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Increasing Signia Solutions for All

Presenter: Lisa Perhacs, AuD

Hello and thank you for joining increasing Signia solutions for all on audiology online. My name is Lisa Perhacs, and I'm part of the professional education team here at Signia. Before we start, I'd like to cover a few questions that are usually asked during the webinar. And first off, how do you earn the ceus? Well, after you finish taking this course, go to your pending courses on audiology online and pass the multiple choice exam.

That's it. But remember, you must have a paid membership to learn or to earn your ceus through audiology online. If you need assistance or tech support during this webinar, you can call or email, call the 800 number, 800 753 2160 or email customerexperience@continued.com dot we hope you learned tons during this session. And after you're done and completed this course, you're going to be able to describe the capabilities and benefits of the IX platform. You're going to be able to identify the additions and the new features available for the integrated experience platform, and you'll be able to discuss the where are benefits of real time conversation enhancement.

So let's jump right in and go into our course. This is increasing Signia solutions for all. And we start with a little bit of history, Signia's history, our history of innovation, which goes back 140 years that we've been in the industry having innovation and new advancements and technology that's been groundbreaking and really changing the landscape of what hearing aids are. It all started with Werner von Siemens in 1878, when he developed the very first hearing aid ever for his hearing impaired wife. And we have gone strong and continued since then.

I am not gonna bring you back the 140 years, but I do wanna point out some highlights. Did you know we were the first ones ever to come out with rechargeability? That was 2006. We were actually the first ones ever to come out with ear to ear, having the hearing aids work together as a binaural set. That was in 2004.

But when we talk about innovation, that's a little bit more recent. Did you know we were the first ones to have streaming when we had our tech device? We were the first ones ever to have, let's get into this decade, a live neural network that had AI built into the hearing aids. That was our Signia assistant in 2020. We were the first ones in 2021 to have split processing.

We were the first ones recently, just last year, to have real time conversation enhancement. We also were the first ones to have own voice processing and the first ones to use lithium ion batteries. The innovation goes on and on and on because this is what's important to us. Signia has always been audiology first invest heavily into research and development. We have over 1100 engineers all throughout the world in research facilities.

We invest heavily monetarily in our technology, in our research and development because we know that innovation is the outcome of all of this research. We're able to offer you new designs, innovation and connectivity, innovation and rechargeability. We can see that innovation and you can see that innovation in the number of patents that we apply for. We have the, we are the number one applicant for patents in the hearing industry and actually that is a direct result showing the innovation that one out of four hearing aids in the world is powered by our technology. So we're excited what we have to offer and we believe in our vision of audiology first and offering you cutting edge innovation.

We also offer more than just excellent sound, as funny as I just, but we support you. With Signia delivers. With Signia delivers. We offer a better value, making you more competitive by having all of these innovative solutions. We have unparalleled support that's going to help you build your business and we've actually won awards for our support and our service excellence.

The service excellence is going to make your business run better. With Signia delivers we offer a brilliant fit giving you a better value because we have this full portfolio of innovative products to offer your patients. It's not just one option, this is it. This is what's going to fit one for all. Now we deliver more

for your patients.

We offer you support. We'll offer support financially for you and your patients and also create order, delight in a never ending commitment to you. Your success is our success. So we believe that fully and do everything within our power to support you so you can experience how Signia delivers a brilliant fit for you and your patients. So let's go into how do you pick the best instrument for your patients?

You may ask the patients to decide. Give them the whole litany of everything that's out there and have them pick. You may also help them decide and maybe tell them what's the best one and give them the list of what's the best fit for them. You find out what's important to them. Is it technology, is it lifestyle, is it cost?

You find their trigger points. What's the most important reason of why they're here? To get hearing help. Because you know what, honestly, first time users, most people don't want hearing aids. So something is bringing them into you and what you have to find is what is important to them, what matches their needs, what is going to be best suited for what they are expecting.

That's a lot to ask for. And you know what? It'd be so easy if everyone just looked like this. Yeah, easy. One product.

You can easily figure them out. If everyone was the same, if all patients looked the same, you wouldn't need to have the variety, you wouldn't need to have the multiple options. It would be cut and dry, easy peasy. But that's not the case. Our patients, our customers are extremely diverse.

