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Signia Government Services: November 2024 Contract Update

Presenter: Lisa Perhacs, AuD

Hello and thank you for joining the Signia Government Services November 2024 contract update on Audiology Online. My name is Lisa Perhacs and I'm part of the clinical development team here at Signia. Before we start, we're going to start with a little housekeeping on how to earn your CEUs. You're going to take the course. After the course, go to your pending courses on Audiology Online and pass the multiple choice exam.

Don't worry, I'll pass it. It'll be easy. Also, keep in mind you must have a paid membership in order to earn CEUs on this platform. If you need assistance during the course or after, you can call 800-753-2160 or you can email at customerexperiencecontinued.com we have so much we're going to go over today. This is so exciting.

At the end, you're going to learn and be able to discuss the research claim earned that support, the integrated experience platform. You're going to be able to discuss the key benefits of split processing for the patients and also you're going to be able to list all the form factor offerings on the government contract. So let's jump right in and how do you decide what's best for your patient? What's important to them? What do they need?

Is it ease of use? Is it the smartphone? Is it their routine? Do you help them decide? Do they tell you?

Well, we think of this a lot at Signia and we recognize that our customers are extremely diverse with individual needs and the patients are as well. And this is where we get our inspiration from and where our data, our insights, this is our purpose and why we do what we do to deliver the products that make a difference. We believe, including everyone. We don't see hearing loss as a limitation and we want to offer that one of the industry's widest portfolios that is geared towards the patient creating new styles, having new ideas, not only targeting different hearing loss categories, but also targeting those that don't like what hearing aids usually look like. So kind of thinking outside the box, we're continuing to challenge what's possible and we're excited on what we could offer.

Innovation is what drives us and we have a long history of it, starting back in 1870, 1998, with Werner von Siemens, whose wife had a hearing impairment and he developed the first hearing device. We work for many, many years. Innovation is what leads us. We have many different researchers, we invest an exorbitant amount of money in order to have these innovations and you can see that in the number of patents that we have applied for over the years, far outweighing our competitors. And did you know that one out of every four hearing aids in the world is by us?

So we're excited with this innovation. We're able to offer you things like OWN voice processing and split processing and real time conversation enhancement. Did you know we were the first ones to do rechargeable? We were the first ones to keep the ears in sync. Our innovation goes very far back and you can see that we believe in having the investment so we get the return.

We have over 1100 engineers worldwide and what we focus on, what we look at is speech intelligibility and noise, having the connected experience, having the form factor innovation. And you can see that again as we said in our patents, because the more patents we apply for, the more innovation that we can introduce. And it's been recognized, which is exciting. So in this past year we've won numerous service awards and for technology awards, we have awards for the IX technology for different form factors like the pure and the styletto. We've also won awards for our customer service.

So you'll see that it's very important to us and that we have. It's a testament of our staff's commitment to our service excellence. Service excellence goes a long way with us. State of the art manufacturing. We have a dedicated government team, fully automated order flow in rows.

We have fit experts and we do our first fit automatically with our insignia smart fit. We keep our new customers in a feedback loop to continuously place improved service, improved quality. We have a great investment. But you can see that because 95% of our orders are shipped within five days

or less. You've got a dedicated government team.

We stretch all throughout the country and we can answer the phone almost instantaneously when you call in. So please reach out to us. We can help you. And what do we focus on? We focus on conversation, we focus on understanding speech, making it easier to be part of the world around you so you don't miss an a single iota of what goes on in life.

We focus on unique wearer benefits. We focus on innovative design. This is all very, very evident when you look at where we came from. I'm only going to go back one platform to augmented experience. And with our augmented focus, that's when we introduce split processing.

This changed the game completely. Signia is still the only manufacturer at all, out of all of them that do two processors to process speech and noise. There is competitors out there that have An AI chip inside their hearing aids for noise reduction. But they're still using single processing. We're the only ones that have a processor just for speech and a processor just for background sounds.

So separately adjust the compression of the surrounding sounds of the speech so that way the speech is clear and comfortable and you hear it above the background sounds, but you're still immersed in your environment around you. That's what split processing does. We built upon that with our IX technology and used split processing as our basis and with ix, the Integrated Experience with Real Time Conversation Enhancement. This is a next groundbreaking, innovative technology because what we were able to do is empower the patient to engage in their conversation. It gives them the confidence that they can contribute to what's going on around them without missing a beat.

