



EDGE^{AI}

Starkey Government Services

Elevating the
November 2024
Contract

How to Ask a Question

Click Q & A, type your question, and Send

Resources Tab

Download the course handout

Link to course information page

View presenter information

How to view captions

Click Show Caption CC Button

How to earn CEUs

After the webinar, go to your Pending Courses and pass the multiple-choice exam

For assistance or tech support

Call 866-782-9924

customerservice@audiologyonline.com

Use the Q&A window

Webinar FAQs

Learner Outcomes

- 1 Describe Starkey's innovative hearing aid technology
- 2 List accessory and connectivity applications for enhancing the patient journey
- 3 Identify features for better hearing aid performance



Introducing
EDGE^{AI}



**ALL
NEW**



CIC



ITC/HS R



ITE R



mRIC R



RIC RT



RIC 312



Neuro Sound Technology 2.0

featuring

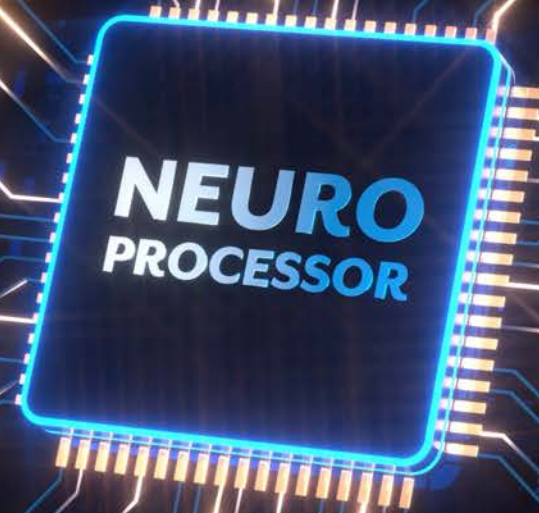

**Deep Neural
Network (DNN)**

Superpower-full

100X more
DNN processing
than Genesis AI



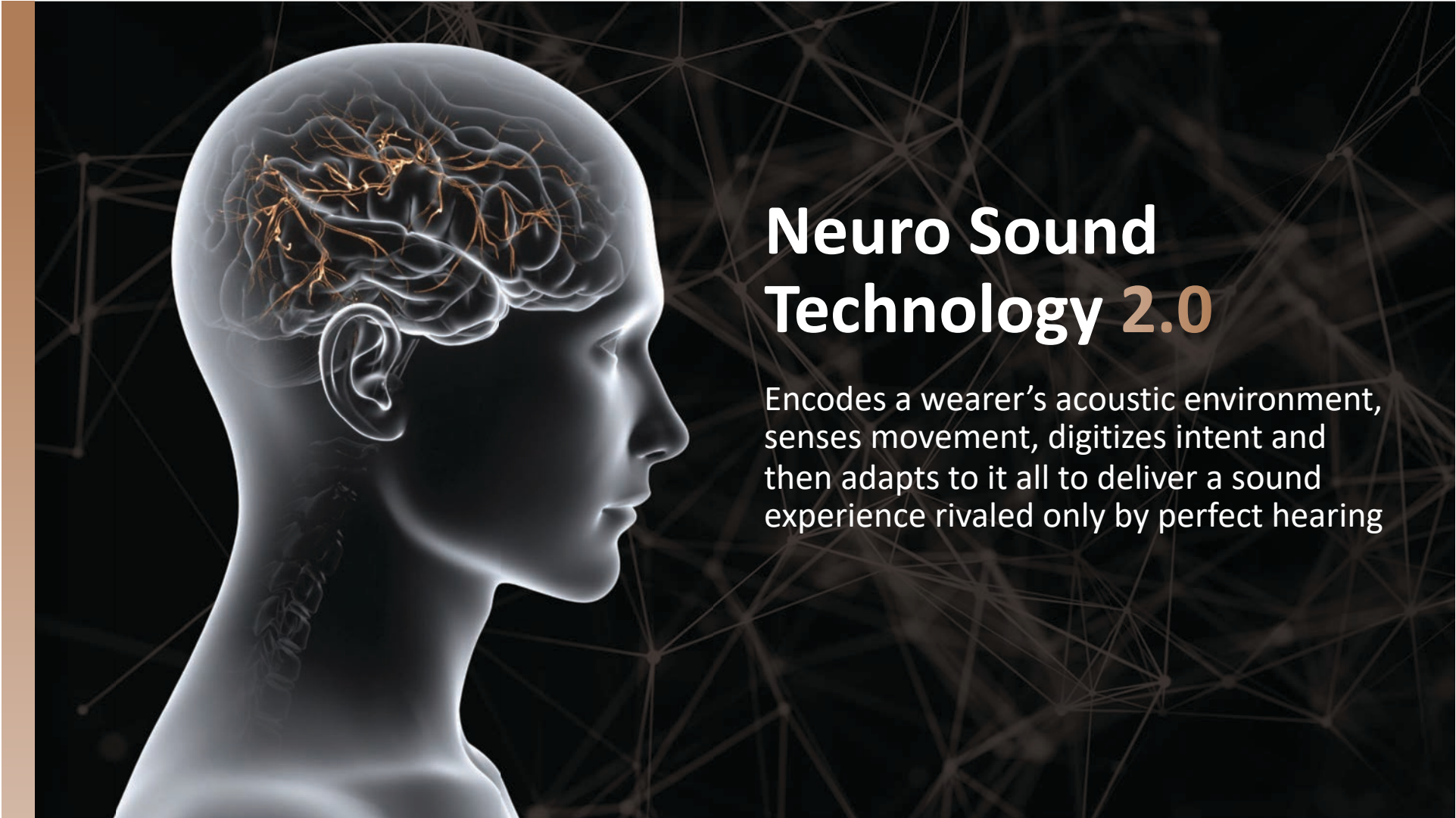
2.4 GHz Radio with LE Audio





Listen with *ease*

**Enjoy every little sound
that matters**



Neuro Sound Technology 2.0

Encodes a wearer's acoustic environment, senses movement, digitizes intent and then adapts to it all to deliver a sound experience rivaled only by perfect hearing



30%

MORE ACCURATE
AT IDENTIFYING SPEECH

6dB

ADDITIONAL
REDUCTION
IN LOW-LEVEL NOISE

APPROPRIATELY CLASSIFIES
MULTI-TALKER BABBLE

13 UP TO **dB SNR**

IMPROVEMENT
IN NOISY ENVIRONMENTS

CLEANER

PURER SIGNAL

An unrivaled sound experience

Edge AI mimics the human brain to better replicate how a “normal” hearing system works

Sensory

Takes in the acoustic, motion, and listening intent information to map out a perceptual topology of the listener's environment

Subconscious

Effortlessly processes tasks that happen in the background without needing input or effort from the listener

Conscious

Provides additional control and flexibility to the wearer

Sensory

Additive Compressor

Dynamic Range

eSTAT 2.0

REM Target Match

IMU Sensor technology

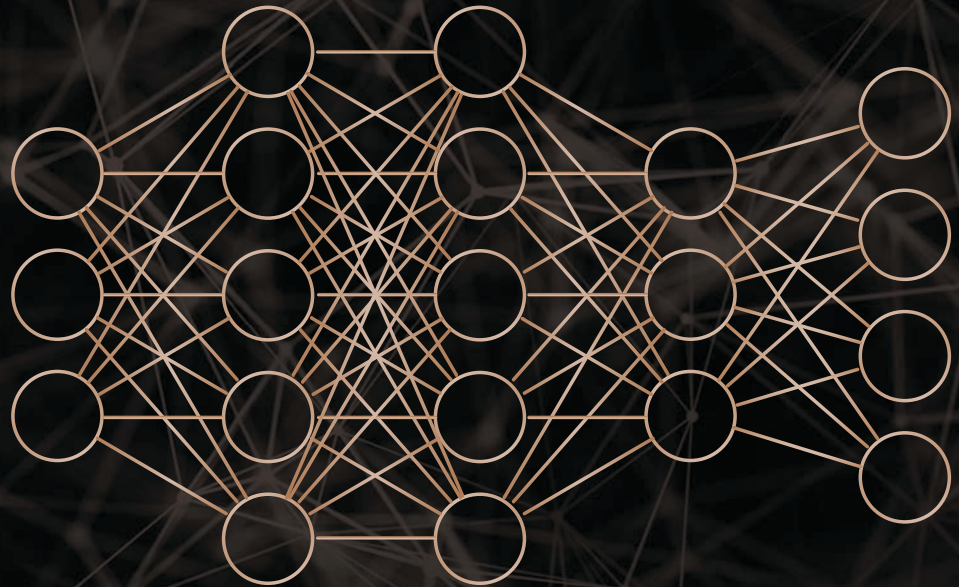
Deep Neural Network





Starkey's Deep Neural Network

DNN processing runs parallel with the sound management system for more efficient processing — both in speed and battery life





