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SoundTie 3: Creating Connections that Matter

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Hello and welcome to this presentation introducing you to Soundtie three, which is the technology within Philips newest product, the Hearlink 9050 that works to create stronger and more meaningful connections for your members.

Here you can see our learner outcomes for the course today. So after this course you will be able to identify the various connectivity protocols and the key benefits of each. You'll be able to discuss hands free communication and what is needed for this feature to work with Philips Hearlink devices. And you'll be able to list the main features of the Philips Hearlink two app.

Hear L three technology lets Hearlink 9050 users conveniently interact with smartphones and wireless accessories, helping them to connect to the world around them. Soundtie three offers multiple connectivity protocols, including made for iPhone or MFI, ASHA audio streaming for hearing aids, and now the next generation of Bluetooth Bluetooth Le audio. Sound three also offers wireless accessories for members who prefer them, and hands free communication with multiple devices. This was already an option with iPhone and iPad and now it is also possible for Mac and thanks to Le Audio, it will also be possible for hands free communication with select Android 14 devices as well as select Windows eleven PCs. Soundtie three also features the Hearlink two app.

Now with the Philips Hearlink two app, members can personalize their listening experience in a number of ways and use the app to support themselves along their journey to better hearing. Let's go ahead and look at each of these in a bit more detail.

As mentioned, Soundtie three offers multiple connectivity protocols. Let's look at what these protocols are and what they offer your members in their Hearlink 9050 devices. The protocols included with Philips Hearlink are Bluetooth Le audio protocol, which is the next generation of Bluetooth Low energy, Apple's proprietary made for iPhone or MFi protocol for iPhone, iPad and MACD Android Bluetooth Low energy protocol for direct streaming with Android smart devices and this is the ASHA protocol Bluetooth

low energy technology which transmits only data and then the Philips Bluetooth low energy technology which does transmit data and audio. Those last two protocols are found in the various Philips wireless accessories. All of these latest protocols combine to produce a hearing aid that has our longest lasting rechargeable battery, allowing for more time spent streaming and the latest connectivity standards within the hearing aid and cell phone industries.

Thanks to support for Bluetooth Le audio technology and hearing aids, Hearlink 9050 can connect to wireless devices that also have Le audio. That means Hearlink 9050 now supports hands free communication and direct streaming with compatible Android 14 devices and the ability to connect to compatible Windows eleven PCs. Hearlink 9050 is also ready for the Auracast broadcast audio standard once it becomes available. Auracast broadcast audio will allow many people to listen to the same audio feed at the same time and opens many possibilities for access to sound.

Hear Link 9050 is a made for iPhone hearing aid which allows for either one way or two way audio streaming from an iPhone iPad. Two way streaming is the protocol that allows for hands free communication. Now, since the introduction of Mac OS 14 in September of 2023, Philips Hearlink 9050 hearing aids can be paired directly to compatible Mac devices, which also enables both one way and two way audio streaming. This allows members to stream sound directly from the Mac to their hearing aids without the need for an intermediary device, as well as being able to turn their hearing aids into a wireless headset to make and receive online calls. Once hearing aids are connected to a compatible Mo, Mac members also have access to the accessibility menu, which is like the menu available when connected to an iPhone or iPad.

This means they will have the ability to change programs, change volume, initiate background sounds, et cetera, just as they do from a connected iPhone or iPad. Note that compatible hearing aids include all Hearlink 9030 9000 49,050 hearing aids featuring Bluetooth low energy technology and resources

are available to assist with use and pairing. As noted, the ASHA or audio streaming for hearing aids protocol uses Bluetooth low energy or 2.4 GHz technology to connect to Android phones for one way streaming. One way streaming means that the hearing aid user will receive the stream sound directly into their hearing aids, but it is not possible to use the hearing aids as a headset since this protocol does not allow for hands free communication. For hands free calls with Android, users must use Hearlink 9050 together with Bluetooth Le audio compatible Android phones, or use the Philips audio clip to connect with any Android smartphone.

And the last connectivity protocol I would like to mention is 2.4 GHz Bluetooth low energy. This technology enables direct streaming between hearing aids and accessories with minimal power consumption. This allows long distance streaming of phone calls, music, and videos within a ten meter transmission range. One of the downsides of Bluetooth low energy technology is that its short wavelength cannot easily travel around the head. For performing advanced binaural processing, this will be taken care of by near field magnetic induction or NFMI.

