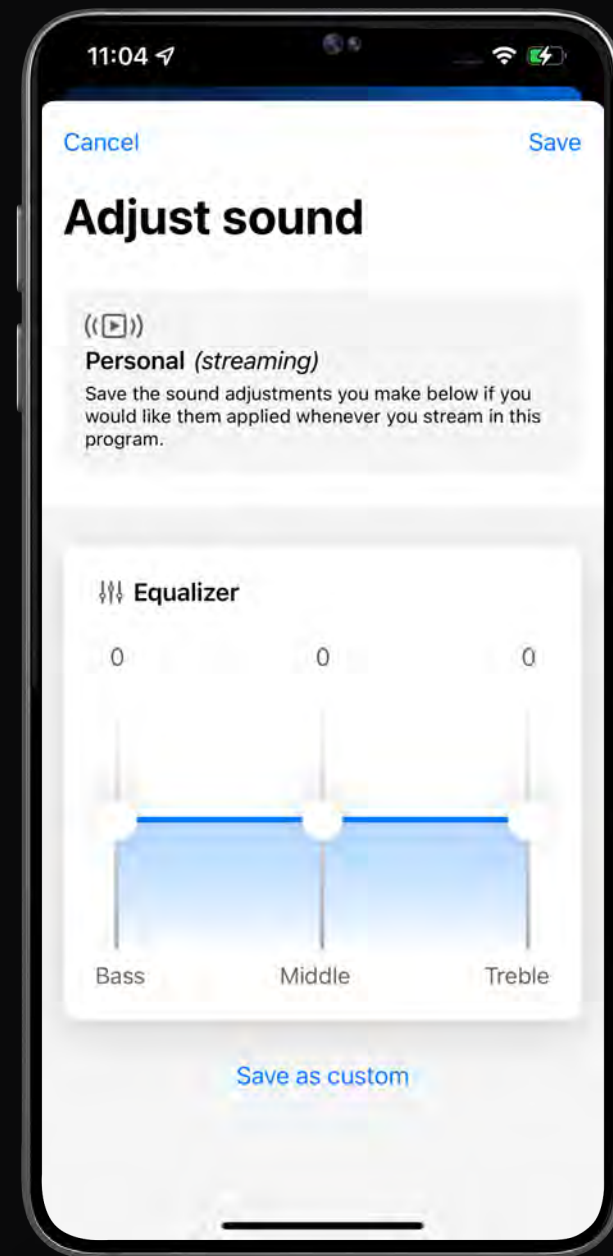


NEW

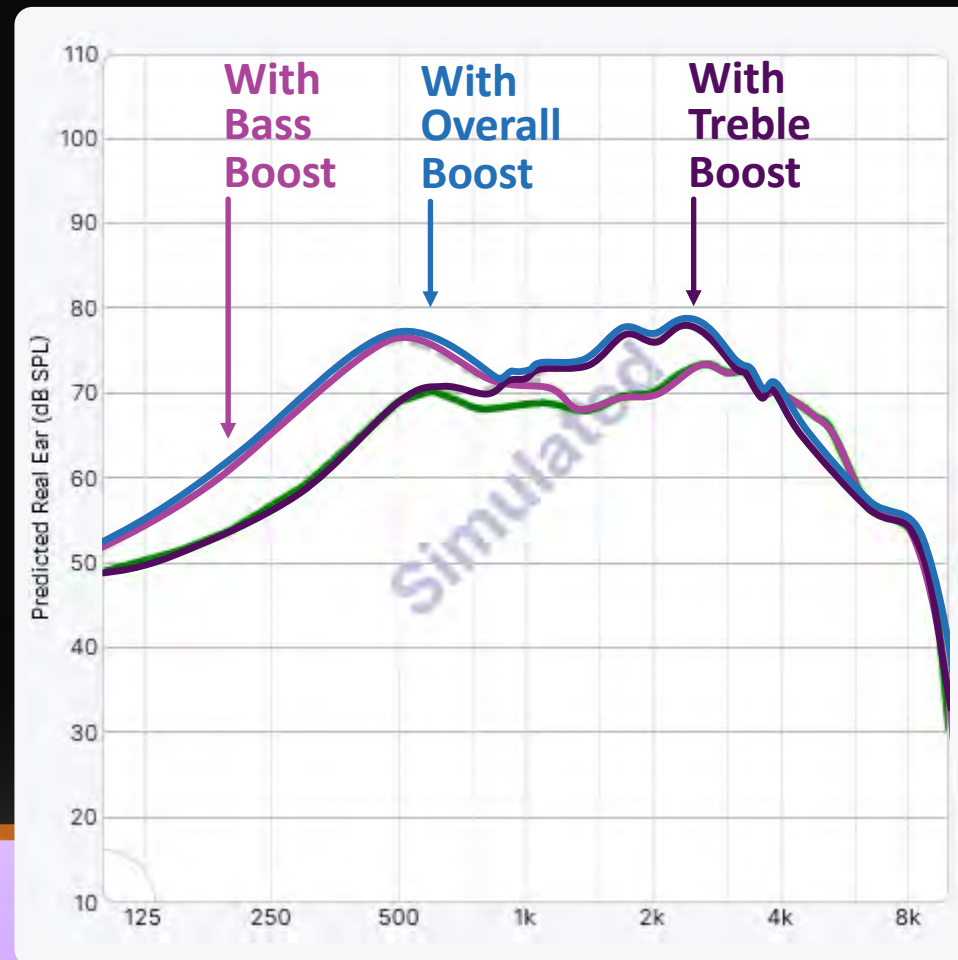
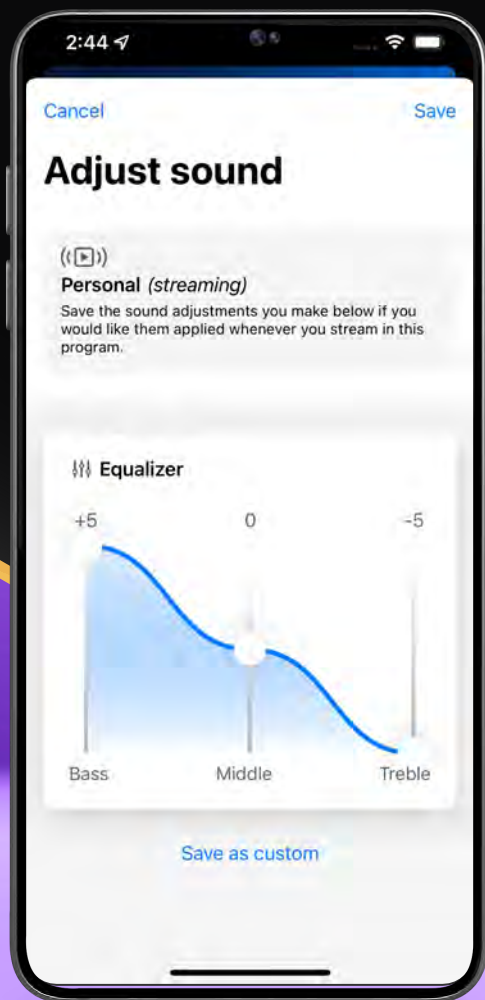
Improved streaming sound quality

New equalizer to adjust streaming sound quality in the My Starkey app

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Streaming

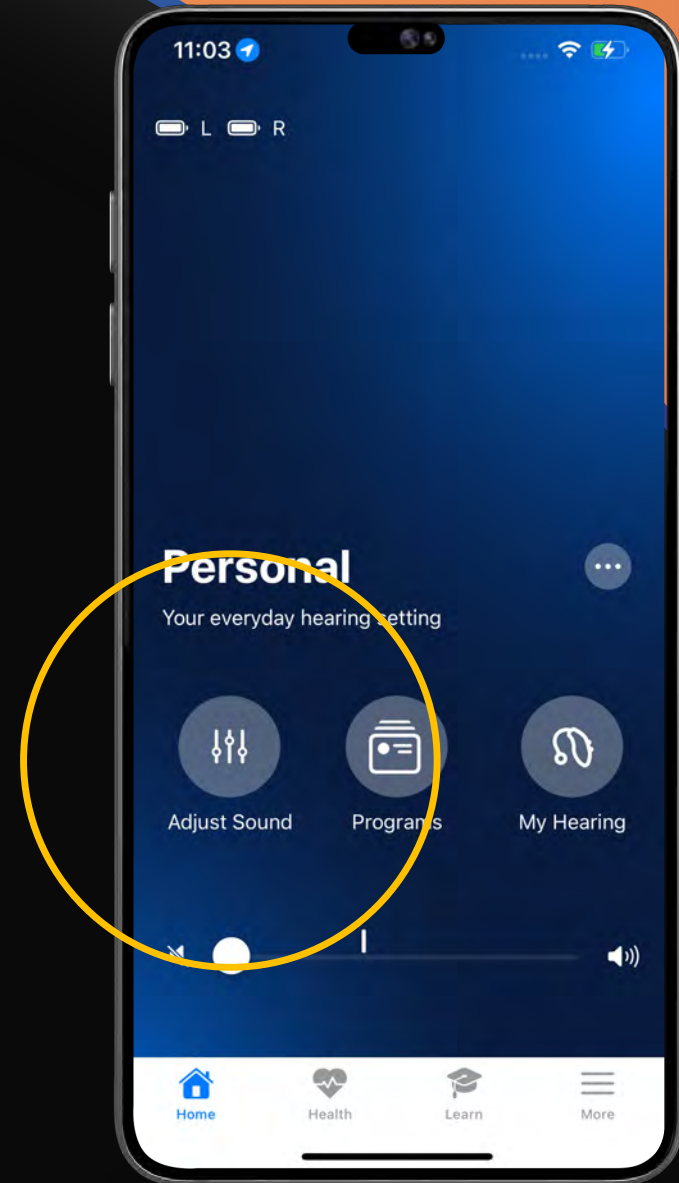


Streaming

Improved streaming experience

When streaming, Edge Mode+ button is replaced with 'Adjust Sound'