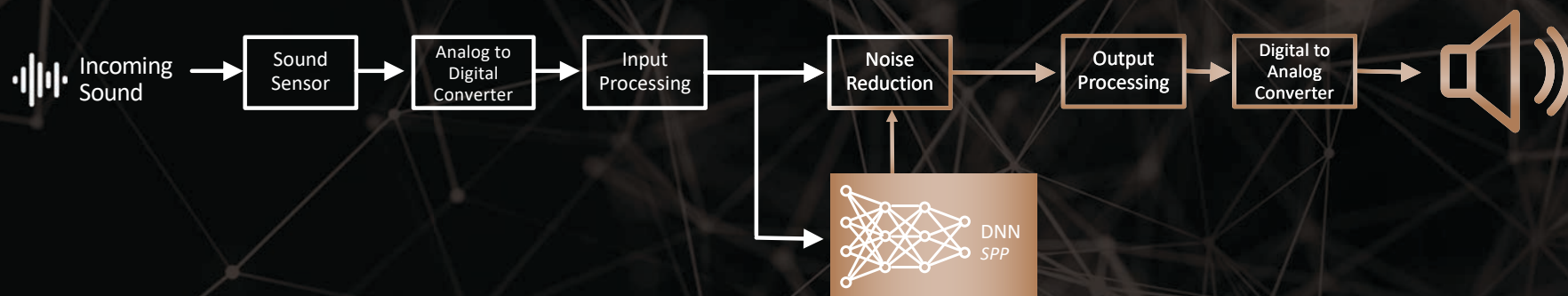
The Next Big Thing in Sound

Deep Neural Network Enhanced Speech in Noise

Industry's first Speech Probability Predictor

30% more accurate
at identifying speech

Conventional Edge AI Noise Reduction



Subconscious

Sound Manager

Sound Enhancement

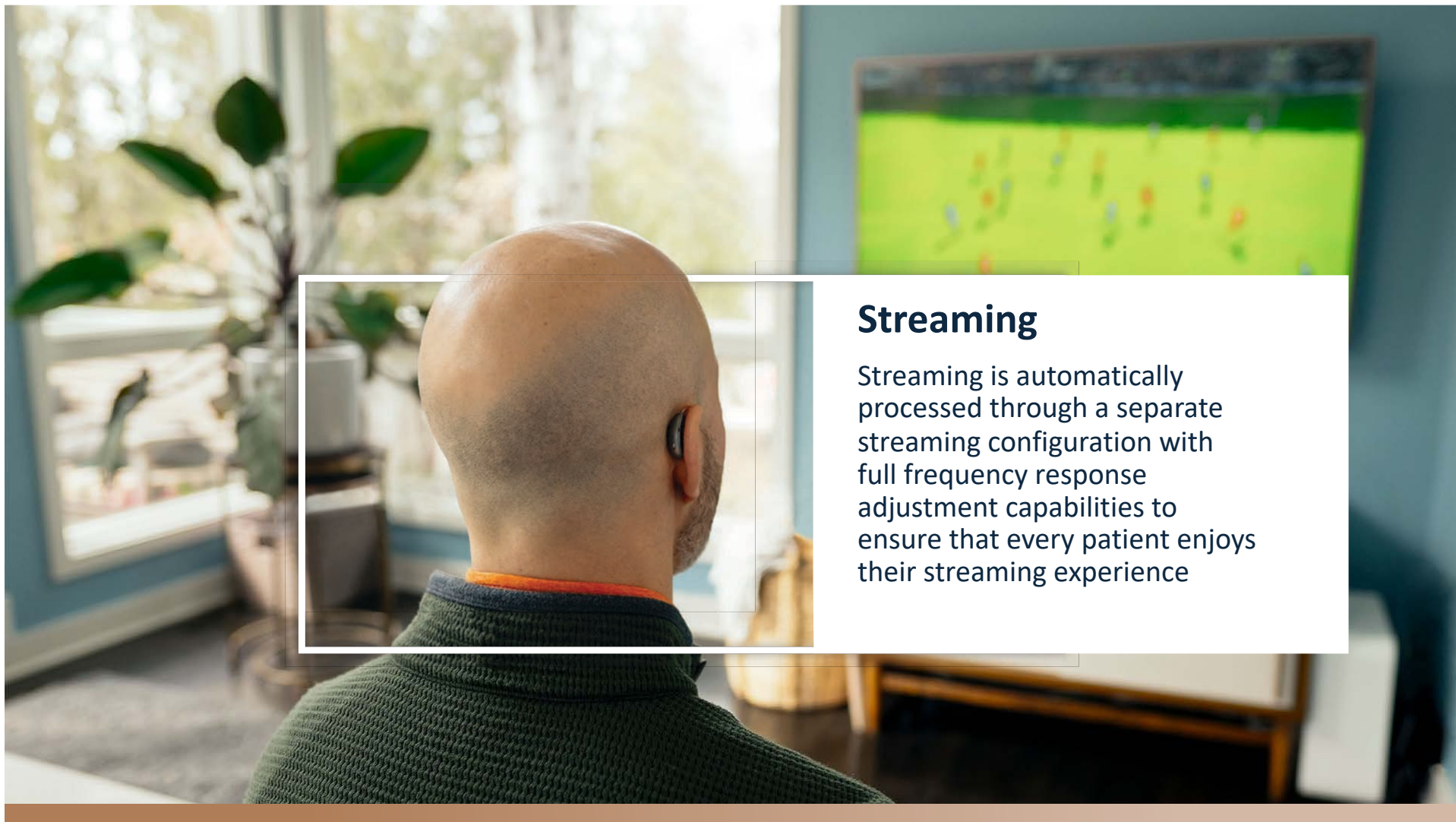
Situational Sound Management

Directionality

Feedback Cancellor

Streaming





Streaming

Streaming is automatically processed through a separate streaming configuration with full frequency response adjustment capabilities to ensure that every patient enjoys their streaming experience

Conscious

User Controls

MultiFlex Tinnitus Pro

My Starkey App

Self Check

TeleHear

Balance Assessment

Fall Alert

Find My Hearing Aid

Reminders

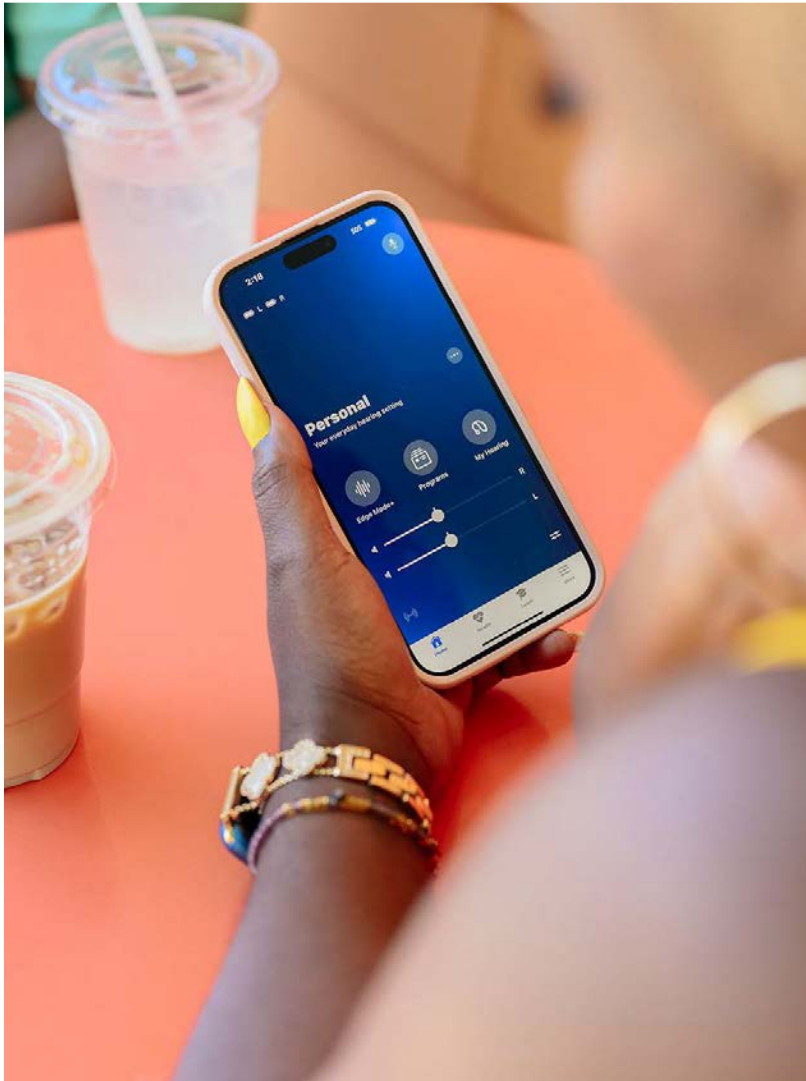
Smart Assistant

Translate

Transcribe

Edge Mode+





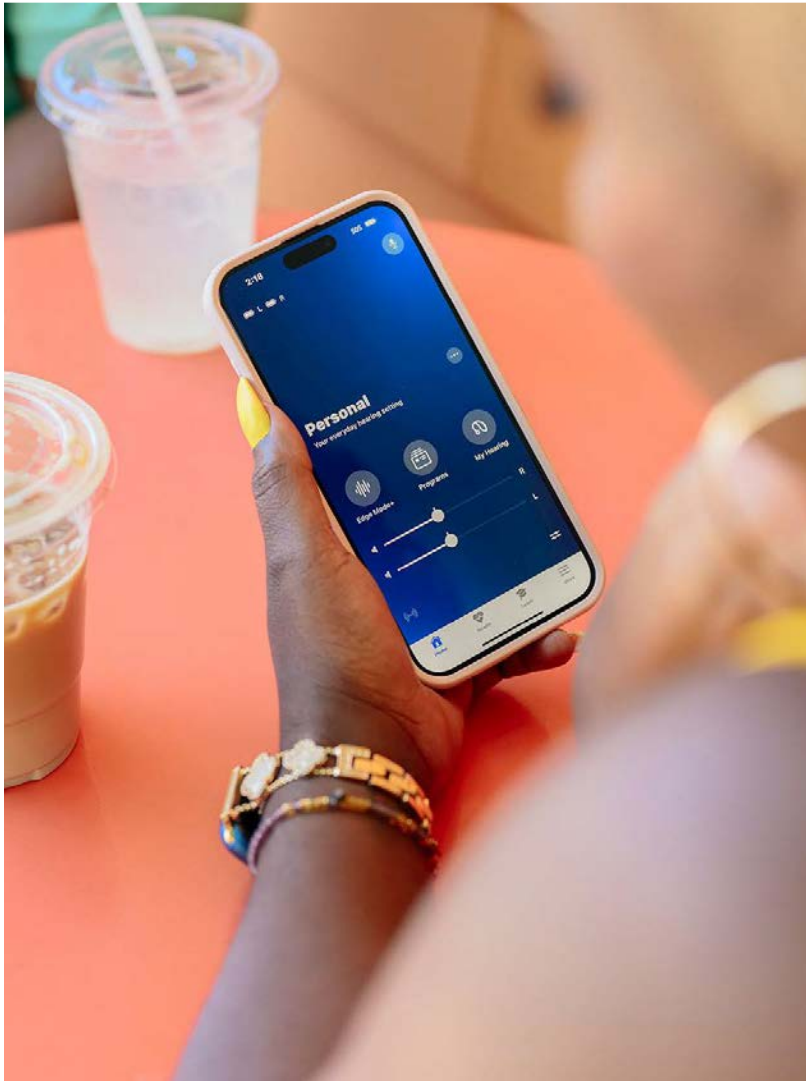
My Starkey



INDUSTRY EXCLUSIVE

Self Check

Available through Pro Fit or the mobile app, Self Check runs a diagnostic check of the microphone, processor, and receiver and provides a report with troubleshooting steps if needed



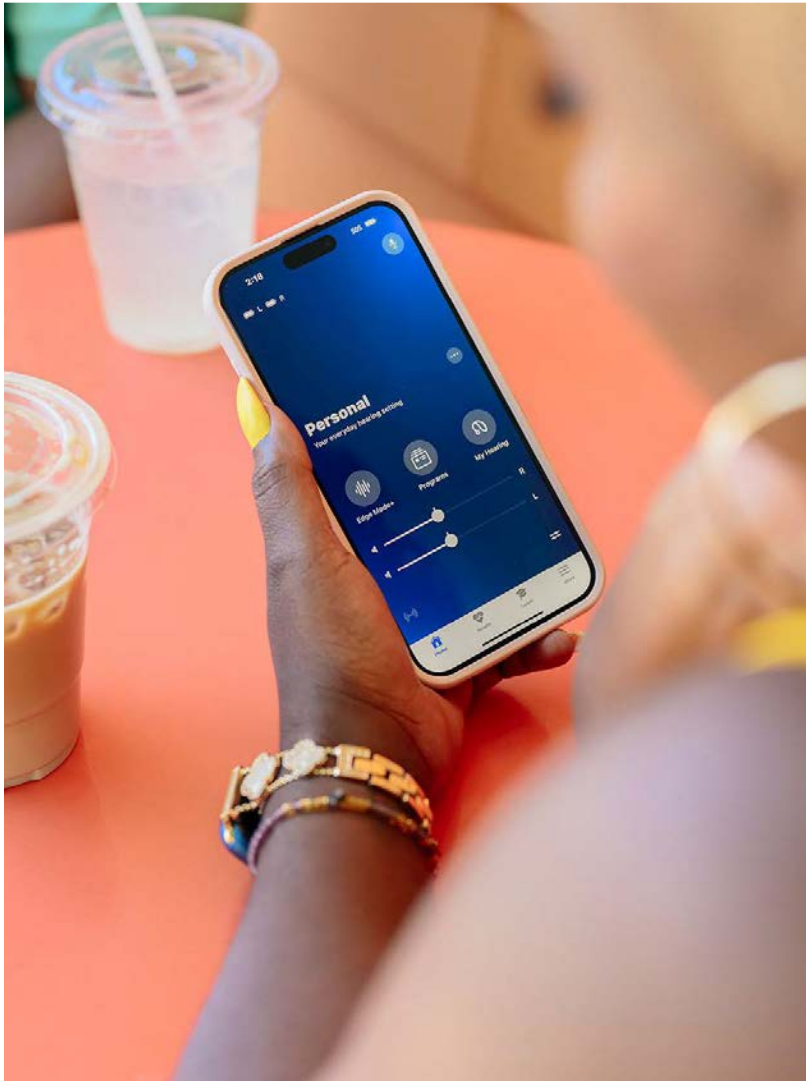
My Starkey



Find My Hearing Aid

My Hearing Aids will estimate the last place the hearing aids were connected to the phone and will display the results on a map

Find My Hearing Aids is also equipped with signal bar indicators to show how close powered on hearing aids are to the phone



My Starkey



INDUSTRY EXCLUSIVE

Reminders

Personal one time or recurring reminders can be set to alert the patient via their phone home screen and audibly through their hearing aids