However, for connecting to external devices like smartphones, Bluetooth low energy technology is the obvious choice. It runs on 2.4 GHz, which is a frequency that is widely used and globally accepted, and it provides a strong connection over long distances and lower power consumption. Its mainstream use in most wireless devices on the market today, along with the advantages mentioned, makes Bluetooth low energy technology an excellent solution for connecting hearing aids to external electronic and digital devices.

As mentioned, Bluetooth low energy enables the connection between Hearlink devices and Philips accessories. Therefore, I would like to quickly mention which accessories are available and the general purpose of each.

Philips offers a variety of accessories helping members create even stronger connections. Devices offered include the Philips TV adapter, which streams sounds directly to all wireless Philips Hearlink hearing aids in premium sound quality with a straightforward setup and seamless pairing process. The TV adapter allows your member to control the volume of the TV sound independently while still allowing others in the room to listen if desired. The Philips audio clip connects to any device for hands free calls. It also serves as a remote microphone and improves communication at a distance.

And the Philips remote control isn't easy to use and it has big buttons for those with dexterity issues. It allows for discrete volume and program changes for both those that might prefer this option over the hearing aid or the app.

When talking about Bluetooth technology and the ability of devices to connect for phone calls, hands free has become quite the buzz. We have mentioned this term briefly, however, let's take a deeper look at what exactly this means and how Philips Hearlink 9050 devices allow for hands free communication. Hands free communication is the term that Philips uses to describe the ability of those members wearing Hearlink 9050 to answer or make hands free calls. With a range of devices, including smartphones, tablets and PCs. Hands free means that members don't need to be holding their phone up to their mouth when talking because the hearing aid microphones pick up their voice and they won't need to use an intermediary device such as the audio clip. Hands free means that members can now free up their hands for other tasks.

This could be especially important for people needing their hands to use a cane or perhaps a walker. Hands free calls are made possible thanks to Bluetooth low energy technology, including Bluetooth LE audio and Apple bidirectional streaming, the ability of the Hearlink 9050 hearing aid microphones to pick up the voice of the wearer, and the option to answer and end calls hands free by either pushing on the hearing aid push button or now exclusively with the Hearlink 9050 by double tapping on the hearing

aid itself. Many work environments are also now hybrid workplaces where there is a combination working in the office and working from home. Hands free communication can help members stay connected with their colleagues during hybrid meetings on both compatible Macs and compatible PCs.

Here you see a summary of which devices do offer the possibility of hands free communication. As a reminder, hands free communication allows users to stream directly to their hearing aids without the need for an intermediary device, as well as being able to turn the hearing aids into a wireless headset to make and receive phone calls. Hands free communication is available via iPhone, iPad and Mac and now also select Android devices compatible with Le Audio, allowing members wearing Philips Hearlink 9050 even more freedom while talking on the phone.

So how exactly does hands free communication work? In this example, we're going to look at taking a call with an iPhone or iPad. So it is very simple. When the phone rings, the member will answer on their iPhone or iPad by a short press of the push button on their Hearlink 9050 hearing aids or using tap control or they can call someone using their iPhone or iPad. Then the voice of the member will be picked up by one of the hearing aid microphones and sent to the iPhone or iPad.

The voice of the caller on the other end is streamed directly into both hearing aids. To end the call, the member can hang up using the iPhone or iPad. They can use a long press on the push button or they can hang up with tap control via the Hearlink. Nine thousand fifty s the above also applies for making or receiving phone calls with compatible Android devices. The process is also similar for calling with Mac and Windows eleven PCs.

However, answering, rejecting or ending calls using push button or tap control is not supported with these devices.

Members wearing a Philips Hearlink 9050 can accept, reject or end a call simply by pressing the push button on the hearing aid. Members can also adjust the volume of the call using the push button to accept a call. The member can accept it via a short press on either push button and a short tone confirms the action to end a call. They can press and hold for approximately two to 3 seconds on either push button and a short descending tone confirms the action to reject a call. They can decide to reject the call and press and hold for approximately two to 3 seconds on either push button and again a short descending tone confirms the action to adjust the volume of the call.