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GENESIS^{AI}



Signature
S E R I E S

ALL
NEW



FIRST CUSTOM
RECHARGEABLE
CIC

Signature SERIES

ALL
NEW

Nothing is smaller,
Nothing sounds better



IIC
(NW)



CIC R
(NW)

Signature SERIES

ALL
NEW

- Neuro Sound Technology
- Edge Mode+ (CIC R)
- Feedback Cancellation
- Optimize Acoustic Vent
- Consonant Brightness
- Multiflex Tinnitus Pro
- REM Target Match
- In-Situ Audiometry



IIC
(NW)



CIC R
(NW)

Signature
S E R I E S

ALL
NEW

World's **smallest** custom
rechargeable hearing aid

CIC R NW



**BATTERY
LIFE**

Up to 38 hours
per charge

Custom Vent *Default*

SPECIFICATIONS

- Neuro Processor
- Removal handle + Antenna
- Push Button (*default*)
- Waterproof – IP 68+
- Same charging contacts as other custom rechargeables
- Wireless programming
- Compatible with StarLink 2.0 Chargers
- Edge Mode+
- Multiflex Tinnitus Pro

POWER LEVELS

L, M, P, UP

CIC R NW Programming Options

CIC R NW is compatible with NoahLink
Wireless 1 & 2 programmers only



Signature
S E R I E S

ALL
NEW

Industry's **smallest**
custom product

IIC NW



**BATTERY
LIFE**

Up to
7 days

SPECIFICATIONS

- Neuro Processor
- IP 68
- 10 battery

IIC NW Compatible Programmers

- HiPro 2
- SpeedPort 2
- NoahLink
- HiPro USB

Wired programming requires purple programming cables and orange flex strips





An Extra Edge

Edge Mode+ is available
for Starkey Signature Series CIC R

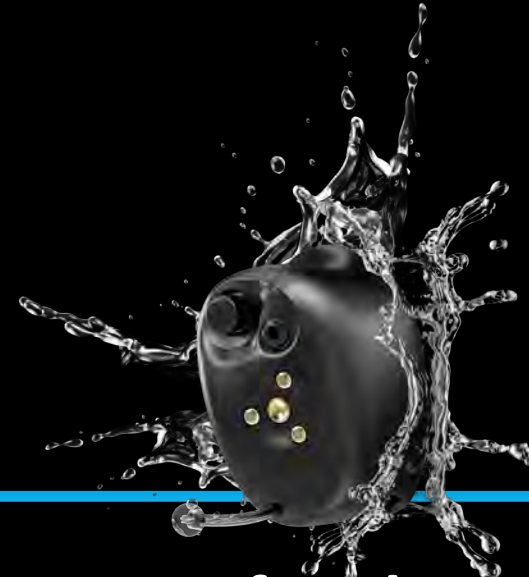
In a binaural fit, press both push buttons
simultaneously



CIC R
(NW)

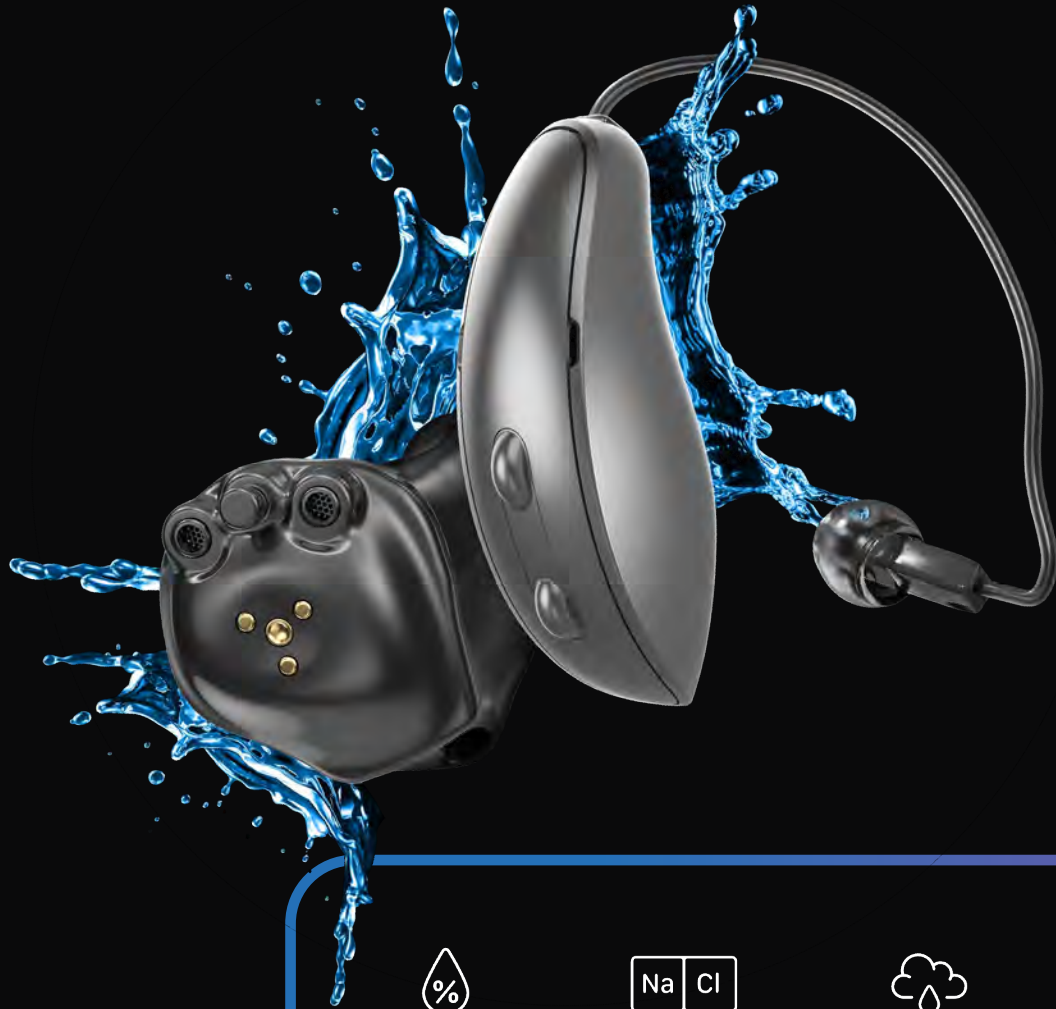
ALL
NEW

The **world's smallest**
custom rechargeable
hearing aid.



Waterproof with an ingress
protection rating of

IP68



GENESIS^{AI}

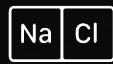
Signature
SERIES

All 6 Rechargeable
Styles are

WATERPROOF



Humidity
Test



Salt Mist
Test



Rain Spray
Test



Targeted Sweat
Drip Test



Extended
Reliability Testing



Salt Brine
Immersion Test

IP68+

StarLink Chargers





StarLink Premium Charger 2.0

INCLUDES on-board battery with LED indicator



Universal USB-C port for charging

White LED lights inside charger

Great for users with dexterity challenges

Hearing aids will fully charge in 3.5 hours

Includes Turbo Charge feature provides approximately 3 hours of use time in 10 minutes of charging



StarLink Premium Chargers 2.0

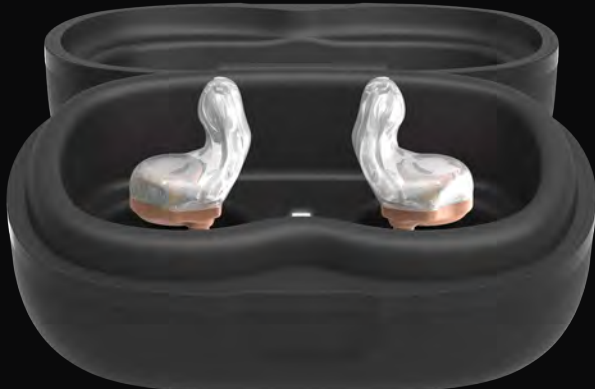
Standard and Custom Product Chargers with onboard battery



mRIC R



RIC RT



Custom



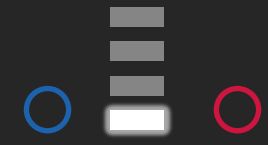
StarLink Premium Charger 2.0

Charger Charging Time



**Charging the
On-board battery**
0% to 100% in 3.5 hours

LED Indicators

-  Up to 25% charged
-  Up to 50% charged
-  Up to 75% charged
-  Up to 100% charged
-  Charging complete

StarLink Premium Charger 2.0

Hearing Aid Charging Time



Hearing aids
fully charged in 3.5 hours

Turbo charging
Approximately 3 hours of
use from only 10 minutes
of charging

Hearing Aid LED Indicators



Charging in progress



Charging complete

Ship Mode

Prior to first use:

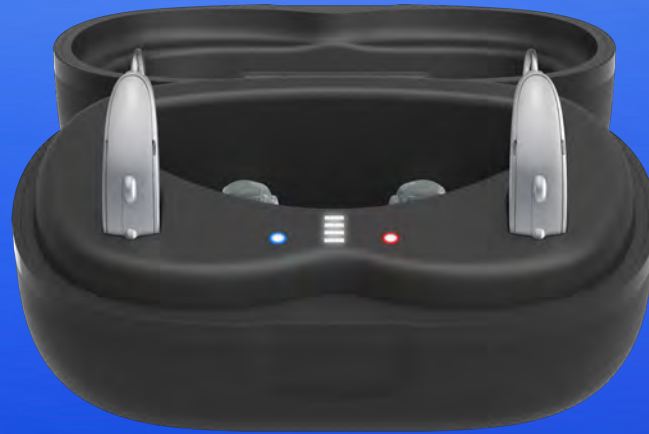
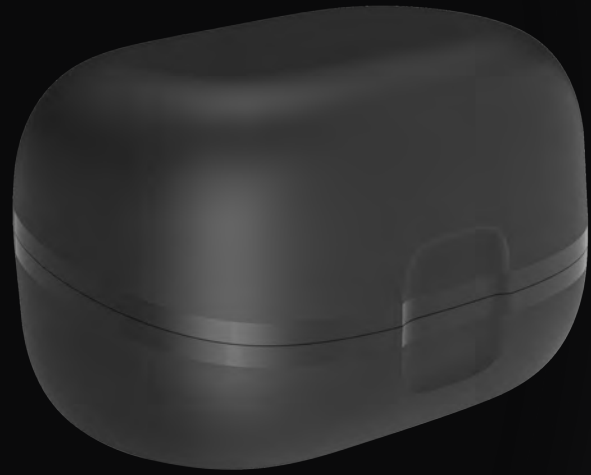
StarLink Chargers must be plugged into a power source (e.g., a wall outlet)

Rechargeable RIC devices must be placed into the appropriate charger for 3 seconds and then removed

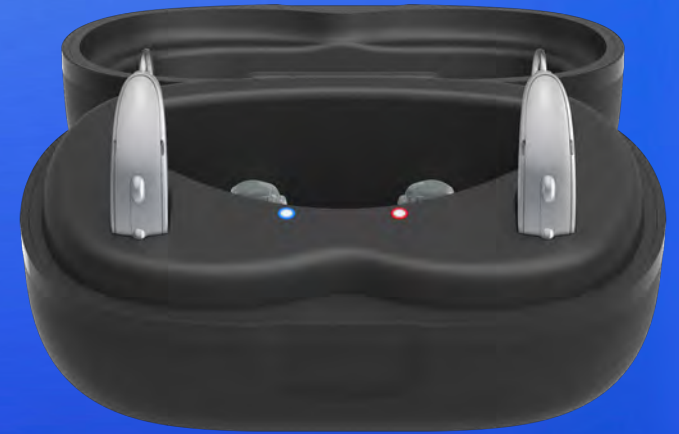
Rechargeable custom devices can be placed on the charger for 3 seconds and then removed or if there is a program button on the device, press the button to exit ship mode



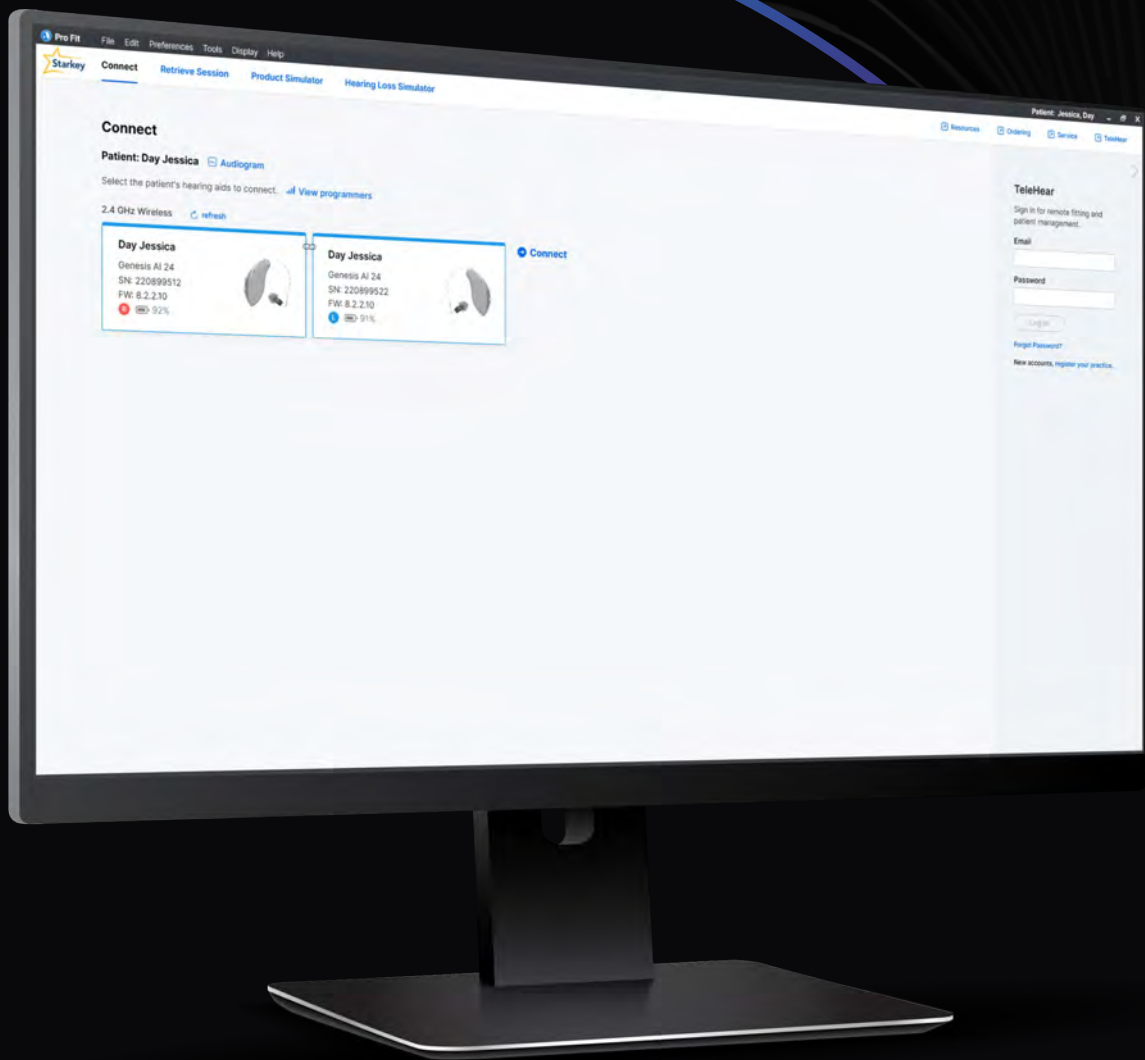
StarLink Chargers



**StarLink Premium Charger
2.0 with on-board battery**
Default



StarLink Charger 2.0
Orderable



Starkey **Pro Fit**

Get the best fit the first fit

Designed for you, by you



RIC Naming Mismatch

Names Do Not Match

Patient name in hearing aids is different from selected patient file. Do you wish to reset the hearing aids?

Patient selected: Andrea Smith

Hearing aids selected: Alexandra Happer

Reset Hearing Aids

Continue

Cancel

Resets hearing aids
to new devices

NEW! Continue
without resetting
the hearing aids

Cancel
Do Not Proceed

RIC Naming Mismatch

Names Do Not Match

Patient name in hearing aids is different from selected patient file. Do you wish to reset the hearing aids?