Intelligent Reminders can also be set to remind patients of hearing aid-related topics like inserting their hearing aids and regular hearing aid maintenance



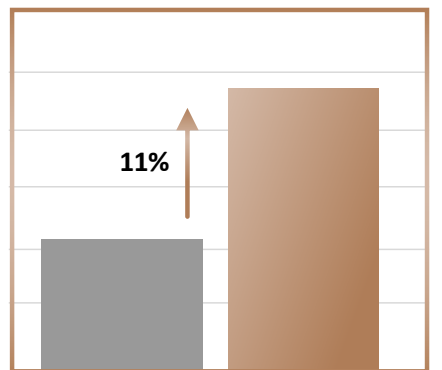
Edge Mode+

On-demand ability to zero-in on
speech in challenging environments



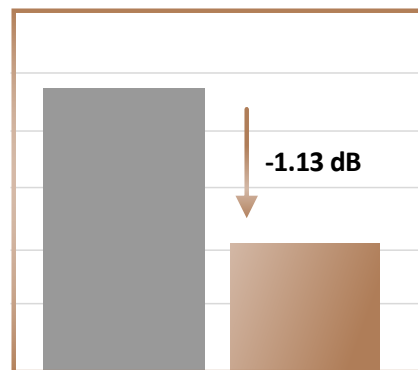
Edge Mode+ has been shown to improve speech recognition and decrease listening effort

Word Recognition Score



Default Settings Edge Mode+ Enhance Speech

Listening Effort SNR



Default Settings Edge Mode+ Enhance Speech

Edge Mode+

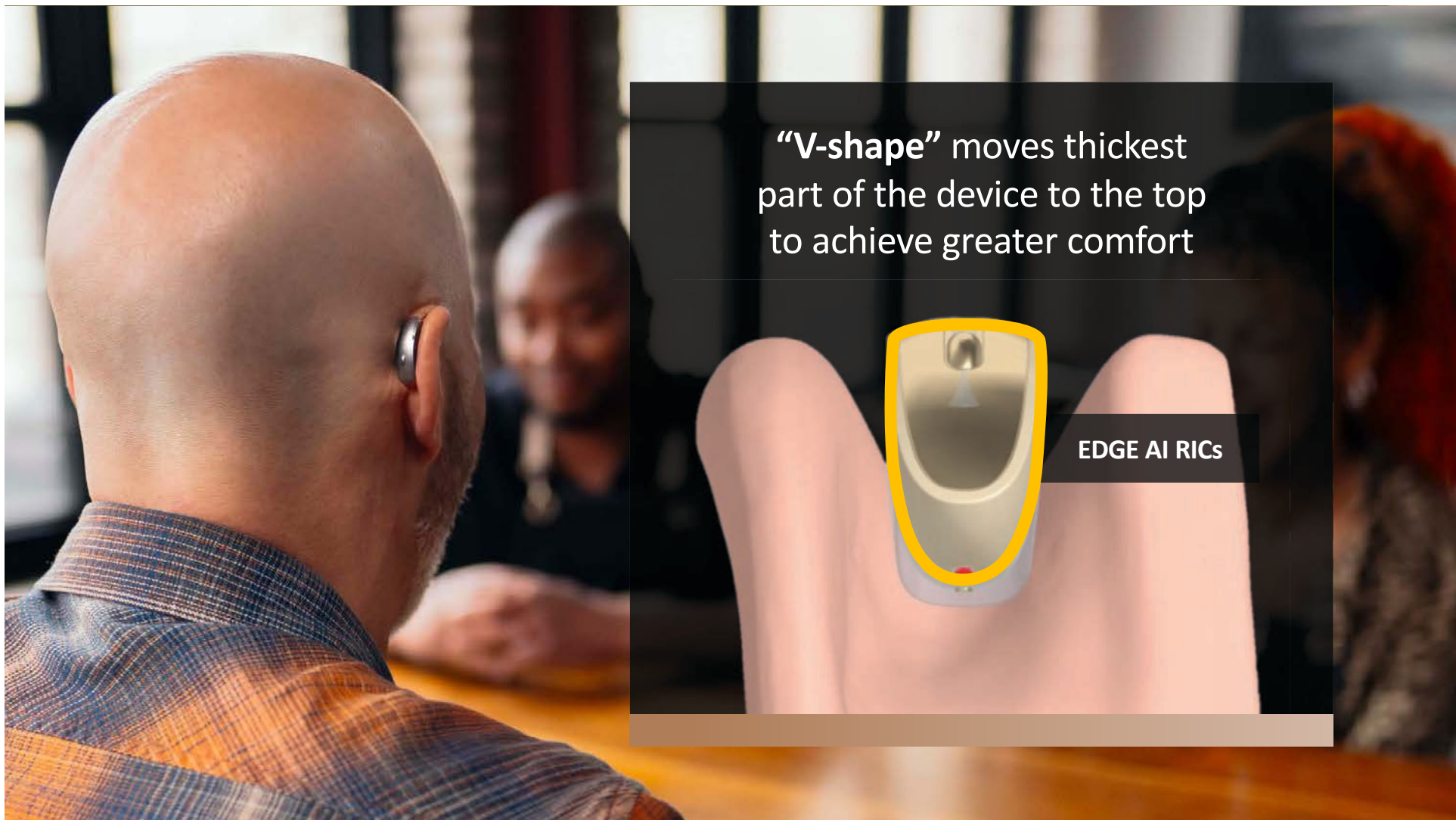
Utilizes the integrated Neural Processing Unit to process the environment and uses AI to select the best settings based on that sound scene

The user can further clarify their intent to enhance speech or reduce noise

Easy on the ears

Discreet, ergonomic design that rests comfortably behind the ear, making it barely noticeable to others





“V-shape” moves thickest part of the device to the top to achieve greater comfort

EDGE AI RICs



EDGE^{AI}

Smallest rechargeable
RIC with a sensor



Edge AI hearing aids are waterproof,
sweatproof—**everyday-proof**

Waterproof up to 1 meter. Rechargeable styles only.

Refreshingly
durable

SnapFit 2.0 Receiver

featuring FlexForm™ Receiver Cable

10-pin connector

Reduction in cable diameter,
increased pliability, and Kevlar-
reinforcement for a discrete,
comfortable fit that's built to last



Flexibility to meet patients needs



Matrix Options

L | M | P | UP-* | UP*

Custom Cased Available for All

*Custom Cased Required



**The industry's
longest lasting
battery life**

EDGE^{AI}

Charge overnight and wear
confidently all day long



**The industry's
longest lasting
battery life**



RIC RT up to
51 hours
CROS up to
29 hours



mRIC up to
41 hours



RIC 312 up to
6 days



CIC 312 up to
7 days



Custom R up to
42 hours

2.4 GHz Radio with LE Audio

CROS: RIC RT and RIC 312

Telecoil: RIC RT

Compatible with

SnapFit 2.0 Receivers



StarLink Edge TV Streamer

StarLink Remote Control 2.0

Colors



Rechargeable styles are waterproof

EDGE^{AI}



mRIC R

RIC RT

RIC 312

L | M | P | UP-* | UP*

***Custom Cased Required**

2.4 GHz Radio with LE Audio

Telecoil: ITE

CIC: 312 battery

Compatible with



StarLink Edge TV Streamer

StarLink Remote Control 2.0

Faceplate Colors



Shell Colors



Rechargeable styles are waterproof

EDGE^{AI}



Custom
Solutions



CIC

ITC/HS R

ITE R

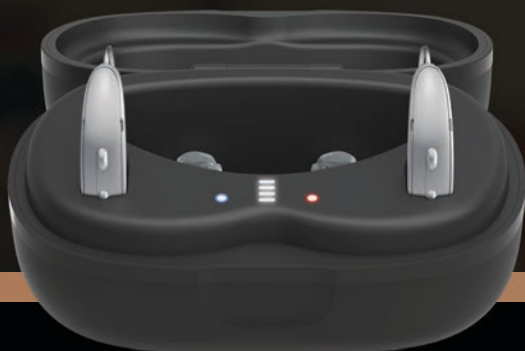
CIC/ITC/HS

L | M | P | UP- | UP

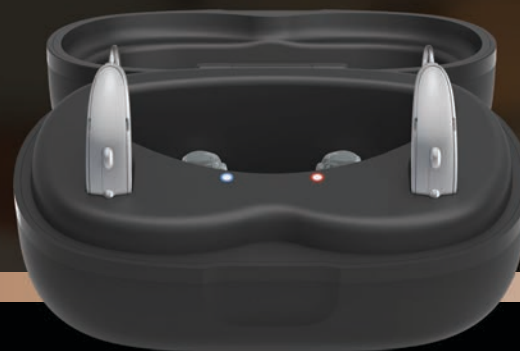
ITE

M | P | UP- | UP

StarLink Charger 2.0



StarLink Premium Charger 2.0
with on-board battery
Default



StarLink Charger 2.0
Orderable



Ship Mode

Prior to first use:

StarLink Charger 2.0 must be plugged into a power source (e.g. wall outlet)

Rechargeable RIC and custom devices must be placed in the appropriate charger for 3 seconds and then removed to exit Ship Mode



**Making
connectivity
*a constant***



History of Wireless Technology in Hearing aids

- 2005 Starkey introduced ELI
- 2012 Starkey collaborated with Apple to introduce Low Energy Audio (LEA) over BTLE**
- 2014 Starkey introduced Halo, our first Made for iPhone hearing aids**
- 2019 Google released Audio Streaming for Hearing Aids (ASHA) protocol for Android
- 2020 Bluetooth® SIG introduced the LE Audio protocol
- 2023 Auracast™ recommendations were published**
- 2024 Starkey introduced Edge AI, our first Bluetooth LE Audio hearing aids

Edge AI ushers in the
next generation Bluetooth® radio:

Bluetooth Low Energy (LE) Audio

Capable of streaming to more devices than ever with reduced drop rates, easier pairing, quicker connections, and robust streaming to multiple devices