The member can adjust it by applying a short press on the push button. On the Philips Hearlink 9050 mini write the push button on either the left or the right hearing aid can be used to adjust the volume. The right button increases and the left button decreases. The volume range has a range of 16 steps in total, with each step being three decibels. During a call, the volume of the surrounding sounds or the microphone input is unaffected by the push button should the member wish to adjust or mute the surrounding sounds.

This can be done in the Philips hear link two app.

Now, thanks to the new motion detection available in the Hearlink 9050, members can answer or end calls by double tapping on the hearing aid so there is no need to take out their phone. Tap control is enabled by default in Philips Hearlink 9050 hearing aids and it can be disabled from within Philips Hearlink fitting software or the members will also have access to the feature via the Philips Hearlink two app. In the app it is called answer calls faster and members can enable or disable the tap call feature. Despite what has been set in the fitting software to accept a call, the member can accept it by double tapping on either hearing aid and to end a call. They can double tap on either hearing aid and a short descending tone will confirm the action.

Note that tap control is only available for Hearlink 9050 and only works when accepting phone calls from an Le audio compatible Android phone or from an Apple device such as an iPhone or iPad.

So we have talked quite a bit about hands free communication and how it works with the Philips Hearlink 9050 devices. However, what happens if your member has a device that is not compatible with hands free? What are their alternatives? So Philips does have a solution available and that is what we're going to take a closer look at next.

If your member does not have a compatible iPhone or iPad or Android device for hands free, Audioclip offers the answer. Audioclip can be used as an intermediary device allowing members to still have a hands free calling experience. The sound from the smartphone is streamed to the audio clip using Bluetooth classic and then from the audio clip to Hearlink 9050 using Hearlink 9000. Fifty's proprietary Bluetooth low energy protocol with the audio clip attached to the front of the member's shirt or blouse, their voice is transmitted back to the smartphone and their conversation partner at the other end can hear them.

The audio clip can also be used for hands free calling on a Mac or PC. It functions much in the same way as being attached to a phone and the sound is streamed to the audio clip using Bluetooth classic and then from the audio clip to the Hearlink 9050 using the proprietary Bluetooth Low energy protocol.

Another component of Hearlink three is the Philips Hearlink two app. So let's start with an overview of the app and then discuss what is new in version one 3.0 with the Hearlink 9050 with the Philips Hearlink two app members can personalize their listening experience in a number of ways and use the app to support themselves along their journey to better hearing. For example, with Philips Journal, members can set goals and monitor their wearing time, which can help them feel more empowered as they navigate their journey with hearing aids. The app also sends notifications along the way just to nudge them into a more engaged hearing aid experience. The Philips hear link two app also makes it easier

than ever for members to conveniently control and customize their hearing aid and streaming.

Members can easily switch between custom listening programs and make volume adjustments. They can also fine tune their listening experience by adjusting the microphone sound or stream sound using the sound equalizer and streaming equalizer. The app remembers changes made across programs, so the preferred settings are there every time. And finally, the Philips hear link to app allows members to easily meet for remote fitting appointments, allowing you to perform routine follow up and fine tuning adjustments for them in a location that is convenient.

The Philips hearing two app is also available for Apple Watch and offers flexibility and ease of use for members who do prefer the convenience and discreetness of adjusting from their wrist. This could also be great for members who already use the Apple Watch to track their performance and speed, sports or in social settings when their phone is tucked away. With the introduction of the accessibility menu in Apple Watch OS X in September of 2023, Hearlink can also adjust the volume and change the programs of their Philips hear link two made for iPhone hearing aids using the native controls directly on the watch.

So let's look at what is new in version one 3.0.

Philips Hearlink two app version one 3.0 and Philips Hearlink 9050 devices bring new features for members to create better visibility on their charging and battery status to reduce member questions and provides more control in answering their phone calls. Updates include charging status, so the Philips Hearlink 9050 hearing aids now show charging status whether they're charging or fully charged when they are in the charging unit. A new notification section which is a new menu in the more benefits section of the app and this gives members access to battery notification settings and Philips journal notification settings and then answer calls faster, which is the new feature that allows members wearing Hearlink 9050 to answer hang up calls by double tapping on the hearing aids.