Patient selected: Andrea Dawkes

Hearing aids selected: Alexandra Happer

Reset Hearing Aids

Continue

Cancel

Reset Hearing Aids

Best option for issuing loaner/consignment hearing aids or demoing devices

Continue

Consistent with previous software behavior

Best practice is to Reset Hearing Aids

Smart Connect Session Types

Preparation

Follows Minute Fit

Experience

Programs

User Controls

Accessories

Fitting*

Second time hearing aids are connected to Pro Fit

Feedback Cancellor

Quick Fit

User Controls

Indicators

Follow Up

Third + times hearing aids are connected to Pro Fit

Data Log

Fine Tuning

Indicators

User Controls

*First Session default



Simplified Programming Defaults

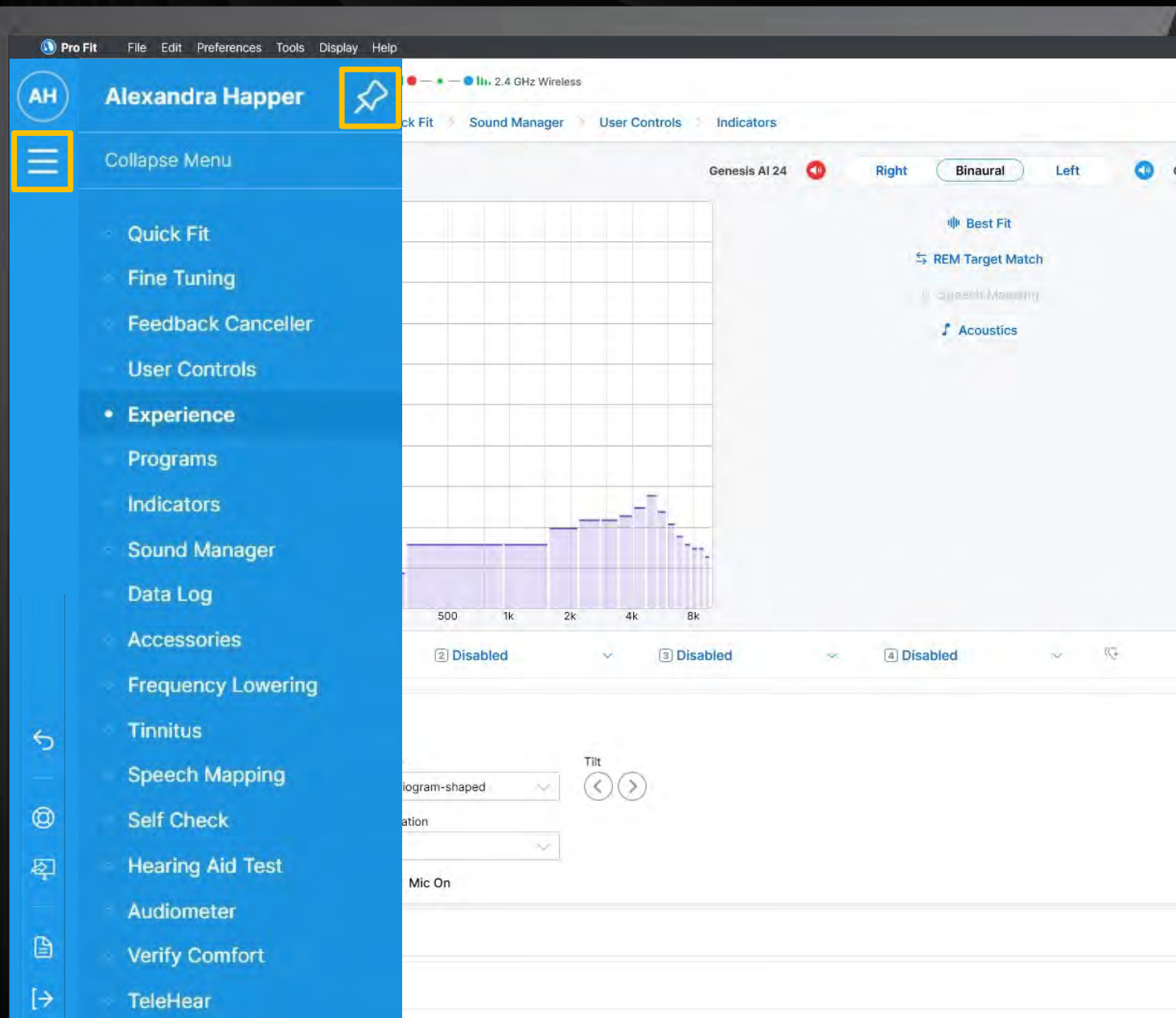
Single Automatic Personal Program with Volume Control

	Rocker Switch RIC Products	Push Button Custom Products	Push Button and Digital Rotary VC Custom Products
Short Press	Volume Top/Raise Bottom/Lower	Volume <i>Binaural Fit:</i> Right Raise/Left Lower <i>Monaural Fit:</i> Sprinkler	Disabled
Push & Hold	Sleep Mode for Rechargeable Disabled for Zinc Air		

NEW

Fly Out Menu Pin

The Fly Out Menu will remain visible until the user “unpins” it



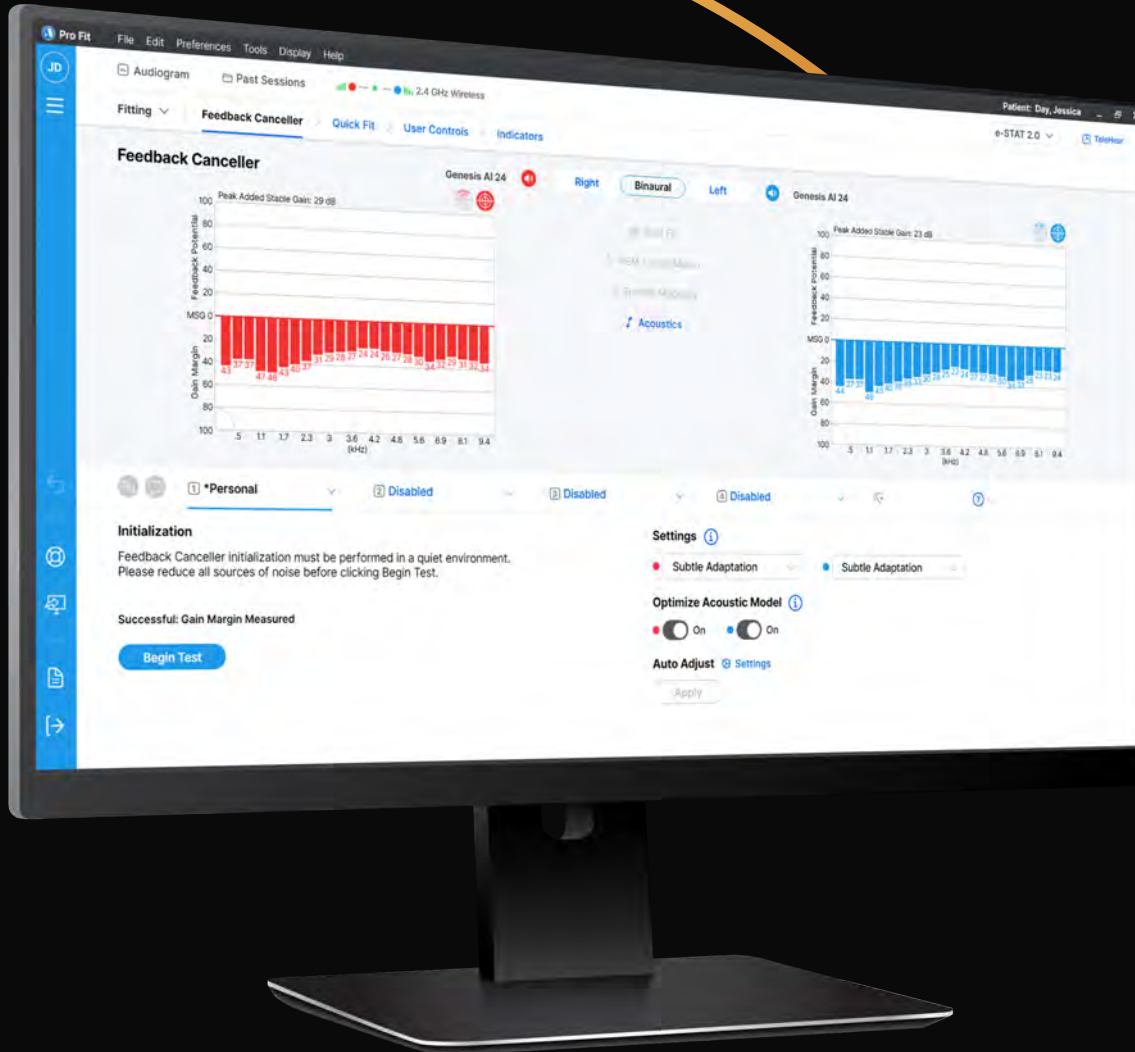
Starkey **Pro Fit**

IMPROVED Feedback Cancellation

Initialization stimulus gradually increases to target level for greater patient comfort

Mid Frequency Management feature provides additional feedback control

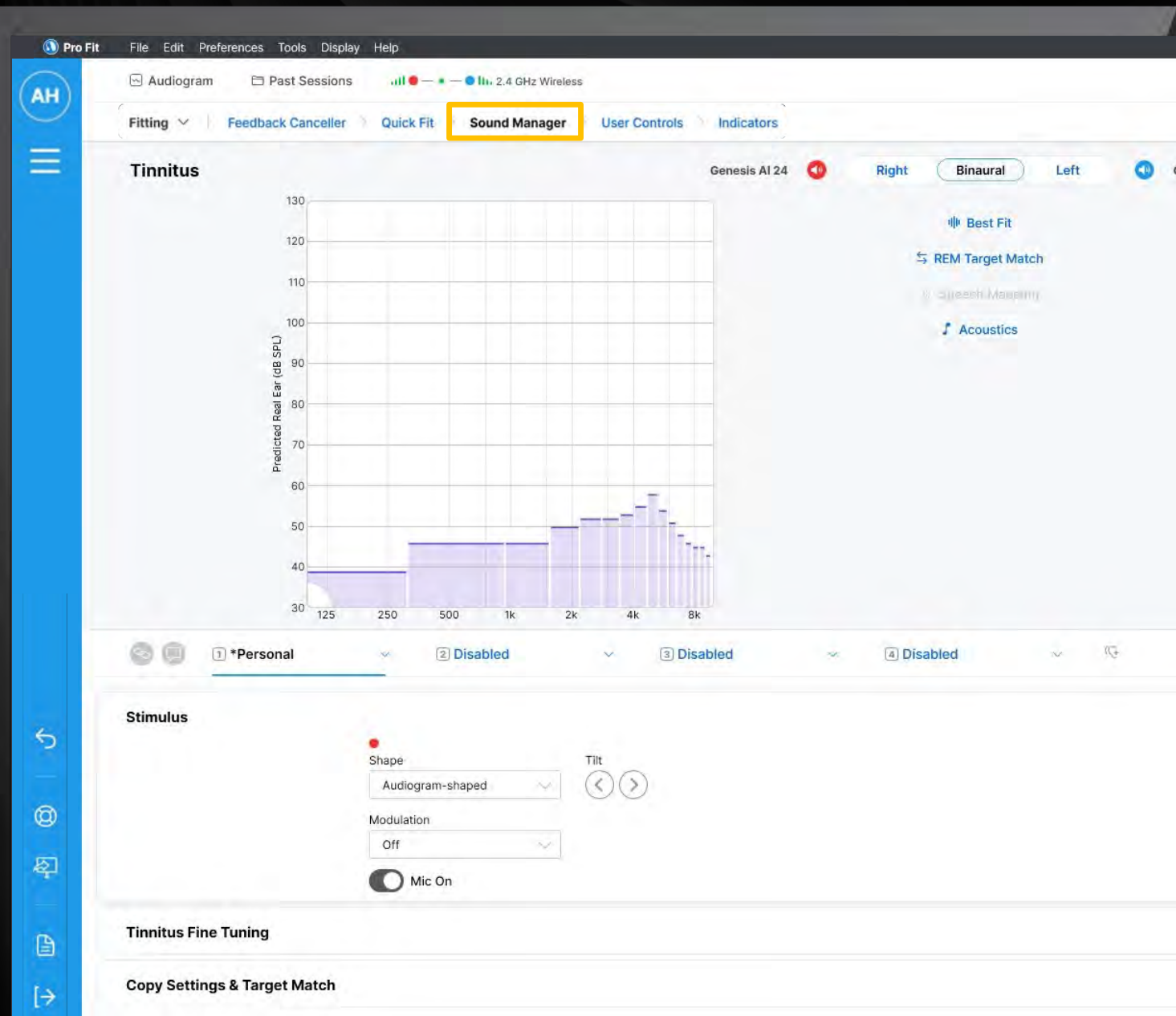
Auto Adjust button to easily accept feedback management recommendations