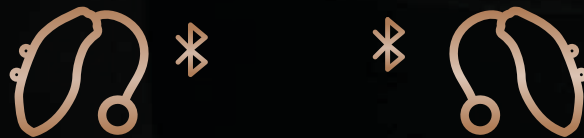
2X IMPROVMENT
in streaming range



LE Audio

Next Generation Bluetooth Audio

Transmitters



Receivers

Benefits of using LE Audio



Improved audio quality

clearer sound with enhanced listening experience and better range



More efficient

the radio has low power consumption



Universal Connectivity

one protocol for compatible Apple and Android devices



Multiple connections

connect hearing aids to multiple devices at once



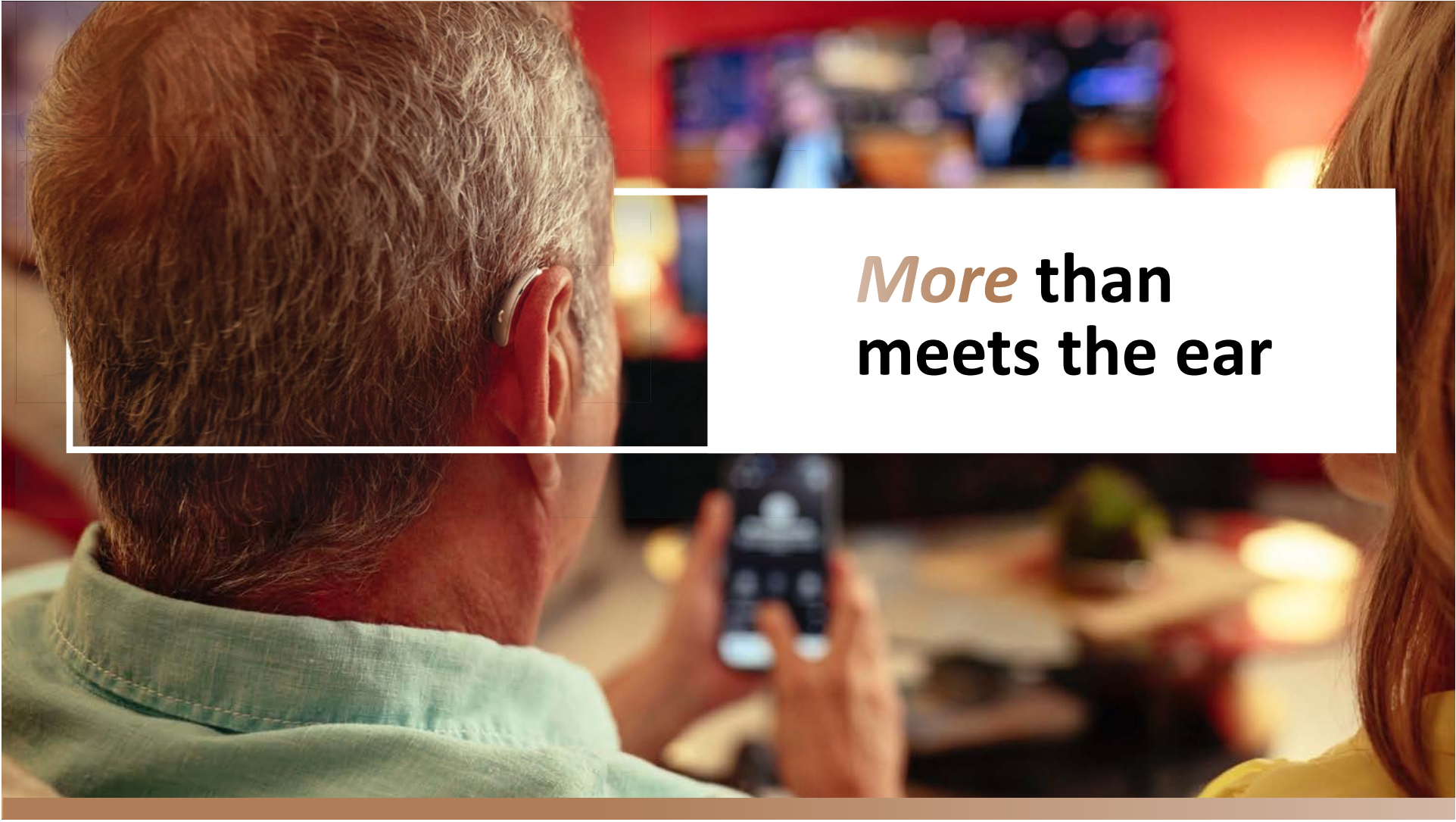
Auracast™

broadcast allows connection to audio sources in public places (gyms, theaters, airports) improving accessibility and participation



Future-proof **connectivity**



A photograph of an older man with grey hair, seen from the back, wearing a light green shirt. He has a white hearing aid in his left ear and is holding a smartphone in both hands, looking at the screen. The background is a blurred restaurant interior with warm lighting and other patrons. A white rectangular box with a thin black border is positioned over the right side of the image, containing the text.

More than
meets the ear

MyStarkey

ALL
NEW



Apple MyStarkey



Apple ID sign-in option

9:41

Create account

 Sign in with Apple

Or create account using email

A verification email will be sent to your email address.

First name

Email

Password

Your password must contain a minimum of eight characters with at least one of each: uppercase, lowercase, number.

Create account

[Already have an account?](#)





Account Deferral

Skip creating an account to
streamline the setup process

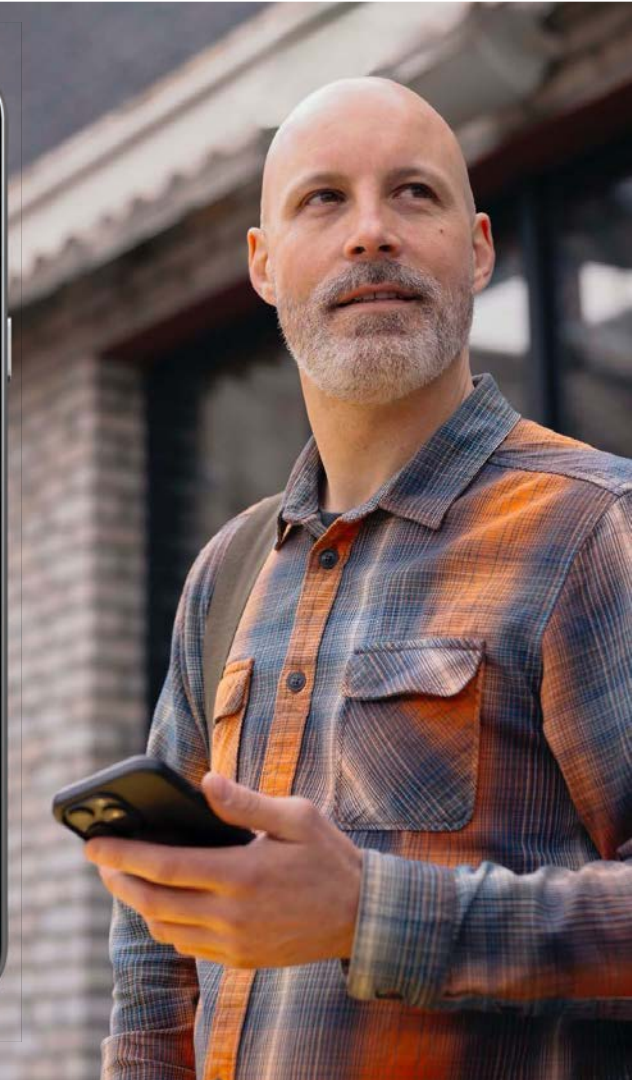
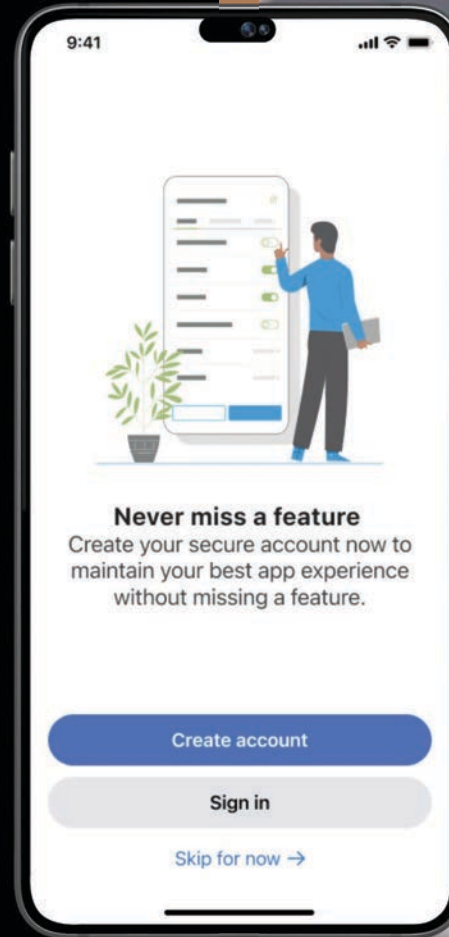
Account is required for:

TeleHear

Fall Alert

HearShare App

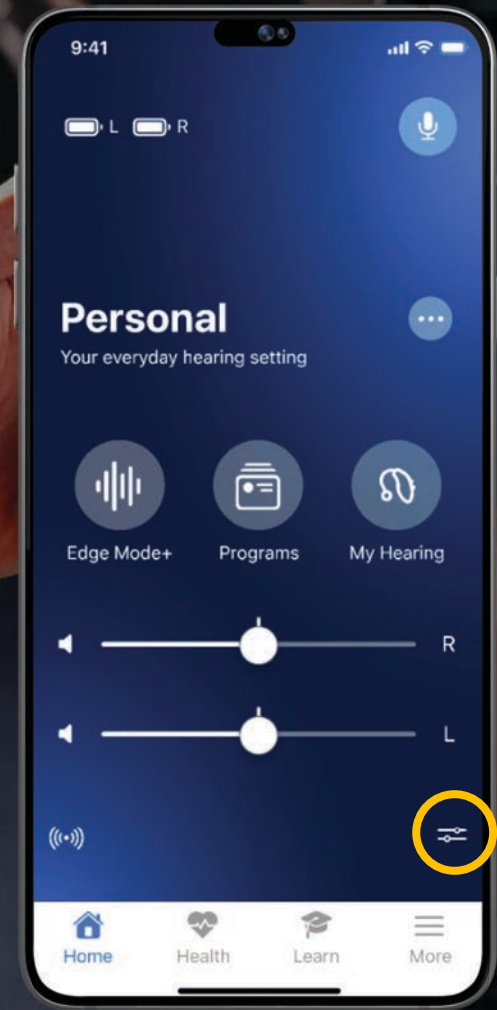
Required to accept terms of use
and set permissions





Volume Control

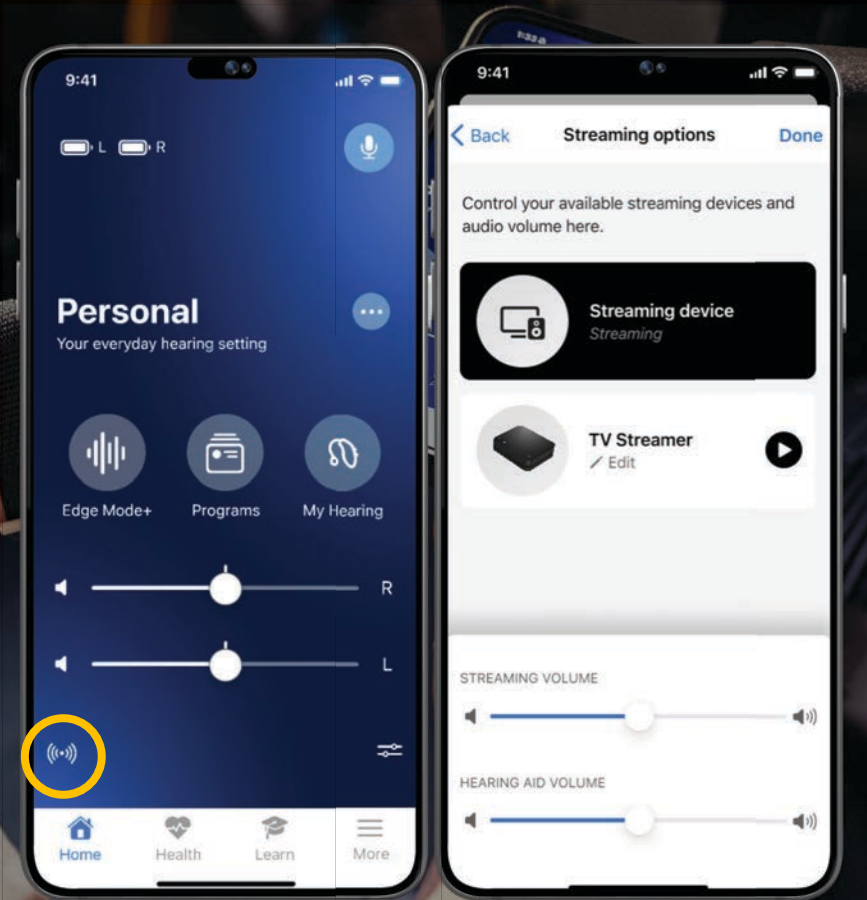
Tap the slider icon on bottom right of the home screen for access to bilateral volume controls



ALL
NEW

Accessories

Tap the icon on the bottom left of the home screen to navigate to Accessories/Streaming Options screen