Sharing the laughs, sharing the stories, being fully involved in their environment and participating in life. And that's why we make the hearing aids, because group conversation is hard. Everyone talks at once. They talk on top of each other. You've got noise going on in the background most of the time.

This is the hardest situation for people with a hearing loss. And they usually just withdraw either they don't go at all to situations like that. And if they do go, they miss out on everything. They sit back, they just sit there and they smile and they know on because they can't keep up with the conversation. They're constantly asking for people to repeat.

They're constantly trying to get more information and it's just too much. And this is where they struggle. And this is why we came out with our Real Time Conversation Enhancement in Integrated Experience. This is the focus to optimize the conversation that isolates people when they're in group conversations. This is the world's first technology that uses multistream architecture.

It's going to pinpoint the moving speakers in real time. It doesn't take time to adapt. It's not a slow moving, narrow directionality. You don't have to look at the person talking. With real time conversation Enhancement, you're going to hang on to every word and participate.

Let me tell you how it works. We're using a three part system that actually is all working simultaneously. It's augmenting, it's analyzing, it's adapting. It does this all at the same time. So let's explain on how it's doing it.

With analyzing, the hearing aids are looking at who is talking, where are they talking, what's going on, are they taking turns? Are they talking on top of each other, how far are they from the listener, what else is going on in the background. All of this is sampled 192,000 times a second. So the hearing aids know precisely what is going on in the listener's environment. So again, 192,000 times a second that the hearing aids are looking and seeing who is talking, where are they talking from?

What's going on? Is there speech? Is there noise? Is it quiet? Did they take turns, or did they all just stop talking, or are they talking all at once?

Is their music also playing? All of this is what's being sampled that 192,000 times a second. And then it's built upon the split processing. Because the chip, the hearing aid, already has a split processing. It has a processor using all 40 channels for speech.

It's actually applying more compression to bring that, or rather less compression. It's more linear to bring the speech closer. The background sounds are then applied more compression. So that way it's going to lessen the intensity of the background sounds. But you're still immersed in the environment.

It you don't lose that, that localization of where you are. So it's using 48 channels just for speech, and a separate 48 channels just for background sounds. This gives you the most realistic sound quality when you're out and about in life. You know you're at the carnival, you know you're at the mall or at the movies or at the restaurant. You're able to enjoy your environment, but still hear everything that's going on.

On top of that split processing, the hearing aids are able to lock onto and enhance the individual speakers. It's more than traditional. The traditional directional beams most slowly moves from one speaker to another. These are focus streams that are working all at the same time. It's locking on, it's enhancing each speaker.

And on top of that, you're still again, immersed in the environment. So what the hearing aids are able to do is in these focus streams, it knows when the patient or when the people are talking and they're moving around because it's adapting a thousand times a second. So if two speakers move into the same focus stream, that's okay. If so, it's not just three people total, it's three separate focus streams that's going to pick up all the speech in that area, and it's going to adapt and widen or narrow, depending on how many people are talking and are they talking at once and where are they moving to? This is what forms that live auditory space, which can accommodate all of the group conversation.

And the best part is the listener doesn't have to turn and look at who's talking. They're able to follow the speech and know where it's going so that they can concentrate on the content, not on trying to figure out what was said, but maybe try to figure out the butt of the joke or, you know, what, the conversation they might be talking about, the recipe or whatever they're talking about. They're able to hear what's going on. This is real time conversation enhancement. This is the live auditory space.

It's using split processing as the, the basis. And on top of that, you are able to follow these multiple speakers in real time. Because remember, it's sampling the environment 192,000 times a second and adapting a thousand times a second so you don't miss a beat. You're able to hear everything. So if you're in real world scenario, like the woman we have here in the middle with the stripes, she's able to hear those speakers around her.

That speech is highly. She doesn't have to turn and look. They don't have to take turns. She doesn't say, wait, just talk one time, please wait and make sure you have my attention. She's able to follow that conversation.

The dynamics of live speech. No other hearing aid is able to do that. And I'll show you the proof behind it. It's pretty impressive. You say you want to hear proof.

Well, I got the proof. We are very big in making sure we show you what we claim is actually what the hearing aids are doing. We have a very vast research network that stretches all throughout the world. So before I talk about the research, let me tell you about where it's done. We have research that's being done at NAL in Australia.