NEW

Expanded Access to Sound Manager

Now available in the Pro Fit Fitting and Follow-Up Workflows





Starkey Pro Fit

Multiflex Tinnitus Pro

Personalized Sound Therapy
for Tinnitus Management

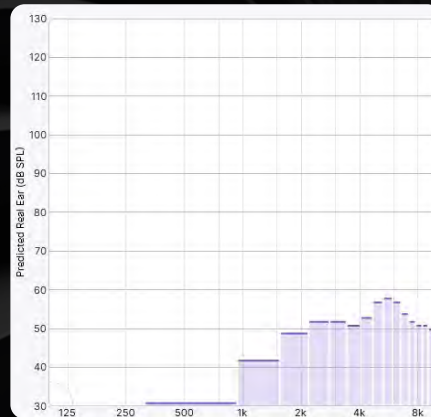
GENESIS^{AI}

Signature
SERIES



Multiflex Tinnitus Pro

Personalized Sound Therapy for Tinnitus Management



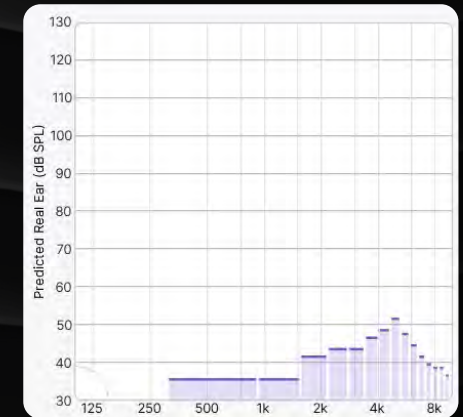
WHITE NOISE

Signal level based on PTA
and comprised of equal
energy distribution
across frequencies



AUDIOGRAM- SHAPED NOISE

Automatic shaping of the
tinnitus stimulus **based on**
the hearing loss

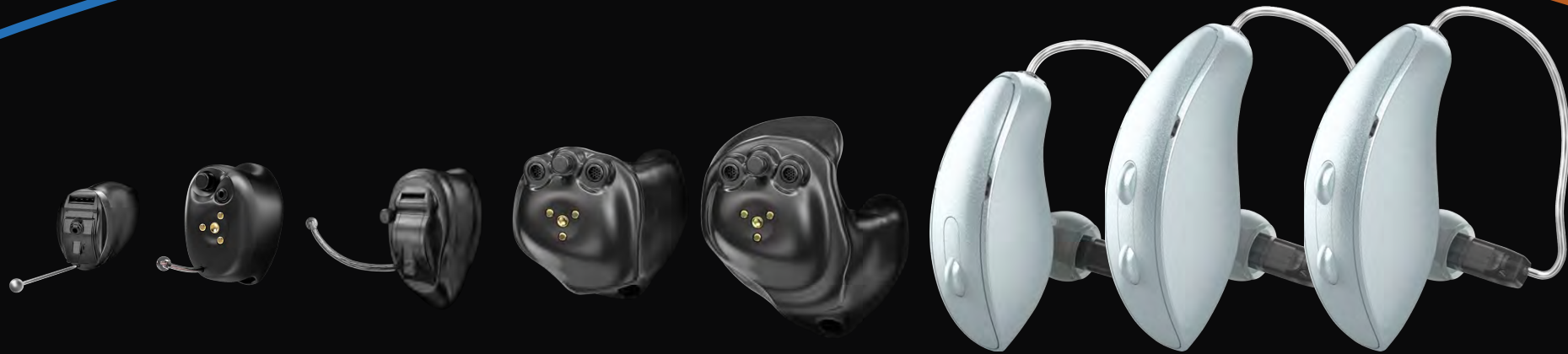


CUSTOM NOISE

Custom shaping of the
tinnitus stimulus **based**
on MDLs and MMLs

Multiflex Tinnitus Pro

All Hearing Aid Styles





Multiflex Tinnitus Pro

All Styles

GENESIS^{AI}

Signature
SERIES

Updated layout in Pro Fit

Tilt control
(noise color simulations)