They have very individual needs. They've very individual wants, and that's important. We need to recognize this and celebrate it. This is where we get at Signia, our inspiration, because we want to be able to have an instrument and have capabilities that fit all. Our purpose is to deliver products and

services that are going to make a difference to each individual person we believe in, including all.

We refuse to see that hearing loss is a limitation and offer one of the world's largest portfolios that's available. It's true. We've got a lot on our Signia portfolio because we're consumer centric and we're creating new styles. We're thinking outside the box. We have instant fit cics.

We've got slim risks, which is our styletto the incentive. Cics are silk. We've got a hearing aid that looks like an earbud, but it's actually a true hearing aid in the active. So we've always kind of thought outside the box to give you the best options. We're not just targeting different hearing loss categories, but we're also inviting those people that are sitting outside looking in.

Maybe it's the stigma of the hearing aid that's stopping them from getting it. We want everyone to engage in better hearing health through hearing aids. And that's why we will continue to challenge what is possible in the world of hearing. We're excited to offer you the technology and the innovation so you can truly have a Signia solution for all. So let's look at the current portfolio that stood before we introduced something new this fall.

In our portfolio, we've got hook's, we've got BTEs, we've got rechargeable, we've got battery driven, got custom products. We've got rechargeable custom products. We've got custom products that are invisible. With the IACs and CICs, we have options and we've got a cross that goes with all of them. We have options for your patients something for all.

We think it's time for your patients to experience what Signia has to offer. And guess what? We're expanding that. So let's go into how we're enabling more people to experience inSignia and have Signia for all. Let me introduce to you the newest BTE family.

This is the Intuos four BTEs. So we look at the Intuos four BTE. Take a look at it. BTE. It's got a rocker switch, and yes, it has a battery door.

This is a battery driven BTE with very advanced technology. It's built on split processing. It has a telecoil, it has the Bluetooth capabilities. It's going to work with the Signia app, and it's also available in all of the technology levels. So we're so excited to have this and offer this for you for that time when you need a battery driven BTE, which I know is not that often, but when it does happen, you want to have the most recent technology, you want to have the clearest sound.

And with our Intuos for BTE, you get that because it's built upon the split processing platform. You have split processing in a battery driven BTE. So this is exciting. If you're not familiar with split processing, I want to explain a little bit about it. Now, split processing is like having two hearing aids on the right ear and two hearing aids on the left ear.

Traditional processing is using a single processor that's going to process all the sounds together, and it makes it difficult to separate speech from background noise because it's all in one processor and there's always going to be an overlap. Well, split processing has a processor just for speech, using all of the channels just for speech, and then it has a second processor that's just for background sounds, using all the channels just for background sounds. So now with split processing, it allows us to individually process the speech and the noise, keeping them separate, having different compression for the surrounding sounds and the speech, where the speech processor, it's more linear, so it brings the speech in close to you, makes it clear and crisp. The background sound processor, it's going to use more compression to reduce that, that noise a little bit, but still have you immersed in the background. So that's why I said it's like almost having two hearing aids on the right and two hearing aids on the left.

The processors work together in tandem, so you don't have to compromise between speech and noise. The speech, you are sure that that's going to be audible and heard clearly above the comfortable

background sounds. What it does with split processing is it gives you a truly immersive experience that was never had before, because no other instrument had split processing ever, all the way down in all of the technology levels. So let's talk about the individual instruments that are into the Intuos four family. We're going to cover all the amplification needs.

You've got the Intuos M four, you've got the Intuos P four and the Intuos superpower four. So three different BTEs fitting the different amplification needs available in all of the technology levels. The Intuos M 413 battery. Okay, this is going to be the BTE that you'll use, maybe instead of a hook, if they have a draining ear or they can't wear anything in their ear, you want the full ear mold. It's maybe the ear is a surgical ear, whatever the case may be.

Intuos M four, you can fit with a slim tube or with a ear hook. The Intuos P four, just like the Intuos M four, is a 13 battery. But this one's a little bit stronger. So we've got a little bit wider fitting range. But this one can also work with the slim tube or an ear hook.

So you've got options with the Intuos M four and the Intuos P four. The intuit superpower, the Intuos SP four. This is your strong BTE for your profound hearing losses. It's the 82 peak gain, 140 max output into a superpower four. Three sIX is using the 675 battery.