It's our partner providing independent research for our technology as well as at, at orca, which is in the US and it's our WSA lab where we do. We have research scientists that go beyond far behind the

subjective real life testing and objective neural and behavioral research. They're using EEG data and other lab studies and behavioral studies. And we also have another lab and this is one of the many that we work with in Erlangen in Germany. And this is a multiple lab.

It does real, live, real world tests, setups. We have the proof. We make sure that we have a multimodal design that we're able to have objective and subjective data that's physiological, neural, behavioral. So we can show you that not only do the patients prefer the SIGNIA technology, but clinically, objectively, it's the best Technology out there as well. So let me run you through some of the studies.

Typical speech and noise studies are always set up this way in which you have the listener in the center. The speech is coming from directly in front of them, the noise is coming from directly behind them. This is the way all tests are usually set up. Well, we wanted to test real world and we did it different. We had multiple speech from the front and the side.

So we had multiple speakers where they were like taking turns and then we had noise all around the back. So that way it was more reminiscent or more reflective of a true real world scenario. Because I don't always have the person talking right in front of my nose. I don't always have the noise directly behind me. So in a scenario like this on humans done in a lab where they were doing a speech and noise test, we saw that 95% of the humans had done better, had better speech and noise results and better understanding with the real time conversation enhancement.

So we know that in this scenario, objectively the patient's going to do better. Okay, so we know objectively they'll do better. But just because we have proof that they'll do better doesn't mean that the patient will like it better. So we did another study and this one was done on real time conversation enhancement in a real world noisy group conversation. So here's a subjective study that was done really awesome.

This was done by Dr. Susan Scully in Ontario, Canada and she put the test patients in a food court and had a male and a female talker and they had a script. So that way they, it was the same consistent for all the testers. And this was again published, peer reviewed after the patients were had this conversation with real time conversation on versus real time conversation off. And you'll see they answered a survey.

And in their results, the survey was from negative 3 to positive 3, 0 is smack dab in the middle. Okay, so no preference whatsoever. Three is very, very much preferred. The real time conversation on negative 3 is did not like real time conversation at all. The results we got, there was no one in the middle of the road.

Everyone preferred the real time conversation in every scenario. Overall preference conversation partners were prominent. Speech clarity. All of them had the preference of real time conversation enhancement. So this was groundbreaking as well.

So now we have humans with objective data knowing they do better speech and noise. We have humans with subjective data knowing that they preferred the real time conversation enhancement. Let's do a test on Kemar. And again, real world multiple speakers, not just directly in the front, taking Turns to replicate a conversation in noise, noise diffuse around with this on Keymar. Keymar is your mannequin head.

As you all know, we're using the Hagerman phase inversion method in order to calculate the signal to noise ratio. So that way it's completely objective, completely scientific to see the signal to noise ratio of IX compared to our premium competitor devices.

This is exciting. Take a look. In this scenario, Signia technology with IX real time conversation enhancement that's on all of our IX hearing aids shows a remarkable 4.1 dB signal to noise ratio

improvement compared to the absolute best competition that they have to offer. That's right. We compared it to everybody that was out there.

Now I'm not going to say anything bad about brand C because again we tested up. This test was done so that way it will test real world scenario. It was not done typically with speech in front, noise behind. And it could be that brand C does very well in that typical scenario. But in a real world scenario it may not have done so well.

And you can see the other brands, the best of the best that were out there still could not come close to the IX technology. Well, this test was done in 2023. Since then, since IX came out, because IX has only been out a year. But since IX came out, there has been some introductions into the playing field. We've got some strong competition and competition makes us better.

We love it. Bring it on. So we had to redo the test with the new players of the game. We had to do it with Phonak's new sphere, we had to do it with Oticon's intent. So we did the test again.

Take a look. I'm so excited. Signia IX technology has twice the speech enhancement benefit than the closest competitor. Yes, you heard that correctly. We have a 3.2dB improvement over the nearest competitor that's using AI CO processing driven platform.

So yes, we have IX technology that proves that it works. And just to give you a little side note, a 1dB improvement in signal to noise ratio usually will correlate to 10 to 20% improvement in speech understanding. So a 3 over 3 DB improvement is doubling the speech enhancement benefit that we have over the latest and the greatest competitor. And we dropped the other poor the other competitor that that did not perform well the first time. We didn't even include them in the second one because it just wasn't fair.