Let's look at each of these new features in more detail and we are going to start with charging status, Hearlink two app version one 3.0 and higher. Members with Philips Hearlink 9050 hearing aids will be able to see the charging status of their hearing aids while charging. This is possible because Philips Hearlink 9050 devices are still turned on but muted while in the charger. The app displays the charging status via a persistent banner at the top of the screen, and the volume sliders on the sound tab indicate the charging status by way of a charging symbol. Note that this feature is only for Philips Hearlink 9050.

Hearing aids the persistent banner will display two charging states when the hearing aids are charging and when they are fully charged. As soon as the hearing aids are placed in the charger, the persistent banner will appear at the top of the app screen and it will disappear once the hearing aids are removed from the charger. The banner is blue when charging and displays a blue battery icon. Once the batteries are fully charged, the banner will turn green and there will be a green check mark in the right side of the banner. The battery level available when tapping on the hearing aids tab will also indicate whether the hearing aids are charging or charged on the sound tab.

Charging icons are also displayed on the volume sliders, blue when charging, green when fully charged. Note that the following features are disabled in the app when the hearing aids are charging. Hearing aid microphones will be muted, audio streaming and then all functionalities under sound tab. Volume changes mute on mute program changes, sound equalizer, streaming equalizer and remote microphone now let's look at the new notifications section.

Philips Hearlink two app version one 3.0 has a new notification section where members can enable or disable the following Philips Journal notification and battery notification settings. To access the notifications menu, just tap on the. More to access the more benefits section, tap on notifications and then under Philips Journal, users can enable or disable the Philips Journal notifications and tap on battery notification settings to access the battery phone notifications and to enable or disable battery

notifications. Note that members can still access the battery notification settings from hearing aids. On the tab bar, click on hearing aids settings and battery notification settings.

The last new feature I would like to discuss is answer calls faster. This feature works only with the Philips Hearlink 9050, and the Hearlink two app does allow the member to control to either activate or deactivate this feature based on their preferences.

Thanks to the new Soundguide motion detectors available in Hearlink 9050, it is now possible for members to answer or end phone calls by double tapping on the hearing aids. The feature is turned on by default and members can enable or disable the answer calls faster feature via the Hearlink two app. Note again that the feature is called tap control in Hearlink and answer calls faster in Philips Hearlink two app and if the HCP or if you do disable the feature in the Hearlink fitting software, the member can still enable it via the app and also this feature is only available for Hearlink 9050 devices.

To enable or disable the answer calls faster function, the member just simply needs to tap on the hearing aid on the tab bar and then tap on hearing aid settings and then they can toggle the answer calls faster. Switch to enable or disable the call tap feature. By default, the feature is on in the Hearlink two app and the toggle switch will be green or showing that it's enabled. If the feature has been disabled from Philips hear suite, it will be disabled in the Philips Hearlink two app, but again, the member can enable it here if wanted.

If the member does make a change from what was originally programmed during a fitting, a notification will appear the next time the hearing aids are connected to the fitting software. In this example, the notification does inform the HCP that the tap call control or answer calls faster feature has been turned off.

In summary, let's look at an overview of the features available to members within the Philips Hearlink two app. The app truly does have many features that can be used, such as changing program, adjusting volume level, and controlling compatible connectivity devices, including multiple TV adapters. Remember volume settings to store preferred volume settings. Sound Equalizer to assist members to further fine tune the surrounding external sound that they hear through the hearing aid microphones. A streaming equalizer to assist members to further fine tune and personalize their streaming experience.

The ability to enable or disable answer calls faster for the Philips Hearlink 9050 devices. Philips Journal allowing members to set daily time goals for wearing their hearing aids and it also provides feedback on their wearing time. Progress to help encourage hearing aid, use an app for Apple Watch a battery indicator showing the battery level status as a percentage and in time find my hearing aid locator to assist if a member should misplace their hearing aids. Access to remote fitting, a troubleshooting section, important news section and the ability to see the charging status of Philips Hearlink 9050 hearing aids while they are charging. These are all features that make sense for your member and offer flexibility while staying true to the programming that you have performed.