Okay. Do not put a slim tube on this guy. He doesn't take it. He doesn't use it. He only gets an ear hook.

Okay, just an ear hook. But for the ones that do use the slim tubes you're using, your ear wear 3.0. So that's your Intuos M four. You're into his P four. It's compatible with the slim tubes and also the power slim tube as well.

You're using all of the ear tips or the ear mold that we have in our earwear 3.0. All of that is compatible with the Intuos M four and the Intuos P four. So easy way to remember. If it's a 13 battery, you can use

a slim 2675, just your ear hook. But they're all available in nice, attractive colors.

You can match your hair tone or your skin tone. Don't do beige. Please don't do beige. I hate beige.

Beige?

No, there's no one out there, that's beige. There's no skin tone. That's beige. That's Barbie. Barbie looks, it looks prosthetic, it doesn't look like makeup.

Make it look like a more high tech instrument than it really is. I love using the dark champagne or the sandy brown instead of, instead of beige, but that's just me with the Intuos four. All of the bts have a telecoil and they have streaming capabilities. So they're built on that split processing platform. So they're able to stream to both Apple and Android.

They're going to stream to Android using the Asha compatibility, or Apple is the made for iPhone. And if you want to use accessories, you can with the Intuos for BTEs, they're compatible with the streamlined tv and with the streamlined mic. So if you needed a remote mic or if you needed a tv streamer, because you could connect up to 40 hearing aids to the streamlined tv and all be connected to the tv, this is a great option. You've got that in your Intuos four BTEs. The Intuos four BTEs are also very resistant and resilient because we've got the IP 68 rating in our BTEs as well.

What that means is the ingress protection rating. SIX is the highest number for dust. Eight is the highest number for water. So you with confidence, can be wearing hearing aids when you're perspiring. You could go out and run a markathon in them if you want.

You can, you know, get caught in the rain. The moisture is not going to damage the hearing aids.

What's great as well is that with the intuos for you've got a range of the tinnitus therapy options all the way down to the Intuos four. A two level, the 4.2, you don't have the tinnitus in a 4.1, but with the Intuos

four, you've got sound therapy and notch therapy. And if you needed a cross, we've got that too.

So as we said, the Intuos four is built on split processing. So the cross that you're going to be using is the Signia cross pure charge and go axe, or the Signia cross pure 312 ax transmitter. So either one of the transmitters, the rechargeable or the battery driven on the pure ax line cross is going to work with the Intuos four. Now let me give you another little hint. I like to use the Signia cross pure 312 ax transmitter.

If you're going to match it with the Intuos four, because the pure 312 transmitter is a battery, and that way you're keeping it same to same and you have a battery transmitter and a battery hearing aid. You can certainly use the Signia cross pure charge and go ax transmitter, but just know that now you've got your transmitters rechargeable and your hearing aid is battery driven, which may or may not work for your patient. So it's an option. You can use both, but we recommend using the 312 transmitter just to keep it easy for your patient. Battery same.

Same with the Intuos four. You have wireless programming capability because it has premium technology with split processing. So of course you're going to program all of them with your Noah link wireless. And we've also integrated some tamper proof components into the Intuos four. So this is a really nice option too, as well.

To change the ear hooked, it's secured with a pin, so that way it doesn't just spin on and off. You've got the pin that keeps the ear hook in place that you just need to remove. In order to remove the ear hook for the rocker switch, it's not going to just pop off. You have to remove the shell in order to remove the rocker switch. So that's a great component as well.

And lastly, no matter what strength of hearing aid, the Intuos M four, P four, or SP four, you're going to have a tamper proof option for the battery door. So you can easily convert that battery door to be

tamper proof if you need, and it's really easy to do. So let me show you. With the Intuos M four and the Intuos P four, it's just adding a pin into that battery door. And now it's tamper proof for the SP four, you're changing out the battery door.

So again, just changing a little pin and putting the new battery door in. And now it's tamper proof. What does tamper proof mean? It means it's harder to open and close. You certainly still can do it.

You can open and close the battery door. You just need more force. So we're recommending you use a cloth, something to give you a little bit more grip on that battery compartment. So you can use a tissue or cloth or the bottom of your t shirt or whatever you need to just give you a little bit more grip and to pry open that battery door gives it more tension there. So that way the battery door is not going to swing open by accident.