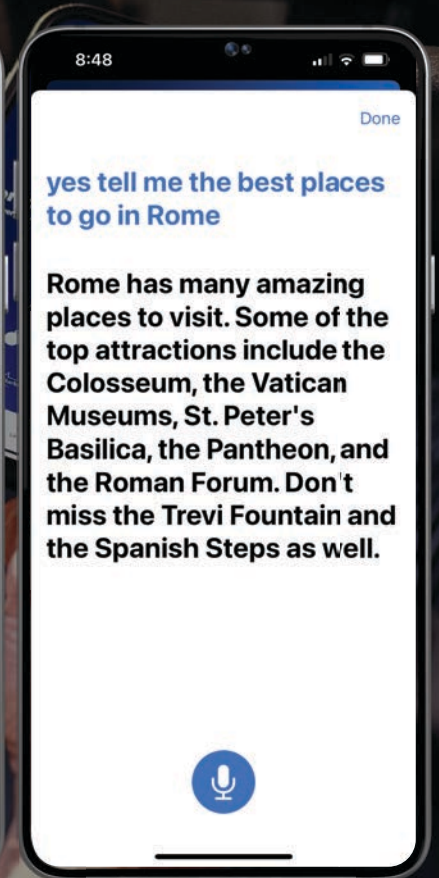
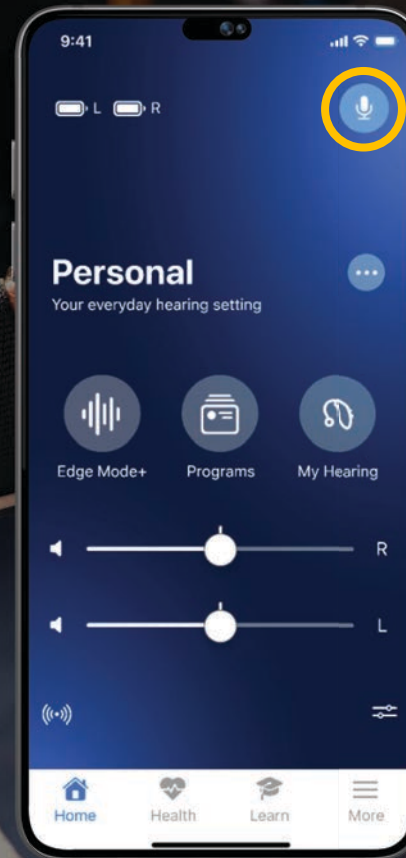
Edge AI

Smart Assistant

Chat-like interface

Improved AI voice

Phone mic required for voice pickup



ALL
NEW



A control center for hearing aids

Change programs and
adjust volume quickly
and easily with an
Apple Watch





Apple Watch

ALL
NEW

Apple Watch OS 9 and higher
Works as an extension of the
My Starkey app



Click on digital crown to get
to available apps

Scroll down to the My Starkey
app and tap it on the screen

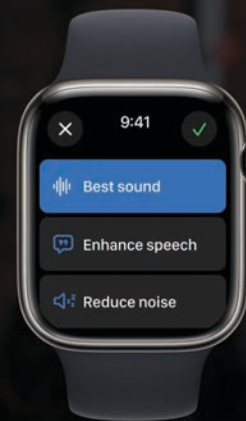
Apple Watch Functionality



Swipe screen to
see programs



Tap screen or use
digital crown for
volume adjustments

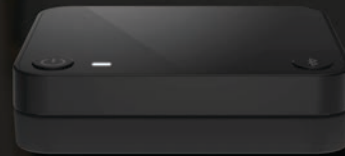


Enable Edge Mode+ and
choose best sound, enhance
speech or reduce noise



Wireless Accessories

ALL
NEW



**StarLink Edge
TV Streamer**



**StarLink Remote
Control 2.0**

A black, square-shaped StarLink Edge TV Streamer is placed on a light-colored wooden surface. In the background, there is a white ceramic pot with a small green plant, a black remote control, and a wooden cutting board. The scene is softly lit, creating a warm, homey atmosphere.

StarLink Edge TV Streamer

Over
60%
smaller

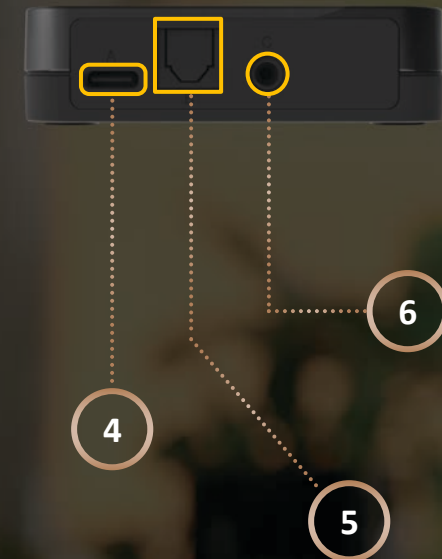
Wireless
range up to
50 feet

Intuitive and
easy to use

Unlimited users
can enjoy

StarLink Edge TV Streamer

- 1 Power Button
- 2 Indicator light
- 3 Pair Button
- 4 Power supply jack
USB-C
- 5 Optical TOSLINK jack
- 6 Analog jack

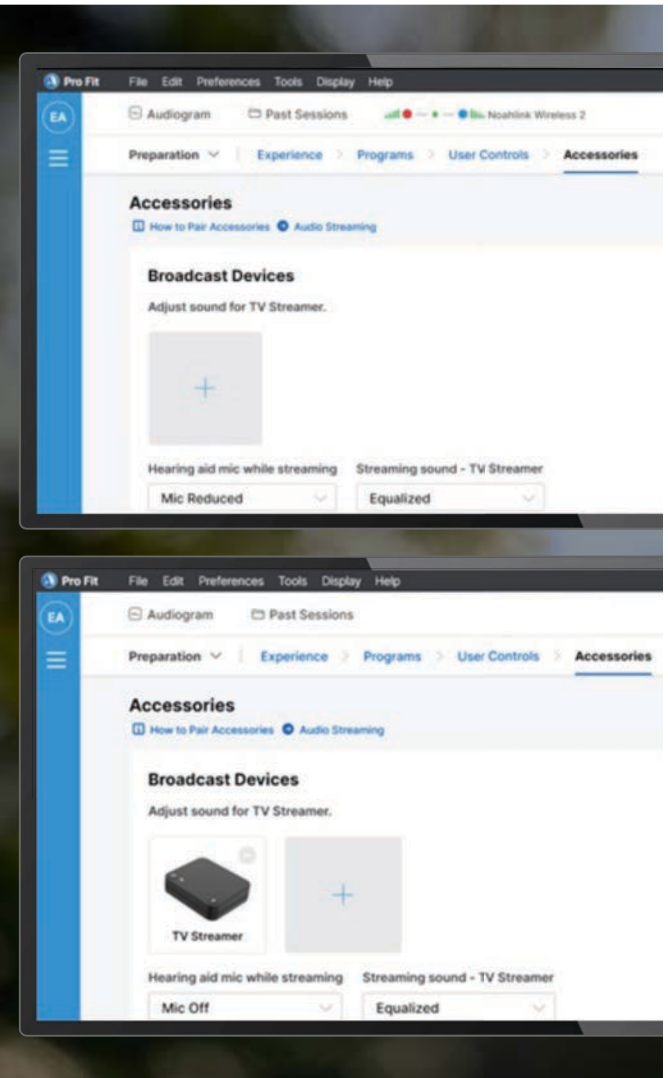


StarLink Edge TV Streamer Pairing in Pro Fit

From the Accessories screen in Pro Fit Software

- 1 Place the hearing aids within 6 inches (15 cm) of the TV streamer (*not on top*)
- 2 Press the Pair button on the TV streamer to place in Pairing mode, the LED will blink green
- 3 Click + to put the hearing aids in Pairing mode
- 4 TV Streamer image appears when successfully paired

Green light will be solid when pairing is complete





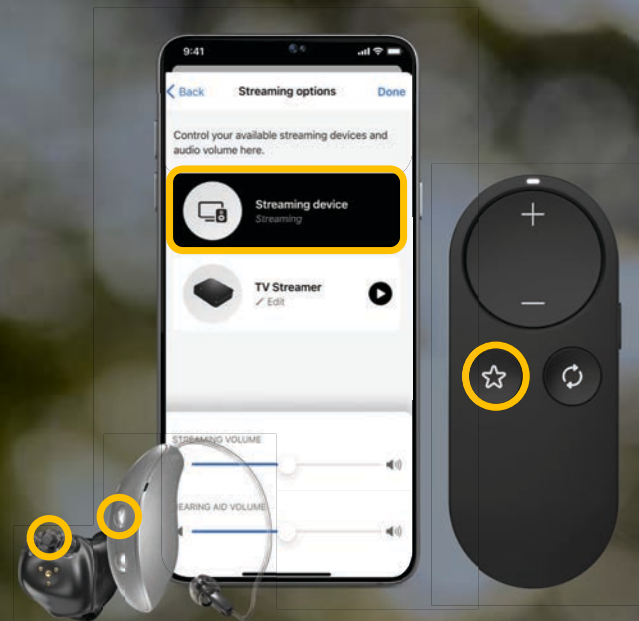
StarLink Edge TV Streamer Initiate Streaming

Manually start/stop options:

User Control

My Starkey

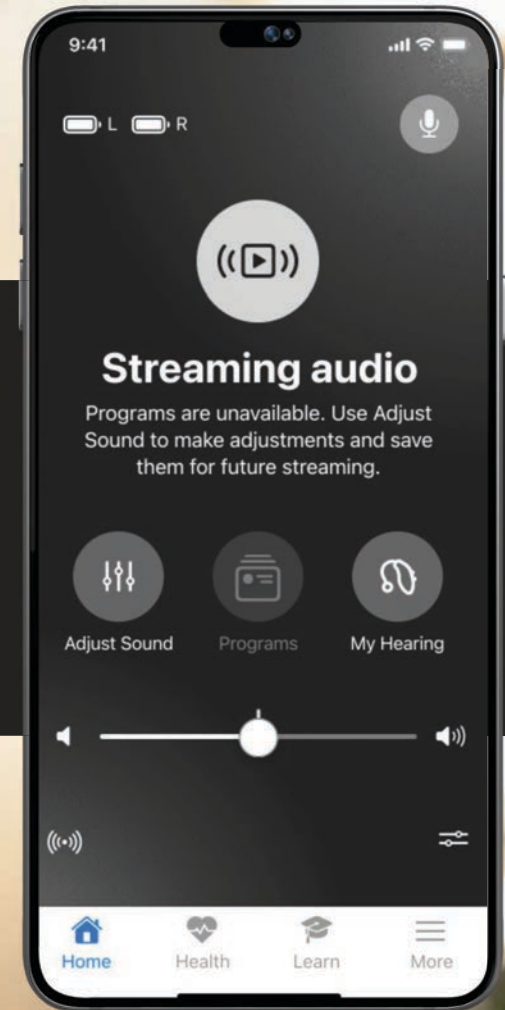
StarLink Remote Favorite Button



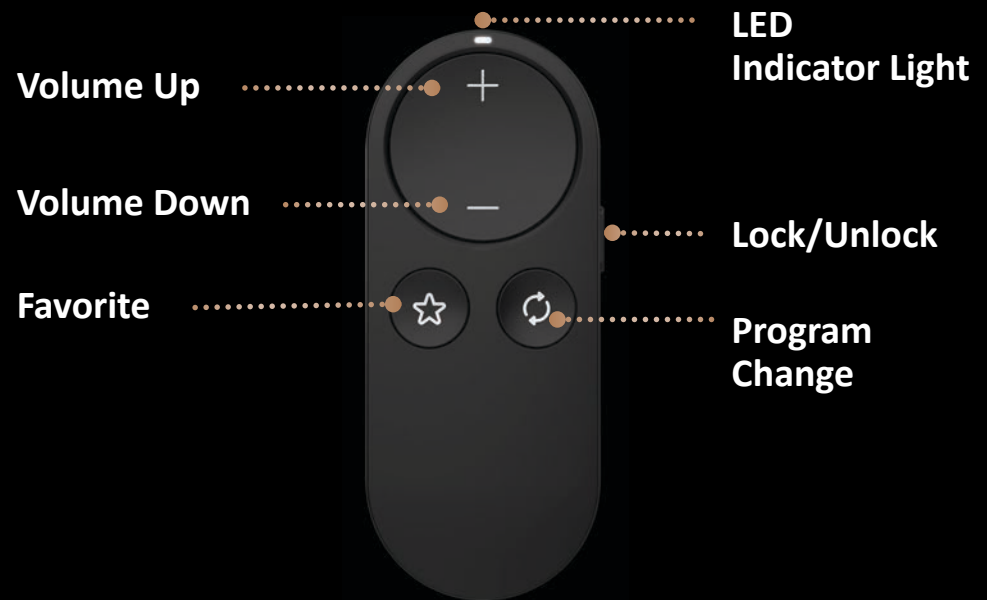


Best-in-class streaming sound for music, movies, and more

Automatically switches to the new streaming configuration for all streamed inputs