Threshold and Uncomfortable
Loudness Level (UCL) displays

Safety notifications for
loud stimulus levels

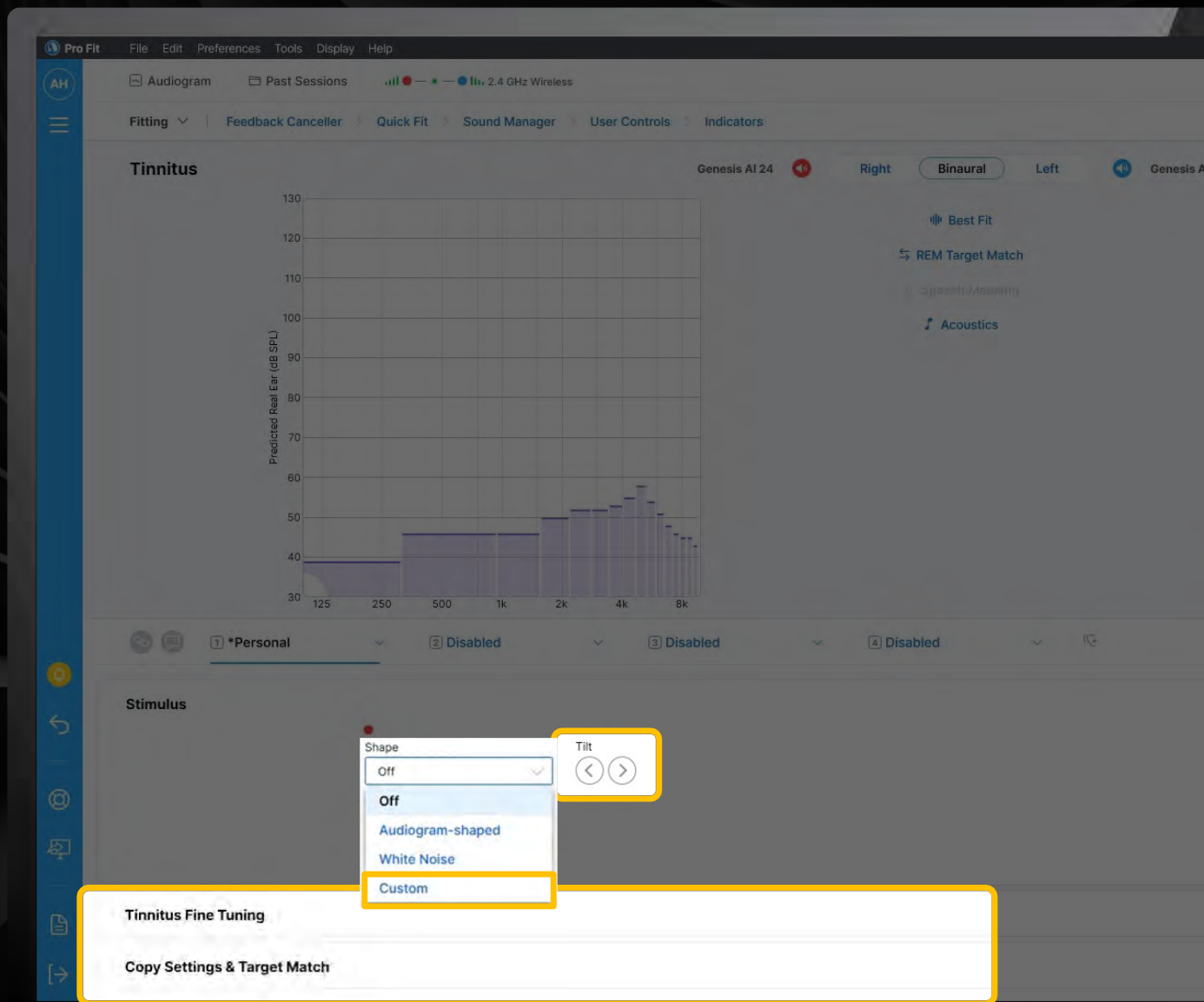
Multiflex Tinnitus Pro

Drawer organization

Custom shape
signal added to the
drop-down menu

Tilt Control

NEW

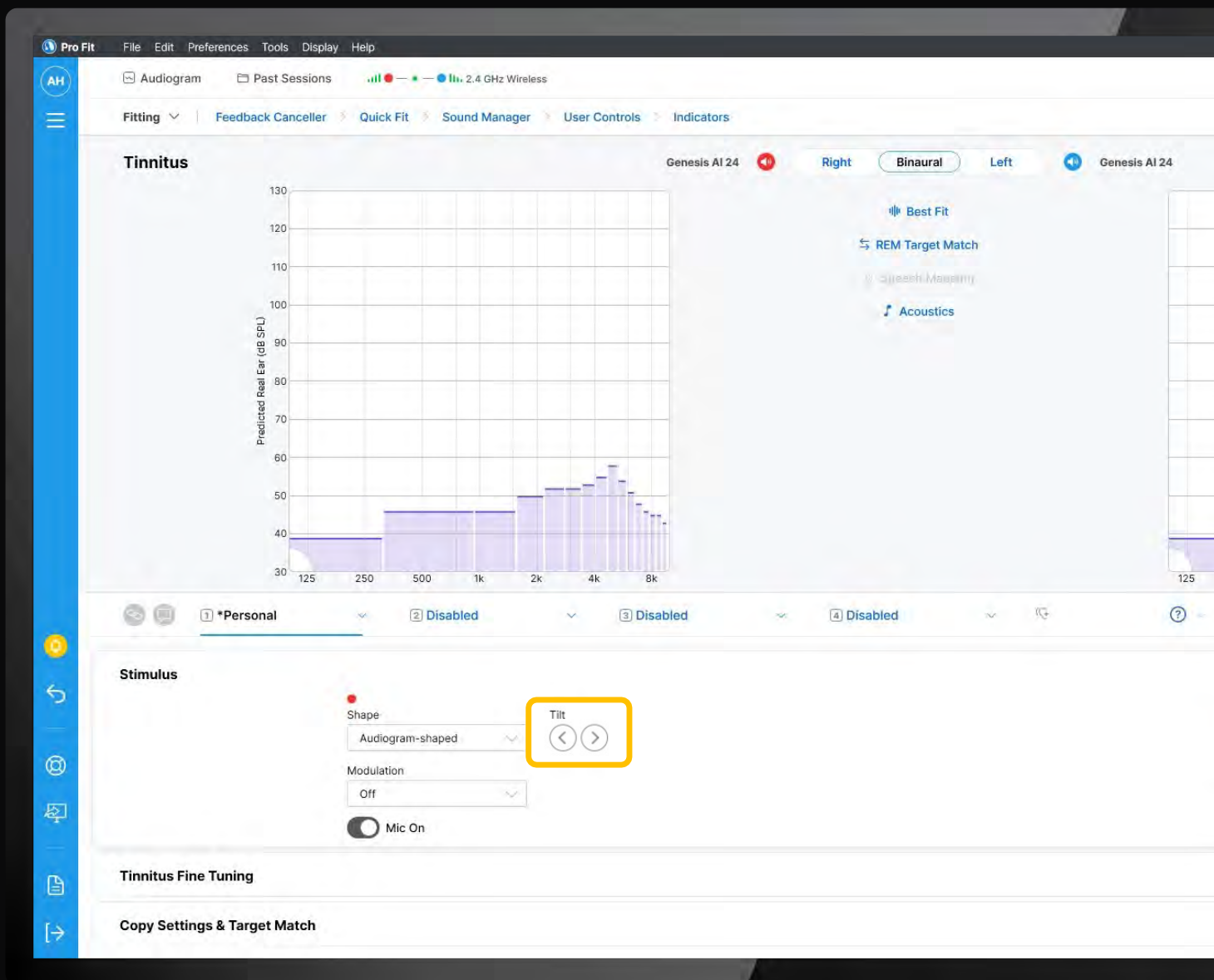


NEW

Tilt Control

Changes the shape and loudness of the masker

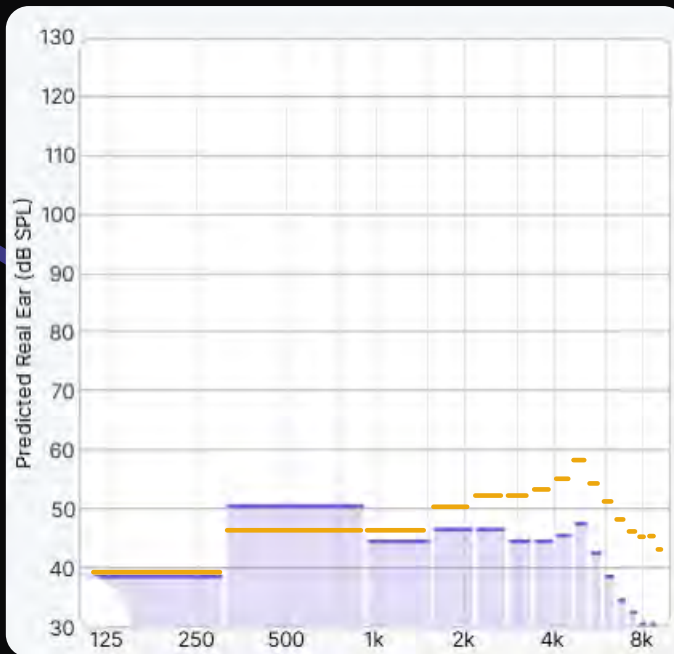
Adjusts gain as a function of frequency



Tilt Control

Low Frequency Emphasis

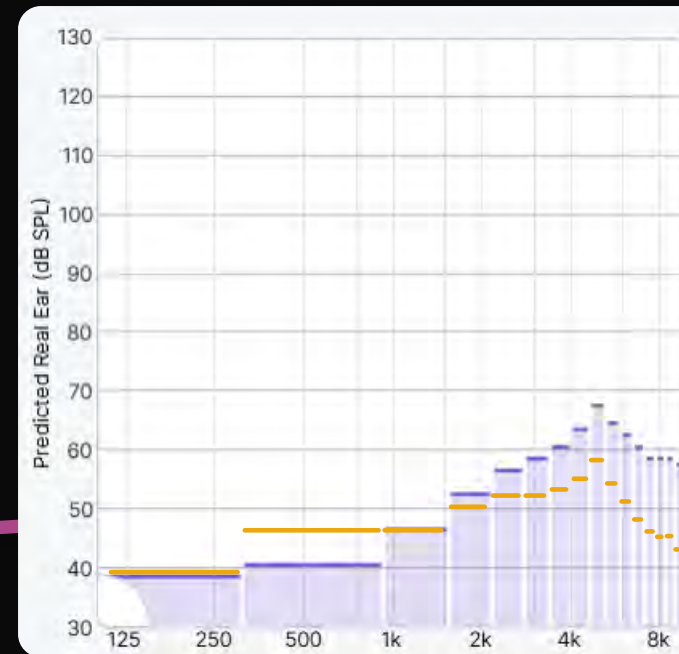
Click to decrease high frequency output while increasing low frequency output.



5 clicks

High Frequency Emphasis

Click to increase high frequency output while decreasing low frequency output.