So what we have with our Intuos four BTEs is an innovative range of hearing aids built on split processing. So premium technology with a battery, it's going to stand up to all the challenges that you have for your BTE needs. And it lets the patient, the wearer, be brilliant with clear sound quality, and they've got the battery that they might need. And again, if you need rechargeable, we got that too. We have the motion BTEs and the charge and go line, and you can have a super superpower that's 61 hours on a single charge.

But there are those people that still want battery, so we've got that too for you. And that's our Intuos four BTE line. We've offered more this fall, and now we're expanding the Signia IX line too, as well. What is IX? Oh, I'm glad you asked.

Let me explain. Signia IX is our integrated experience platform. It's got real time conversation enhancement, and what it was built for is a brand new innovation that helps with the longstanding issue of hearing multiple talkers in noisy situations in real time. This is usually where hearing aids fail. This is

where most of our patients struggle, is when everyone talks at once, when everyone talks on top of each other, this is where the big challenge lies.

It's got to be able to do it in real time. Well, Signia IX can. We built first as a foundation on the ax split processing platform. So we have the augmented focus split processing, as we talked about already, a processor just for speech, a processor just for background sounds. It is using all of the channels for speech, all of the channels separately for background sounds.

So there's no compromise. The hearing aid doesn't have to decide, am I enhancing speech or lowering noise in that channel? You're going to get the clear, comfortable sound. And with split processing, this is a huge innovation. No one else can do it.

We have it in every single technology level. So we're excited that this is the foundation of our IX because not only is this great, we made it even better with our IX technology that has real time conversation enhancement. Real time conversation enhancement is actually encompassing three separate stage processes that are all working in conjunction with each other at the same time. Real time conversation enhancement is a live auditory space, and it's utilizing that split processing to separately process the sounds or backgrounds from speech keep you immersed in your surrounding. But it does this while smoothly enhancing the multiple conversation partners where it's the strongest issue with hearing aid wearers.

So let's talk about how IX is able to do that. And let me explain. We have these three pillars, analyze, augment and adapt. And they're working together hand in hand at the same time. These three stages are consistently analyzing, augmenting and adapting to give you the clearest sound in these noisy situations with multiple speakers.

So to analyze, it's identifying all the conversation partners, it's looking at the surround sound, it's looking at the conversation dynamics. Who's talking, where are they talking? Are they moving around? What's going on? It is sampling the environment 192,000 times a second, and it's able to pinpoint and see where these speakers are talking from, who is talking and able to adapt and augment based on this conversation, this live dynamic that's going on around the listener.

And the most important part, the person wearing the hearing aids does not need to look at the person talking. They are able to follow the conversation even if they're talking at the same time. Because what, what IX technology with real time conversation enhancement is able to do is it locks on and enhances each individual speaker. It's more than just traditional directional beam forming that moves slowly from one speaker to another. We've got up to three separate focus streams on top of the split processing that work all at the same time.

It's going to lock on to each individual speaker and it's going to make sure you hear the speech even as the patient sits there and the speakers are walking around. It's adapting. Not only is it analyzing 192,000 times a second, it's adapting a thousand times a second, constantly updating. Where are the people standing? Where does their position, who's talking?

Are they joining the conversation? Did they move away? Even if the person wearing the hearing aid is not looking at the people talking, they're able to hear. These three separate focus streams merge into one live auditory space. And this is what accommodates multiple speakers in real time, that you are able to follow the conversation, be immersed in what's going on around you without the effort of having to look at the people who you're talking to, you're able to keep up with this live conversation.

And only IX with real time conversation enhancement offers you that. So we're excited. Now that you know how IX works, let's talk about what we're introducing. And what we've added now is our essential line. So we take all of those wonderful IX hearing aids that we have on our platform, seven, five and

three, and now they're available in the two and ones.

So if you have someone that needs the essential line but wanted the rechargeable instant fit with the silk charging go IX or needed the slim hook for the style. Maybe they don't have enough room behind their ears where they need, you know, a different point of pressure on their ears with the styletto IX because the battery is a long battery, not a button battery. It has a much lighter feel on the ear, less real estate. You have that now in a two and a one as well. So let's explain what the two and the ones have in our IX technology.