StarLink Remote Control 2.0



Compatible with Edge AI , Genesis AI , Evolv AI
and Livio AI hearing aids

Packaging and pairing processes are unchanged

Favorite Button Enhancements

StarLink Remote Control 2.0

Home

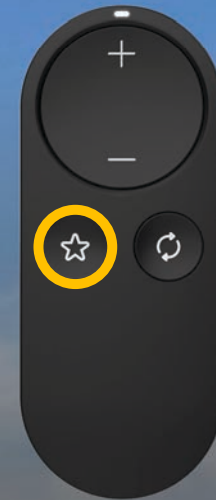
Broadcast Start/Stop

Edge Mode+

None

Jump to Program 4

Tinnitus On/Off



Home (default setting)

Restores hearing aids to
Home settings:

Personal program

Default volume

NEW Stop a stream

StarLink Remote Control 2.0

New with Edge AI

Long Press of the **Program Button** resets the hearing aids to “Home”

This will:

- Set the hearing aids to the Personal program
- Reset the volume to Default
- Stop a stream

Opens the Favorite button for use for other functions

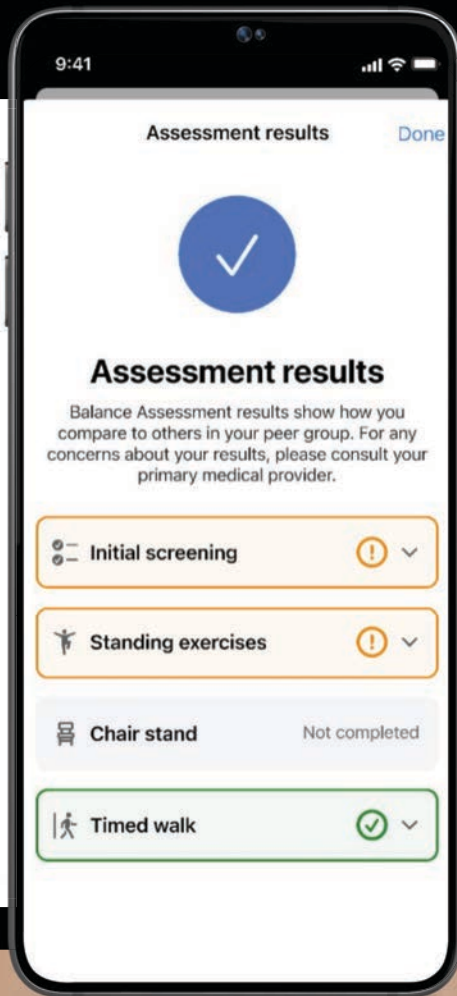


INDUSTRY
LEADING

Benefits *beyond* better hearing

Accurately count steps, track engagement,
and achieve well-being goals





Self-guided Balance Assessment

Patients can gain an awareness of their balance with this self-guided evaluation



Balance Assessment is a tool for promoting wellness for all ages and is great for:



Someone who has some early concerns but are not yet ready to see a professional about it

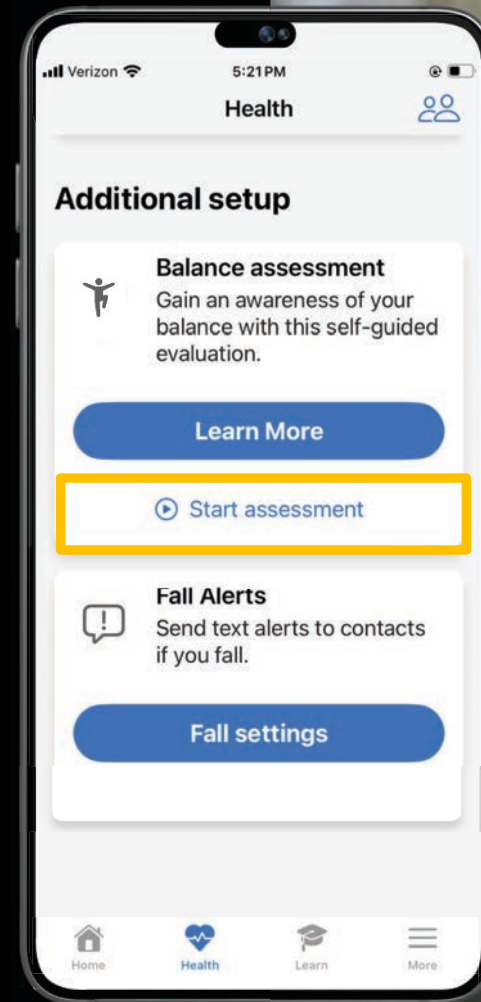


Someone who has already seen a professional and may want to periodically reassess themselves

My Starkey Balance Assessment

Consists of:

- 1 **Initial Screening**
Via a validated fall risk self-assessment tool
- 2 **Self-Assessment**
Utilizing common measures for evaluating gait, strength, and balance that can be completed at home
 - 4 Standing Exercises
 - 2 Chair Exercises





Good to Know

The user will be guided and appropriately cautioned throughout the assessment

The user can:

Exit at any time

Repeat any exercise if desired or the hearing aids detect unsteadiness

Skip any exercise

Results are given in broad wellness terms and are saved regardless of assessment completion



*Making the
complex **simple** with
Starkey **Pro Fit***

What's New in Pro Fit

Supports **new Edge AI family** of products, associated new features, and provider requested updates

Accessory Screen Layout Update

Expanded Tinnitus Masking Options

New Audio Streaming screen



Compatible Programmers

Multiple programmers may be connected at once

Compatible *wireless*
programmers include:

Noahlink Wireless
Programmers 1 & 2

Compatible *wired*
programmers include:

HiPro 2 NOAHlink
SpeedPort 2 HiPro USB



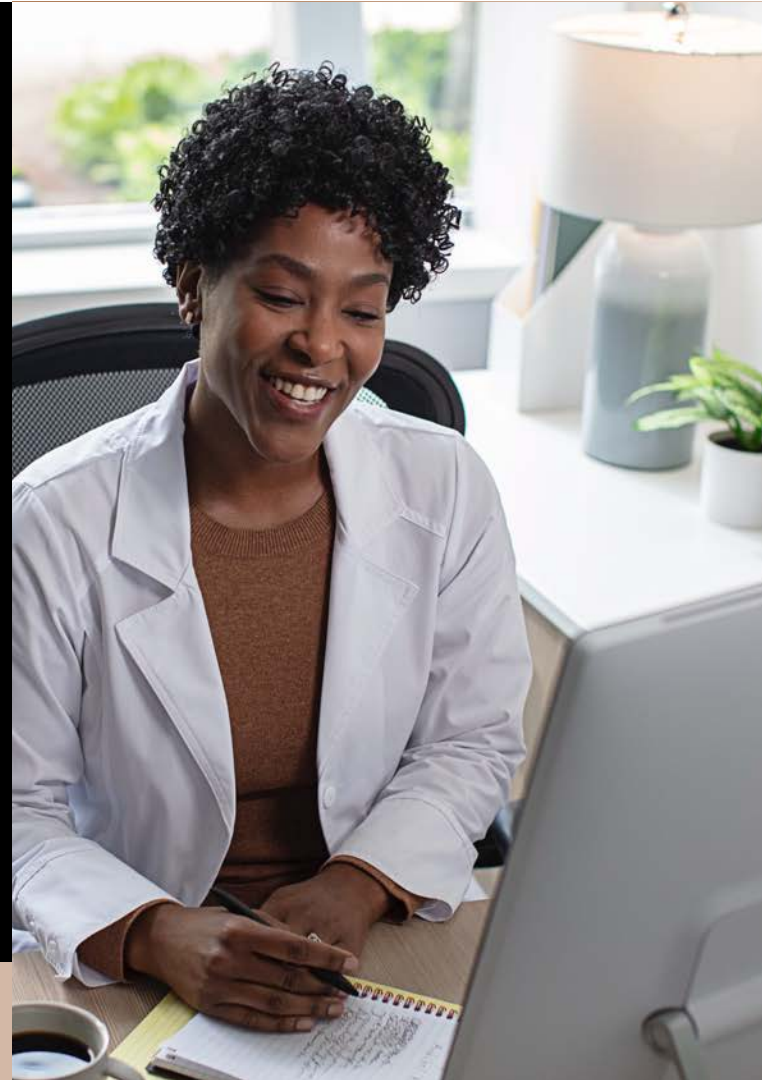
Starkey 2.4 GHz Programmer *No Longer Supported* in Pro Fit

Programmer no longer supported

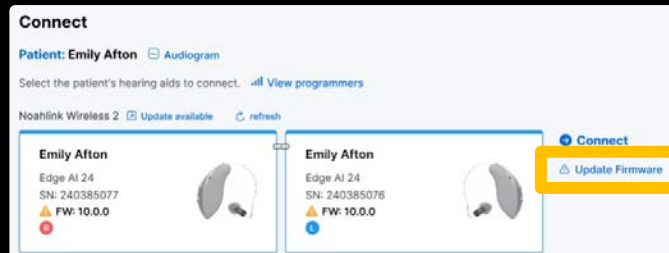
A Starkey 2.4 GHz programmer is detected on this computer. This programmer is no longer supported. We recommend the Noahlink Wireless programmers. Please contact your sales representative if you need assistance acquiring a new programmer.

OK

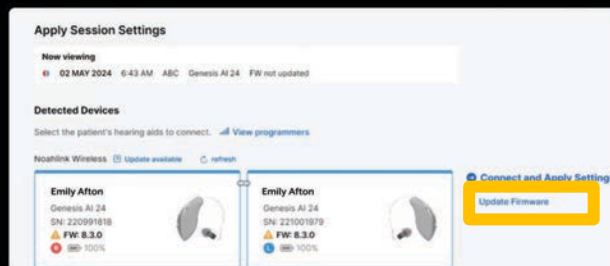
Inspire will continue to support the Starkey 2.4 GHz programmer