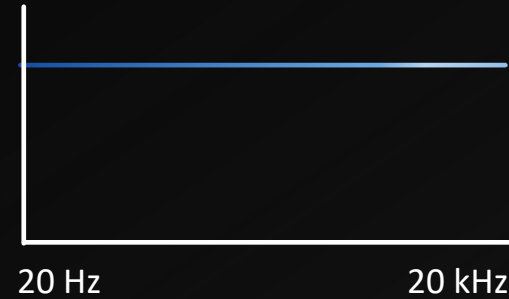
5 clicks

— = Original response

More Masking Flexibility

Colors of Noise

White Noise



Fans

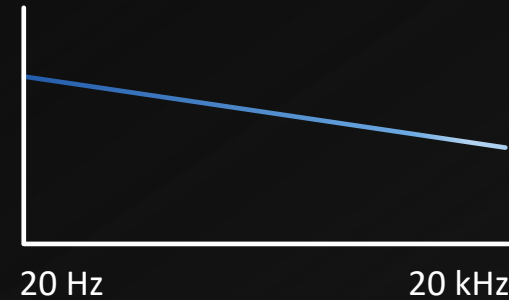


TV static



Vacuum
Humming

Pink Noise



Light Rain

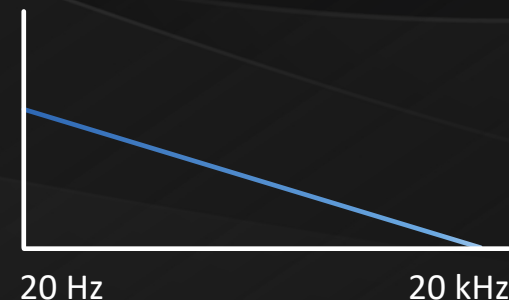


River



Wind

Brown Noise



Rumbling
Thunder



Waterfall

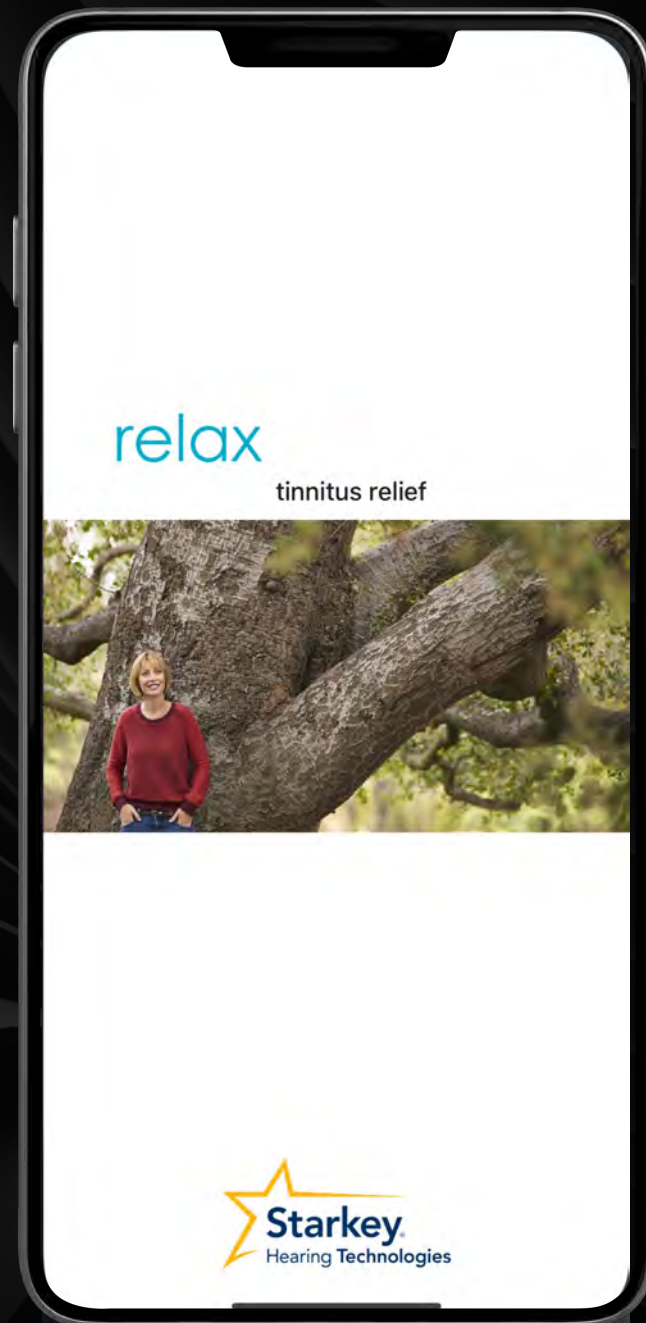


Heavy Rainfall

GENESIS^{AI}



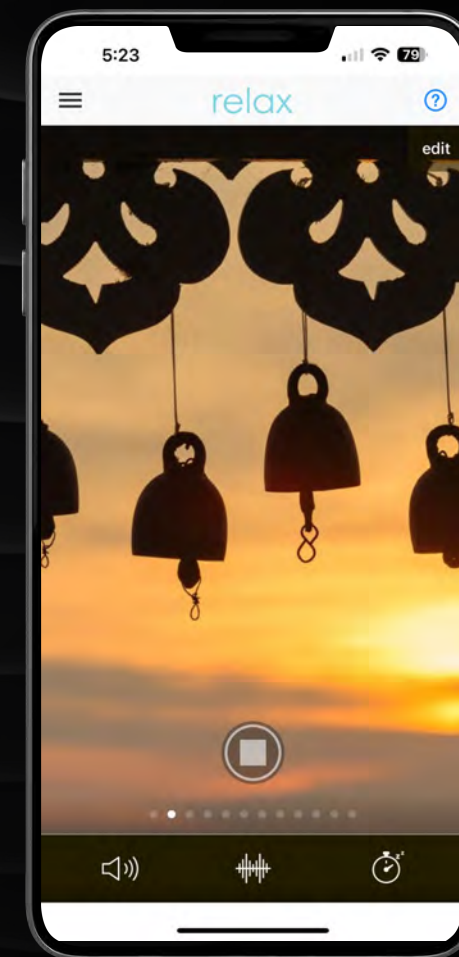
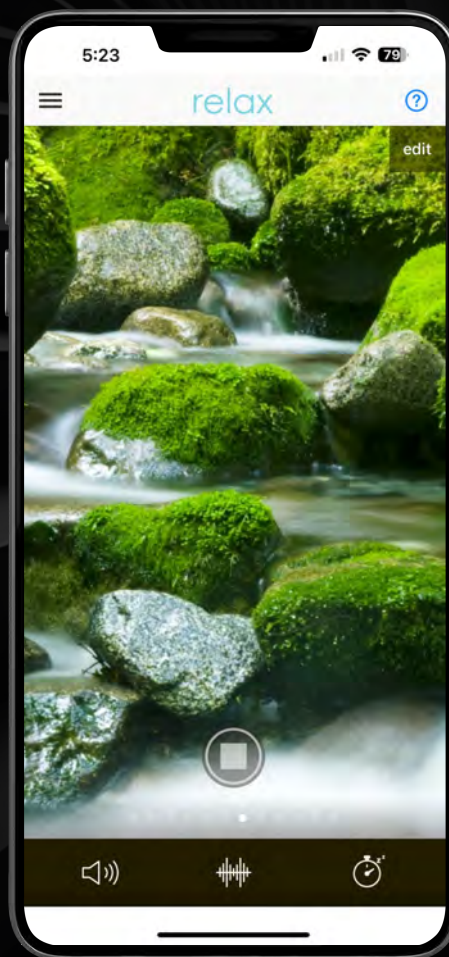
relax