Well, you've got split processing, which we said already. Now, remember, the two and the ones are going to have features that might be the same as the sevens, fives and threes. But as we go down in technology, you might not have as much control over their feature. That feature might just be on or off, rather than having different degrees of strength of that feature. With the two and the ones, you have your split processing still.

So you have the ability to separate the speech from the background sounds. But you've got to keep in mind, this is the IX technology, the IX platform. So it's different than the split processing in the aX. The two and the ones is going to have the faster processor of IX, the better capabilities, the more stable ability of the feedback control. It's going to be a clearer sound.

And what we have and what we can equate that to is the speech stabilizer. That's just in your IX technology, not in the AX. Speech stabilizer gives you a clearer conversation. And this happens because of that faster processor. And, and it's more apparent in these dynamic environments that it's going to preserve that natural envelope of speech and also the acoustic cues.

And it does that in every situation, even in noise. This faster processor makes a huge difference with the cross in the iX technology because it improves the sound quality and the clarity and the integration

of sound between the ears. So speech stabilizer is a huge benefit that we have in our iX platform, and it carries down to the two and the ones. So when we look at what's available in the two and the ones, we have three different categories, so to speak. Now, when we look at our conversation management, that's where you get the e to e, keeping the ears in sync, enabling us to use with the cross.

We have our split processing. When you're using your instruments that have the Bluetooth capabilities and you, you also have the dynamic soundscape processing built into your two and your ones. You have your speech stabilizer, as we talked about, that really enhances the speech. This faster processing, it gives us the ability to split the speech from the background sounds with that split processing and add the speech and noise management, the automatic directionality true ear, which actually tricks the brain into thinking that this noise, or rather the sound is coming from inside the ear rather than behind it. So you get more of that pinna effect that you would normally lose with the BTE, and you've got a cross compatibility.

So all of this is in our two and the ones. But when we look at the listening comfort, the wearer empowerment. Some of these features may not have as much flexibility and adjustment like sound smoothing for transient sounds or e windscreen. You would have that extended dynamic range, though. In our two and our ones, we've got that great feedback cancellation, frequency compression, all available as well as if you have a Bluetooth enabled device, you have the ability to have the Bluetooth options like streaming from Apple, from Android, and new in the iX platform, which we'll talk about a little bit.

It with the new software that connects 9.12, you now have LE audio capability. So you have a new Bluetooth protocol. We'll talk about that a little bit more later on. But you have that in your iX essentials. You have the ability to use all of the accessories as well as using the Signia app.

And if the instrument doesn't have Bluetooth, you can still use the Signia app because it's using coded high frequency sounds. So there's lots of capability in our two I, two IX and one IX. And I want to show you that full feature comparison. Now, I've broken this down to show you the two and the ones, but I wanted to compare it to the threes because I wanted you to be cognizant that when you go down to an essential line, you do lose some of the really essential features that you come to know and love and are synonymous with Signia. So I just want you to be aware of that as well with the two and the ones.

As we said, we have split processing. It's phenomenal. We've got our speech stabilizer, but what we don't have is our real time conversation enhancement. So we don't have that ability to conversation source analyzer of where people are talking, who they're talking to, what's going on, and boosting that conversation. What we do have is directionality, but it's going to be a lot more automatic adaptive in the three IX.

And you have narrow directionality, which you don't have in the two and the ones. If you really need ovP, you got to go with the three. If you really need to have those motion sensors, you want to have that. My well being in the app, you got to go with the three, the two and the ones don't have it. Okay.

So that's an important one to note as well. So just know that when you go down to the two and the ones, you do lose some of these important features, like own voice processing, real time conversations, conversation and the like. And this is in your risks. So this would be your pure charging go iX. Pure charging go tIX styletto IX.

This would be the same for all three because those have true directional microphones. When we look at the CICs and the ICs, this is your silk IX charge. And go. This is your inseo cic lic IX. Those have one mic on them.

So because they have one mic on them, they don't have true directionality. You don't have that real time conversation enhancement. But what you do have, and this is huge because there's no other CIC out there that has one mic directionality. That's when the right ear goes to the left, the left ear goes to the right, and because of that true integration of sound between the ears, it actually forms beam forming. You actually get directionality, and then you have control of the dynamic soundscape processing, which is the adjustment of the noise versus the background sounds.