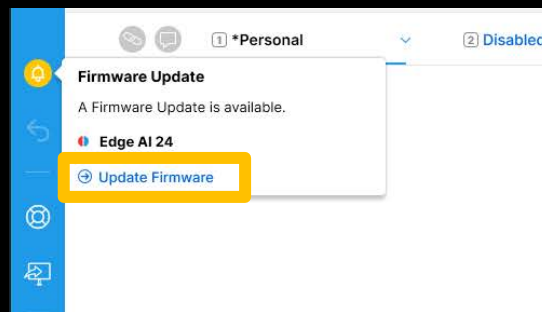
1
'Connection'
Screen



ALL NEW
2
'Retrieve Session'
Screen

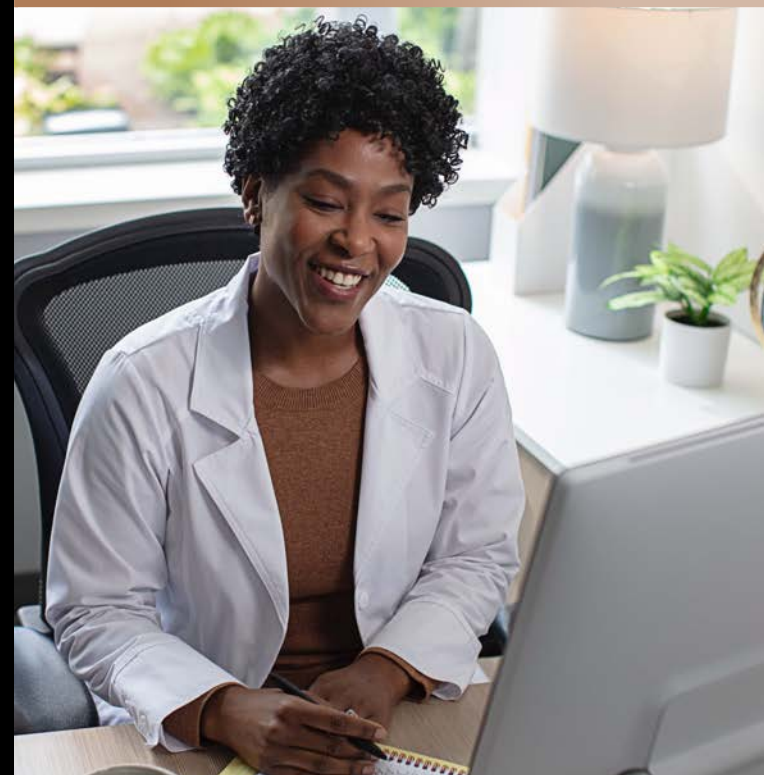


ALL NEW
3
Left Menu Bar



PROVIDER
REQUESTED

Accessing Firmware Updates



Removal of
Automatic
Telephone
Programs



User Control
Name
Update

Broadcast Start/Stop

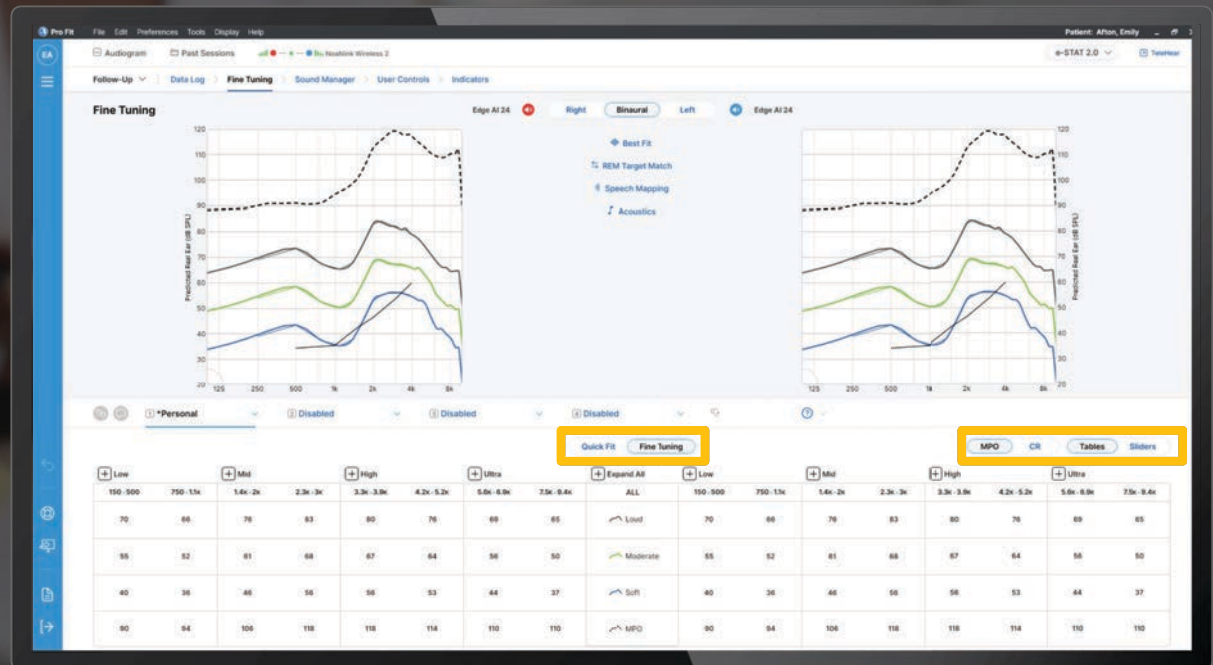
Volume
Indicator
Update



Updated
Control
Locations

PROVIDER
REQUESTED

Updated Control Locations



Accessory Screen

Accessory Sections

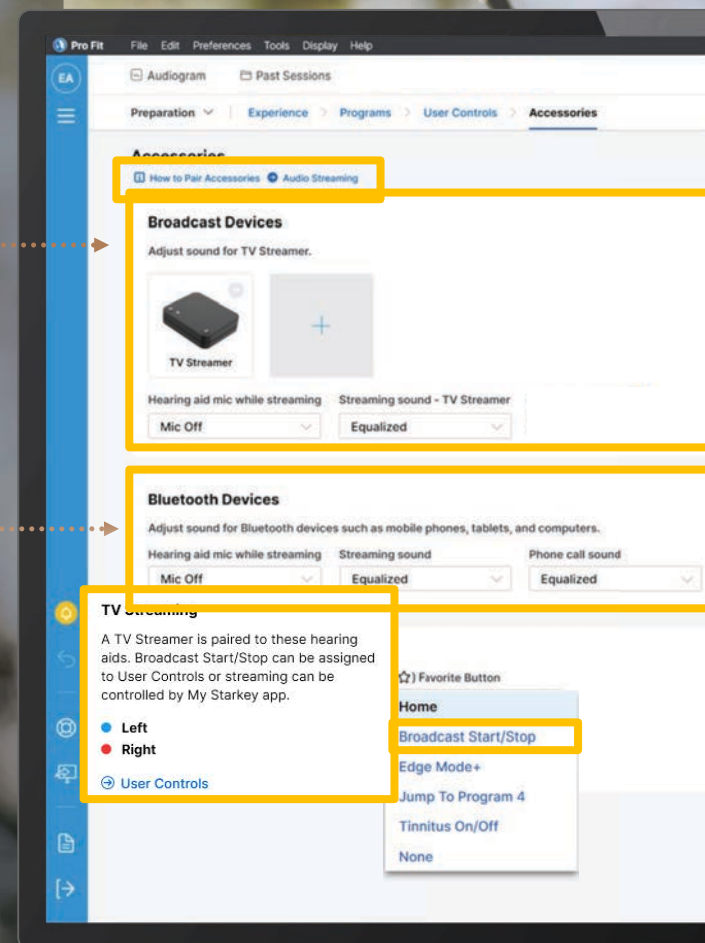
Broadcast Devices

Bluetooth Devices

Audio Streaming shortcut

Paired TV Streamer message re:
Broadcast Start/Stop

Updated Favorite Button Dropdown





Multiflex Tinnitus Pro

**Delivering personalized relief
for each individual**

Five new ready-to-fit masking stimuli
are now available in Pro Fit





Multiflex Tinnitus Pro

Low-Frequency Weighted Options



OCEAN NOISE

Mimics the sound of the ocean for an alternative masker to traditional options



Waves

PINK NOISE

Comprised of less high-frequency energy compared to White Noise



Light Rain



River



Wind

RED NOISE

Comprised of less high-frequency energy compared to Pink Noise



Rumbling Thunder



Waterfall



Heavy Rainfall

All Styles of Edge AI and Signature Series



Multiflex Tinnitus Pro

High-Frequency Weighted Options



BLUE NOISE

Comprised of less low-frequency energy compared to White Noise



Steam



Computer Fan



Water Spray

PURPLE NOISE

Comprised of less low-frequency energy compared to Blue Noise



Water Faucet



Hiss



Dentist Drill

All Styles of Edge AI and Signature Series



PROVIDER
REQUESTED

Best-in-class streaming sound experience

ALL
NEW

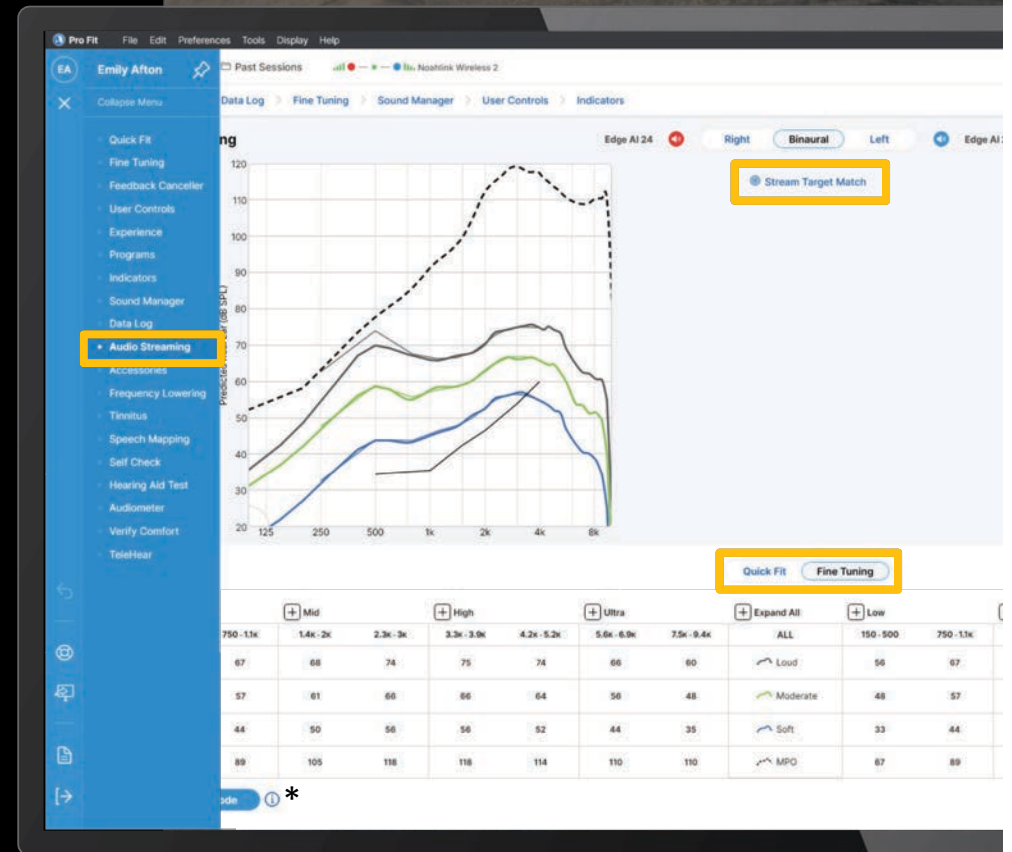
Streaming configuration for
all streamed inputs

Customize the streaming
frequency response through
Pro Fit or the My Starkey App

Pro Fit Audio Streaming Configuration

Found on the Flyout Menu and on the Quick Fit and Fine Tuning screens

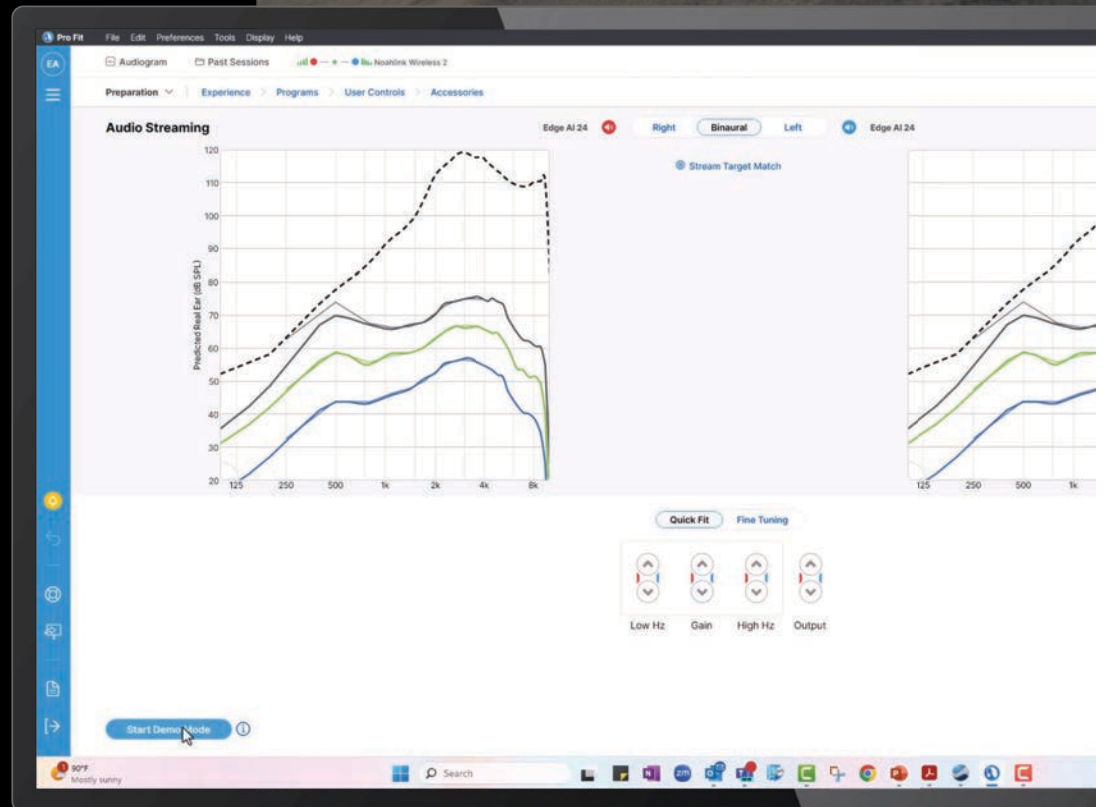
Stream Target Match: Target matches Audio Streaming Program