GENESIS^{AI}

12 soothing sounds

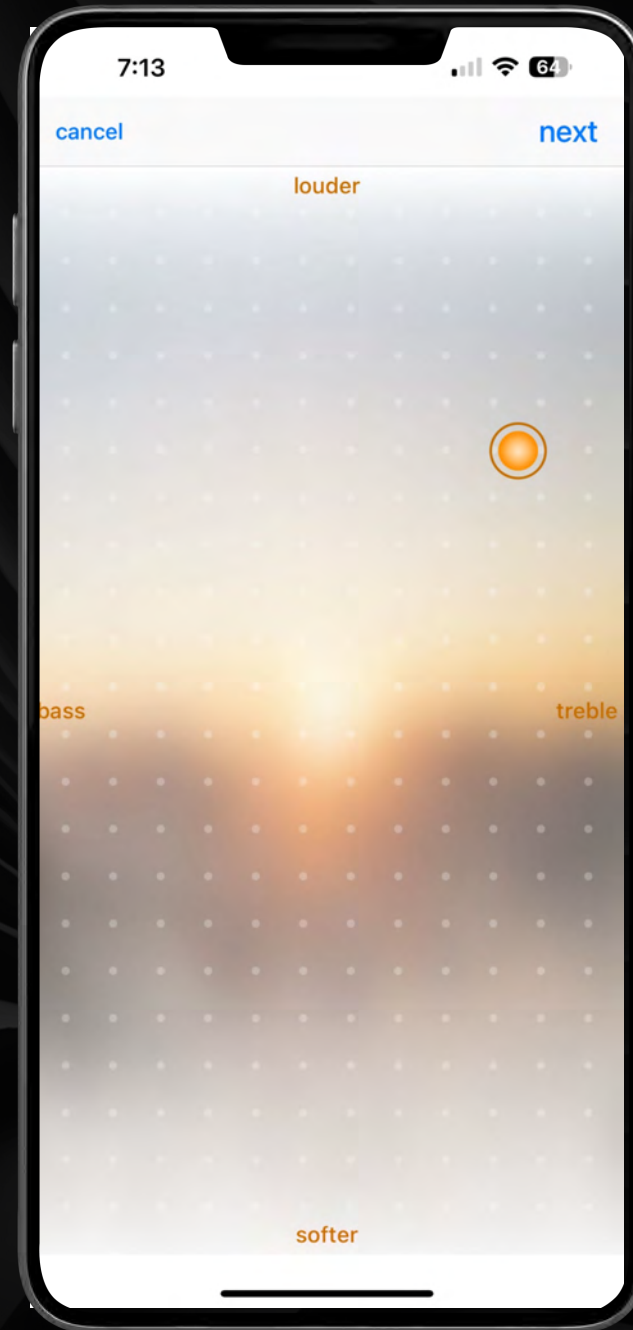
May be customized
and saved



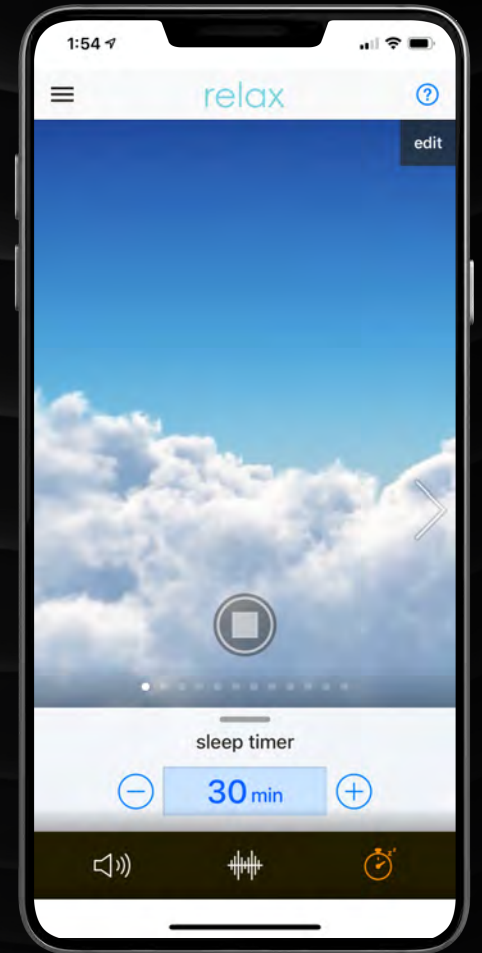
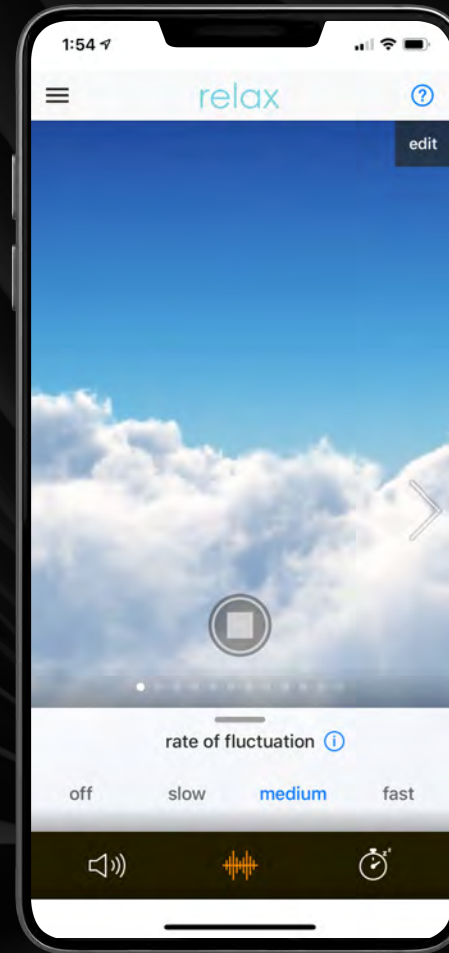
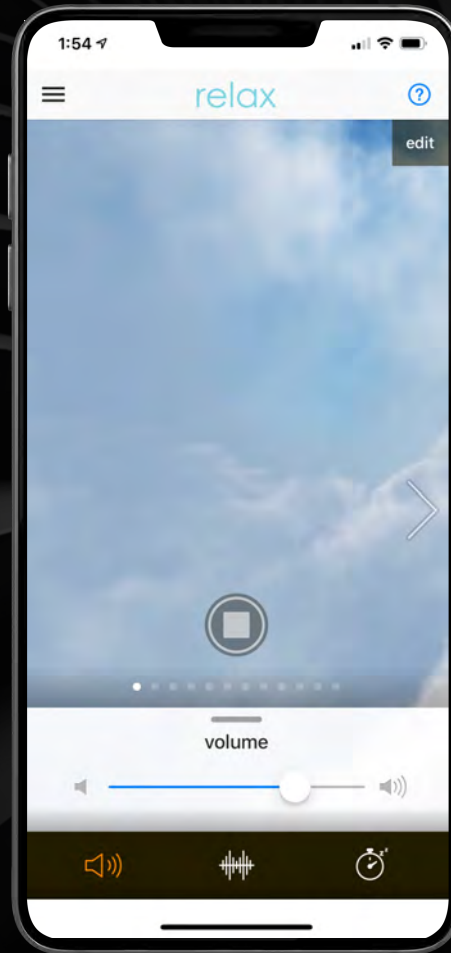
Signal Customization

Create and Save

- Louder
- Softer
- Bass
- Treble



- Volume
- Rate of Fluctuation
- Sleep Timer





Auto Sleep and Sleep Mode

New naming to better reflect functionality, making it easier to use

Defaults OFF

Improved performance

GENESIS^{AI}

**New and Previously Fit 2.4 GHz Devices with a Firmware Update*





New Nomenclature

User Controls

Power Off

NOW Sleep Mode



Fitting Summary

Auto On/Off

NOW Auto Sleep

Status	
Feedback Celler	Not Initialized
Experience Level	3
Motion-based Optimization	On
Power-On Delay	Short
Auto Sleep	Off
Self Check	Enabled

Stock M

In-Situ Audiometry Improvements

Lower testable tone levels

GENESIS^{AI} *Signature*
SERIES



ALL STYLES

FREQUENCY	250	500	750	1000	1500	2000	3000	4000	6000	8000
LOWER TEST LIMITS (dB HL)	0	0	0	0	5	5	5	5	0	0



**Wherever noise is a problem,
SoundGear has a **solution.****

Active

Instant Fit ITC

- Shooter
- Industrial



Custom ITE

- Phantom Bluetooth
- Silver



Passive

Solid Ear Plug

Filtered Ear Plug

High Frequency Filter (Hocks)



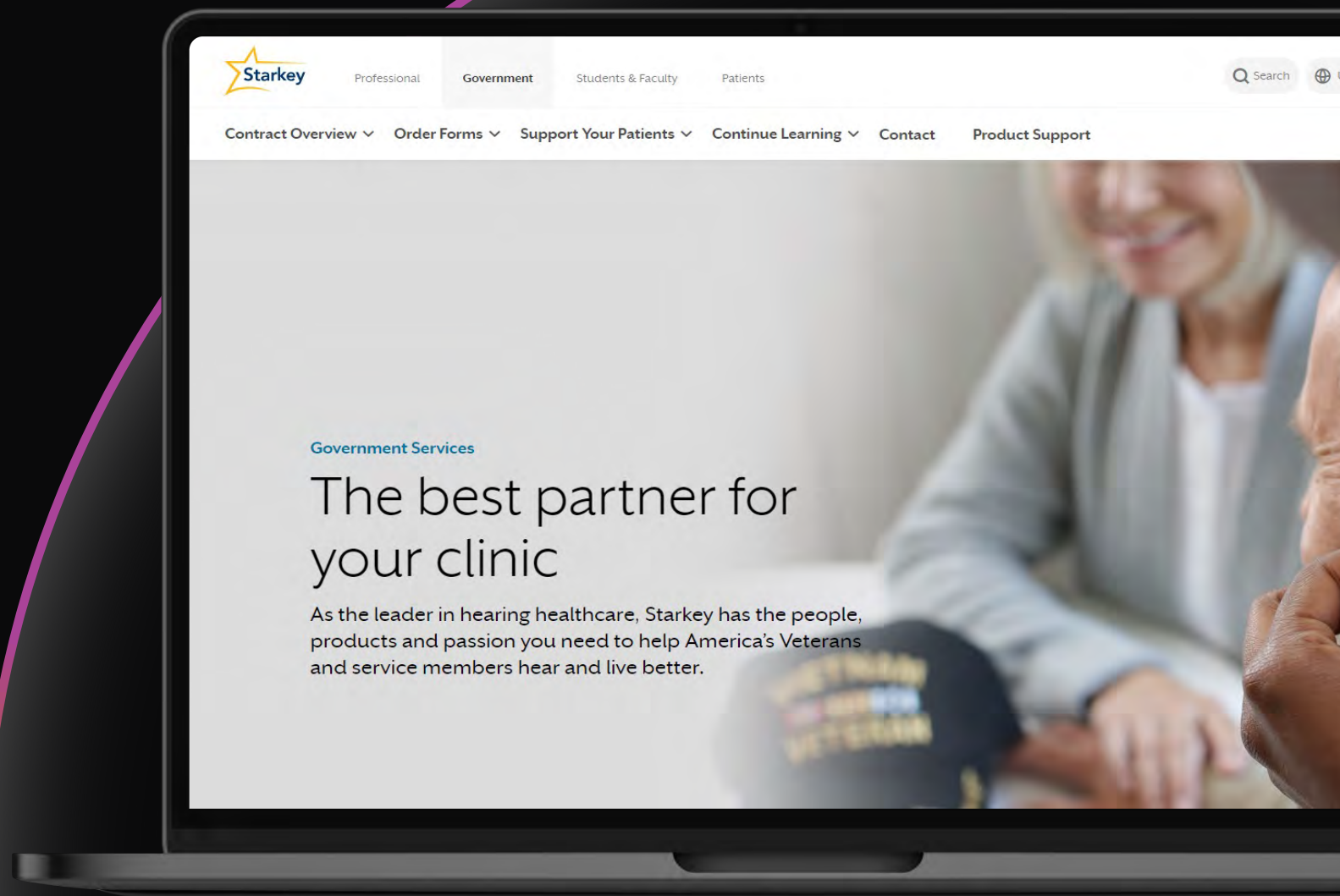
Starkeypro.com/ Government

White Papers

Quick Tips

Videos

Training Opportunities



Clinician Resources

Customer and Audiology Support
(866) 418-6928

For all Genesis AI Product Information
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and training opportunities
Gov.StarkeyPro.com

Patient Resources

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My Starkey App Setup
and User Support
Starkey.com/Veterans-Thrive

Veteran Resources
Starkey.com/Veterans

Veteran Patient Video Series

*For technical support of hearing devices with wireless connectivity

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Minneapolis, MN
Technician Training

September 23 - 25, 2024

Minneapolis, MN

September 25 - 27, 2024

Napa, CA

October 23 - 25, 2024



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