These are truly the focus of the Philips Hearlink two app. To emphasize this, I would like to point out two specific features designed with your member in mind.

The sound equalizer allows the member to personalize and balance the pitch of the surrounding external sounds which are heard through the hearing aid microphones. This feature provides the member with some general adjustments to the overall sound quality of the hearing aids. When listening to sounds from their environment, changes can be made to low, mid and high frequency sounds and the range is minus six to six decibels. The changes are immediate so the member can hear changes as they happen and the adjustments will be saved until the member either chooses new settings or restores them to default. The streaming equalizer allows the member to adjust low, mid and high

frequency sounds when streaming to better personalize their sound experience and to provide increased flexibility to the overall perceived sound when streaming.

Shown is an example of the streaming equalizer in action. The maximum adjustment in each band is six to minus twelve decibels. The member can easily restore the default setting, which is zero decibels across all three, or if they make the adjustments and exit, the settings will be stored until they either restore settings or remove the hearing aids from their device.

As you just saw, Philips hearing two app version one 3.0 offers a range of features to help Philips hearing aid users connect to the world around them. However, I would like to just take a moment to again emphasize the features that are new. The new charging status allows Hearlink 9050 users to see the charging status of their hearing aids in the app while they are in the charger. A new notifications menu combines notifications for battery level status and the new Philips Journal notifications for easier access to app notifications. And finally, members can enable or disable the answer calls faster functionality which allows members to answer a call or hang up by double tapping on their Hearlink 9050 hearing aid.

We've spoken a lot about features such as hands free communication, streaming and the app. Therefore, let's just go ahead quickly and talk about compatibility.

For more detailed information than what is contained in the following slides, please refer to the compatibility and connectivity section on the portal. In this section you will also find the Philips Hearlink Compatibility Auto Checker tool and this tool is a QR code that is designed to quickly advise your member if their device is compatible or not with the Philips Hearlink product portfolio for compatibility with Apple devices, you can see the recommended operating systems listed. It is always recommended to update to the most recent iOS as this will ensure the best result regarding performance and stability.

Here you can see the connectivity recommendations for Android devices. Again, it is always recommended to update to the most recent Android operating system for the best streaming results.

Many workplaces now offering hybrid or flexible working arrangements Hearlink 9050 users can enjoy streaming and video calls on Windows eleven PCs that support the new Bluetooth LEC audio standard. Now, not all Windows eleven PCs support Le audio, even if the PC is marketed as supporting Bluetooth Le audio. To use Le audio, the PC must be running Windows 11, version 22H2 or newer compatible Bluetooth Le support, which is Bluetooth Le audio radio and a compatible audio codec. They will have the Le audio capable drivers from the manufacturer for both the Bluetooth Le radio and the audio codec. Now this makes it difficult to determine compatibility and make recommendations about which Windows eleven PCs do support this functionality.

So users can check if their PC does support Bluetooth Le audio on the Microsoft support site. But they can also check for this support on their PC by going to the start menu to settings and then to Bluetooth and devices. Select devices and go to devices settings. Then look for a checkbox titled Use Le Audio. When available, ensure this setting is turned on to use Le audio.

However, if this setting is not available, the PC does not currently support Le audio.

Soundtie encompasses all aspects regarding the apps, connectivity, and accessories. With Hearlink three, there are even more options in streaming possibilities than ever before. Soundtie three technology lets hear link 9050 users conveniently interact with smartphones and wireless accessories, helping users to connect to calls, TV, movies, and music seamlessly. Once again, Soundtie three offers those multiple connectivity protocols, including MFI, ASHA, and now the next generation of Bluetooth Le audio we do have various wireless accessories available for members who prefer to connect to them. Hands free communication.

This is available now with not only iPhone and iPad, but now also possible for Mac. And then thanks to Le audio, it is possible with select Android 14 devices as well as select Windows eleven PCs and then the Hearlink two app members can personalize their listening experience in a number of ways and use the app to support themselves along their journey to better hearing. Each of these come together to create even more and even stronger connections for your members as they connect to those around them, both near and far.

I want to thank you so much for attending our course. Soundtie creating connections that matter. If you do have further questions, please feel free to reach out via the contact information listed.