You have all of that complete in a seven, five and three. But the two and the ones don't have it. So that's a huge one that you will be missing. Just be aware of if you go down to the two and the ones you might want to see if maybe stay within the three. So you could have that one mic directionality.

If they want to wear a CIC, an IIC, and they might be struggling in noise, because that's going to be a huge help for your patient, for the person wearing the hearing aids.

Let's talk about what we have in our new software. I gave you a little teaser. The new software is the connects nine. So you should have downloaded this already. It was in your update manager.

Reach out to us if you need it. We can send you the link. Make sure you're using connects 9.12 because this is going to enable you to do the essential lines on the iX, the Intuos four. And very importantly, it's going to let you have a firmware update so you can activate Bluetooth Le audio in your iX device devices. You may be asking, what is Bluetooth Le audio?

Well, let me tell you, Bluetooth Le audio is a new Bluetooth standard. Okay. This is the first Bluetooth standard that came out since classic Bluetooth, the made for iPhone, the Asha, that was made by like third parties in order to supplement before Bluetooth Le audio came out. Bluetooth Le Audio is an opera. It's operating on Bluetooth low energy.

That's what the Le stands for. And it's going to be a standard that's going to be integrated into new cell phones, new electronic devices, TVs, computers and the whatnot. And it enables direct streaming, which is audio and data. The full integration of all the sound from Bluetooth Le audio enabled devices, all of our IX instruments, 7532 and one that have Bluetooth, when you update your firmware with the 9.12 software is going to enable the Bluetooth Le audio. So this is your pure charge and go iX, a pure charge and go tIX and your styletto IXenne.

Now, this technology is new. I have to stress this, and it will be or predicted to be a standard in the upcoming years. But right now, there's not many instruments out there that have Bluetooth Le audio. And when I say instruments, I mean phones. And really what we're specifically targeting is your Android phones.

So as time goes on, there's going to be more phones that are using Bluetooth Le audio. Since it is more stable, it's a clearer connection, there's going to be more devices, more TVs that have the Bluetooth Le audio, more computers that have Bluetooth Le audio. So it's going to happen over time, but it's going to take time. And that's just what I want to stress. But the thing is, is we have it in our instruments.

So if the device comes out later on down the road and someone has a Signia IX instrument with the updated firmware, they have the ability to connect with Bluetooth Le audio. This is going to enable the Android people to catch up to the Apple people. That's what it actually is in late terms. So for all those Apple people that say, oh, the Bluetooth is just so much better to my Apple device device than it is to an Android. And we as providers, we know someone takes out an Android, we're like, oh, no, but come on, I'm an Android.

I love my Android. And I know I'll be the first one to admit the ASHa connectivity is not that great. Bluetooth le Audio is going to make that Android function the way the Apple does when it's connected to the hearing aids. So this is going to be the future standard of connectivity. This is much more stable.

This is better. This is making your Android pretty much the same as your made for iPhone devices. It's going to give us the opportunity, and I say us because I'm an Android, it's going to give us the opportunity to use hands free and call control. So I can answer the call through my hearing aids. I can talk back through the microphone on my hearing aids.

I don't have to talk back to my phone as if it was a speakerphone. That's what Le Audio is going to give me, as well as being more stable and a better connection. So I am thrilled with this Bluetooth le audio capability. I'm telling you, thrilled because I've been waiting for this and now I have a better connection to my hearing aids, to my phone. We've also improved the stability of Telecare.

Now this is a big one as well. I don't know how many of you all are out there using Telecare if you haven't tried it. Oh, reach out to audiology support. Reach out to your clinical education team. We would love to go over and show you how Telecare works.

And we made it even better. We were one of the first ones to do Telecare. We did it long before COVID happened. And with Telecare, we have a better stability for that remote session because now you do not have to connect and talk to them through the software. You can now opt to talk and do a full remote session without running the audio and the video directly.

Through connects, you're going to connect your preferred way, a regular mobile phone call or using WhatsApp or using FaceTime or whatever video calling app that you prefer to use with your patient. You don't need to do that. Through connects, connects is going to connect to the hearing aid. You can make the adjustments, but to communicate with your patient is now through your own devices. What you are comfortable, just call them on the phone if that works better.