Demo Mode

Stream from a paired mobile phone or paired TV Streamer while connected to Pro Fit and customize the streaming frequency response while actively streaming



EDGE^{AI}

SCIF-Compliant
Hearing Aids



All Edge AI styles and tiers can be made SCIF compliant in Pro Fit

Turns OFF a **subset** of wireless capabilities

Disables ALL audio inputs to the phone

Two-way audio phone calls with Apple devices

Smart Assistant | Translate | Transcribe

Streaming available

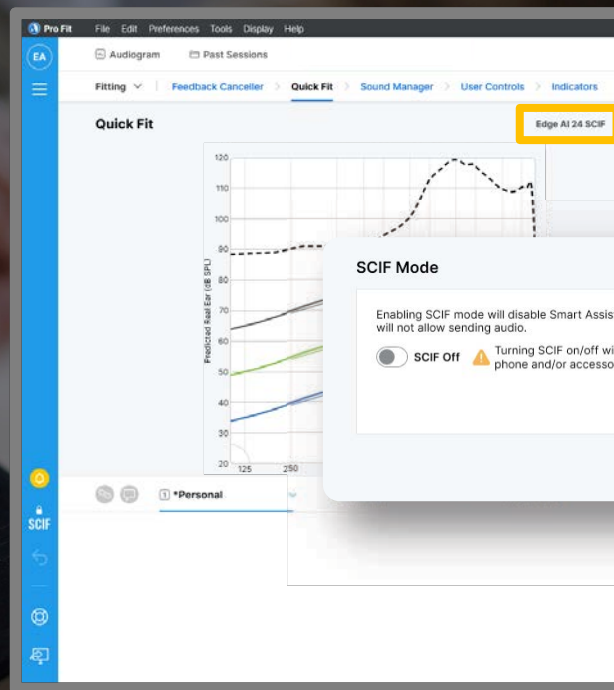
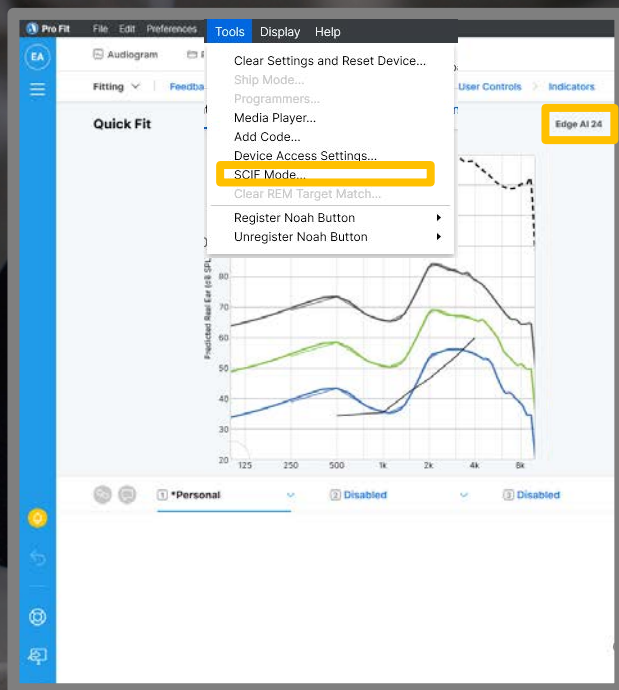
My Starkey App available

Patient cannot turn
feature ON/OFF

Professional can turn
ON/OFF via Pro Fit



SCIF Mode



SCIF Mode

SCIF

Once SCIF Mode is enabled, a lock icon will appear on the left menu bar

When you click the lock, a window will appear allowing you to enable/disable SCIF mode and print the SCIF Compliance Letter

SCIF Mode

Enabling SCIF mode will disable Smart Assistant and two-way translation. The hearing aid will not allow sending audio.

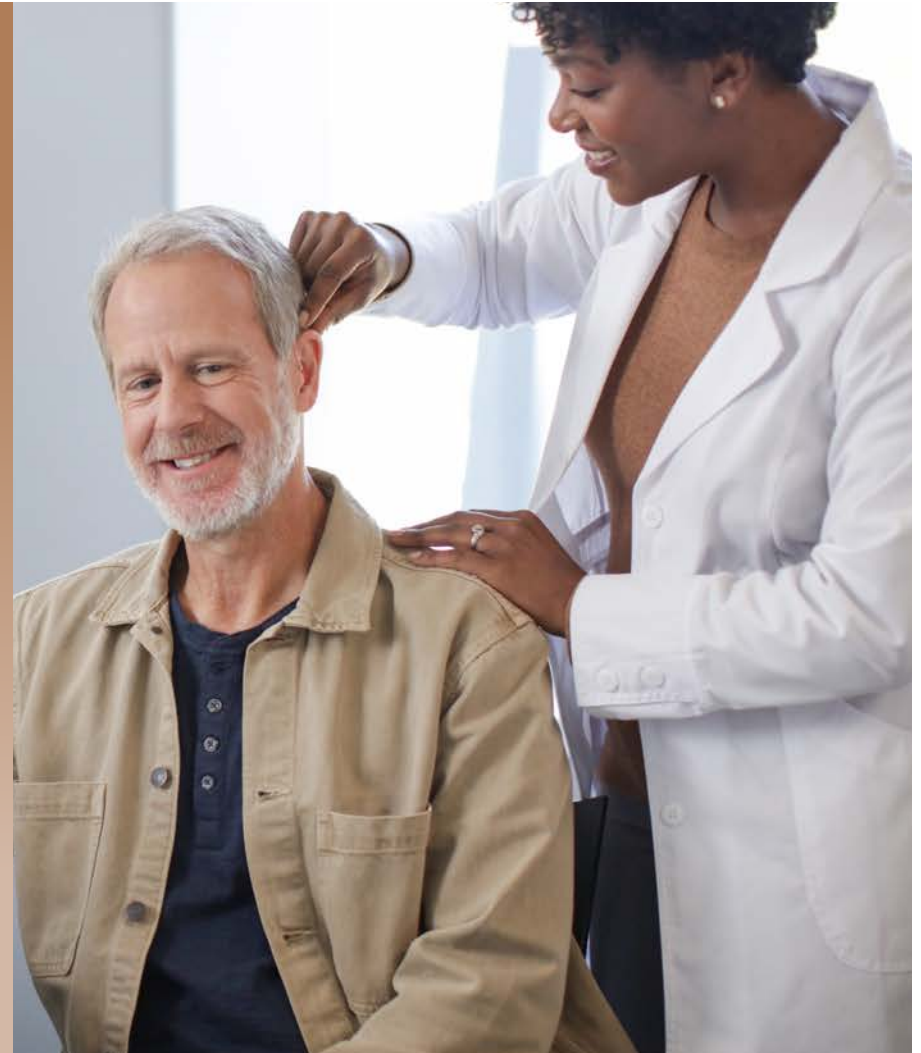


SCIF On ⚠️ Turning SCIF on/off will clear pairing information. Previously paired phone and/or accessories must be re-paired.

[Print English SCIF Compliance Letter](#)

[Print Spanish SCIF Compliance Letter](#)

OK



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Better hearing
for all





INDUSTRY
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Better hearing *for all*

Built to Last

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Listen with Ease

Enjoy every little sound
that matters

More than Meets the Ear

An easy-to-use control center,
fitness tracker, and personal
assistant all rolled into one

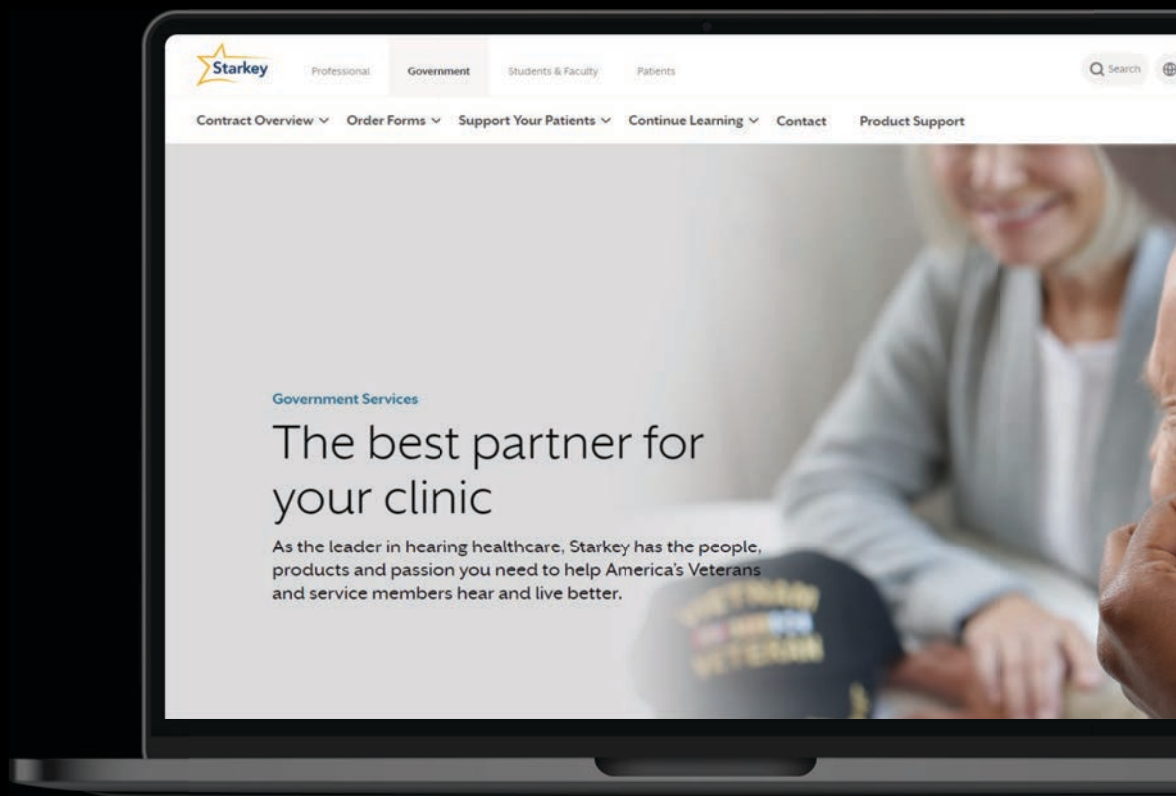
Starkeypro.com/ Government

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Clinician Resources

Customer and Audiology Support
(866) 418-6928

For all Edge AI Product Information
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For other products, materials
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Patient Resources

Veteran Technical Support
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*For technical support of hearing devices with wireless connectivity

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