This new option is going to improve the stability of this remote fine tuning connection. It's going to be quicker, it's going to be faster, it's going to be more stable now. And it's really simple. All you do in the software and you'll see that it's going to open up and it's going to say to direct connect if that's going to be the suggestion, because it's a better, more stable way of doing Telecare. This stability will be seen in the software that you don't have to do anything separate.

This shows that the selection of the new option, direct remote fine tuning, and you connect through remotely, just as you did before. You can make the controls and make the adjustments participants all in real time without worrying about losing your connection. So we're really excited that we can show you that as well. We have an update to the Signia app. In the Signia app, if you update your Signia app, we've updated the Signia assistant.

So now our Signia assistant will reinforce our improvement to hearing in conversations. And not just call it loud voices, but now we're calling it voices during conversations. This might be a little bit easier for the patient to understand and to detect. What might the issue be? So we've updated the app, we've updated the software, we made Telecare more secure.

We made Signia assistant a little easier to use. And remember, your patients can use Signiasistant while they're streaming. It's going to make adjustments to their streaming quality. So if they are unhappy with something while they're streaming, they use Signia assistant and make those changes. So remember, that's an option too, as well.

And what I want to finish with is talk about our IX technology, because IX is groundbreaking. And I can sit here and tell you how we have the multi beam architecture and we're able to really pick out that conversation in noisy situations until I'm blue in the face. But I want to show you the proof. And this goes back to our research network. As we told you, we are very heavily invested in research and development.

We have over 1100 researchers all throughout the world. And what we're looking at is we're looking at what is proven, what is going to be peer reviewed and have that evidence to show you. We are using subjective real life testing and also objective neural and behavioral testing. And this is done with EEG data, with lab studies, with behavioral studies that will focus both on individual speakers and also group conversation dynamics. We have the proof, and we know with Signia delivers within the proof behind it.

This cutting edge technology is going to help foster the power of conversation in honestly the most complex of environments. So let's go and talk about our mission to unleash the power of conversation, to understand all the aspects of real conversation, how people don't take turns, how people talk on top of each other, how people move around or don't look at who they're talking to. And we're using this knowledge to create innovative solutions. This is a multimodal approach. This is how we test to reflect the real world.

We've already shown that real time conversation enhancement shows objective benefit in group conversations. Let me show you. We've had this data out for almost a little over half a year now that normal testing is done, where you put one speaker directly in front of the listener, so the person talking from the speaker is directly in front of the nose. Zero degree azimuth. And then normal testing is where the noise is directly behind the listener.

Listener. That's not how we do the testing. We do it in group conversation. We have multiple speakers in the front and we have multiple noise sources behind. In a human performance objective test, we have shown that 95% of people wearing our IX hearing aids had improved performance in a group conversation scenario.

Now, this test was done objectively, where it measured their performance of group conversation with real time conversation on versus real time conversation off in a speech and noise task. So this wasn't

their opinion. This was objective data, where the people wearing the hearing aids, mild to moderate, sloping, severe hearing loss, they were done. We did the ulcer, which is a speech and noise test used in a refurbishment room. Speech was presented in two frontal locations.

It alternated the simulates a real world conversation. And what we saw was an improvement in speech and noise tasks. When real time conversation is on the average improvement that we had in noise with it on corresponds that 1.1 decibels improvement. It corresponds to improvement in speech understanding of close to 20%, which is huge. And that's just by having real time conversation on.

All right, so that's one test that was done with humans. That was an objective test. Well, we've done another objective test, but this was done on key mark. So what we did is we devised another test to mimic how conversations occur in the real world. We have the speaker at two different areas.

In the front, we've got noise all around. We recorded the output in the hearing aids in Kemark using a very well known phase eversion method, the Hagerman phase method, that calculates the output of signal to noise ratio of IX compared to four premium competitive devices. So let's look at the outcome when we look at the Signia IX technology in this scenario, and we compare it to four of the major hearing aids that are on the market. The best of the best. We have a 4.1 decibels signal to noise improvement compared to the absolute best hearing aid and the best they can do that's out there on the market.

Now look, Brand C did not do very well in this test. And I want to explain that doesn't mean brand C is really, really bad. It just means that brand C maybe wasn't made for multi speaker talking in a noisy environment because we didn't do the test the way you typically would, where you put the speech in front and the noise directly behind. We put the speech diverse in the front and had them talking at the same time and on top of each other. We put the noise all around.

So the other hearing aids on the market all really compared about the same. They all performed about the same. One of them really couldn't handle it at all. Signia is the only one that shines, the only one that has that huge improvement, that 4.1 decibels signal to noise improvement above the absolute best competitor that we've got out there that's going some. All right, so that was done on key markk and that was another objective test.

What if we did a subjective test on humans and see how real time conversation enhancement does? Let's see what they think, because we can prove that this works, which we did. We can prove that there's an enhancement, that there's a benefit, which we did. But now let's see what the patient thinks and see how they feel. So this is a test that was done and research that was done at UWO leading university within audiology and hearing doctor Susan Sculley.

And she published this in peer reviewed. It was published in the American Journal of Audiology this past July. And what she did was she took the listener and put them in a real world test environment. And this person had a conversation in a mall food court with noise and all things going around at the table. There was a female talker and a male talker.

They had a set script, so that way the test would be very consistent between the different participants, certain things that they would say or answer, and the participant then had to answer a survey of how well they did in that environment. So the protocol was done in a conversation with real time conversation off and they rated it. Real time conversation on and they rated it and then they compared. So here is a sample of some of the questions. You know, which one do you prefer?

Which one had better speech clarity? Which program was better for reducing background noise? What did you prefer? Overall, zero is no preference. If they go negative, it's really that they prefer program one with no real time conversation enhancement.

If it's positive, it's they prefer real time conversation on prefer program two. Let's look at the results.

There's nothing negative. There's nothing even at zero. If you look at the dark line in what looks like that spider web graph on the right hand side, that would be zero. That would be no preference. Clearly everyone had a preference for real time conversation enhancement.

On they felt 80% of the participants participants preferred real time conversation. On they preferred the overall sound quality of real time conversation. And this strongly indicates speech is prominent and the sound quality is high and immersive. So what's exciting is we've got peer reviewed results showing that the patient subjectively preferred real time conversation enhancement. And this goes hand in hand with our objective results that we have.

So we're excited to share with you that we have real time conversation in IX that the patient proves that they did better listening to speech and noise, and they actually preferred it in speech and noise. And even when tested on chemo, the patient, the KEMAR patient did better with signal to noise ratio. So this is exciting that we have this data to share with you to prove that IX technology really does make a difference. And we're so proud to say that we're winning awards for it. We won the big innovation award for IX technology this past year.

We've also won the digital health award. I we've won awards for our customer excellence. So not only are we leading the pack with innovation, we also are striving to give you the best experience. And we're proud that when you call up, you're going to get a person. We're going to be able to help you.

We have worked very hard to make sure that we are addressing your needs at that one stop. We don't have to pass you along. We've got a phenomenal team in audiology support, in tech support, in our clinical education specialists. We will give you all of the knowledge that we have to help you instantaneous, and you can also go through my Siemens. So if you didn't want to call up, we can help

you virtually through the computer.

So now we've expanded our portfolio. Now we have the essentials in our line. We've got a battery driven BTE with our Intuos four line that has premium technology with split processing. We've got it all. We've got that comprehensive portfolio that's going to help you for all of your patients needs something for everyone.

Stylish, modern, you can easily use it for mild or even borderline normal, all the way up to profound hearing loss. We've got battery driven, we've got rechargeable, we've got BTEs that last 61 hours on a single charge and risks that are going to last 39 hours on a single charge. We want you to have confidence that your patients can be fit with Signia and have technology that's going to withstand the test of time. And what we've truly done is unleash the power of conversation for all. I thank you.

I thank you for joining us today and for taking the time to learn more about the Signia technology and the advancements. If you'd like to learn more about our products and software, we encourage you to search out our courses on audiology online. We have a course just on software. We've got lots of quick tips that are our quick, fast little vignettes on just one topic. And also, you can be sure you can always reach out to us for assistance here at Signia.

Just call the 800 number 807. SIX, siX 4500. Thank you. Thank you. And have a wonderful day.

And enjoy having the confidence that Signia is for all.