So with this you could see with the best of the best that are out there, Signia IX still comes advanced. And this study just came out literally a couple weeks ago. So we were so excited to show you that we have the research that IX works. We have the objective human performance data with 95% of participants improve their signal to noise ratio. We have the subjective human data where 80% of the participants preferred real time conversation enhancement.

And then we have the objective technical data that was done on Kmart in which we saw a huge improvement, 4.1 dB signal to noise improvement over the competitors. And then with the newest and latest and greatest, we still have an improvement improvement of 3.2 dB signal to noise ratio over the greatest nearest competitor. So we're excited to say if you fit your patients with Signia IX technology, you are going to get the best sound quality in noise and speech understanding. And you can take that to the bank. So let's talk about what products you have available with Signia.

We have a complete portfolio. It's inclusive and innovative. This portfolio offers a solution for every hearing need. We've got different form factors. We've got slim Ricks, we've got typical ricks.

We've got BTEs. BTEs that are rechargeable BTEs with batteries. We've got custom rechargeable custom with batteries. We have the same sleeves and tips that are used on BTEs. They're on ricks.

The same wax protection for all. We've got multiple chargers. So if you have a charger that's portable, you can have a charger that's stationary, you can have a charger that disinfects and dries out the hearing needs. We even have a charger just for you. That's our clinic multi charger and that can charge anything that has galvanic charging.

So that's great to keep in your office so you don't have to have multiple chargers on your desk. So let's talk about the pure charge and Go tix. The Charge and Go TIX is advanced technology. This is your full featured Rick. You're gonna get 39 hours on a single charge.

It's protected with water and dust because you've got your IP6 rating and it comes in lots of great colors. So you've got different receiver strengths. You got the hair and the skin tones, you have different options. You also have a cross option with the pure charge and go IX, which is going to work almost 30 hours on a single charge. So our crosses last a long time.

And if you haven't used our crosses before, we use skewed directionality. This is groundbreaking with our CROs technology because on the transmitter side, the dead ear. If it goes into a frontal focus the way the good ear usually does, the patient loses localization on the dead side. So they always say the hearing aid shuts off in noise. It's not shutting off, it's just doing a frontal focus.

What our hearing aids do is a skewed focus on that dead ear. So that way they still get input on that side while still focusing towards the front. So they get the benefit of directionality, but they still get the localization. This is huge. And that skewed directionality makes a difference.

Again, we offer lots of different chargers. This is all in rows. You just need to change that at the time of order. The standard charger is great for people with, with poor dexterity, poor vision, you know, it's a tabletop charger. I love the dry and clean.

It's got a UV light to disinfect. It'll dry out the hearing aids as well as charge it up. That's a tabletop charger as well. And you've got your portable charger so you could take that on the go and that you can keep in your pocket. It's going to charge up the hearing aids five more times without being plugged into the wall.

We've got the clinic multi charger too as well. And this is the one I was telling you about. This is for your office. It comes with the stand. That's the picture on the left or without the stand if you want to just lay it on your desk and take up even less of a footprint.

And with the multi charger, it'll charge up anything that has galvanic charging. That galvanic charging is that yellow or rather that kind of brassy metal looking circle that's on the hearing aids. It's on the pure, it's on the motion chart, charge and go. It's on the styletto. It's all that, that, that little contact and it will just sit in there and charge up.

And this is a great option where you don't have to have multiple chargers in your office. You can use all of our accessories with your instruments. If it has Bluetooth, as the pure charge and go tix does, you can use the streamline mic and the streamline TV streamline mics and remote mic as well as, as a streamer. This TV, you could pair 40 sets of hearing aids to Streamline TV. It's awesome.

Stream directly to your ears. And you also have the mini pocket remote. And the mini pocket doesn't use Bluetooth. The mini pocket remote is using coded high frequency sound if you look at the picture of the remote, you see it's got a little, the little dots over there on top, that's where the sound comes out of. And with the mini pocket remote, this is a fabulous option for those people with poor dexterity or poor sense of touch or maybe they don't have a smartphone like my dad.

He calls it his dumb phone. It's a flip phone. So this would be a great option if you wanted to control programs volume. Maybe they didn't have a control on the instrument. Maybe they can't, you know, physically feel that control that's on the instrument on the rocker switch.

So a remote control is a better way to go. So you have lots of different options with accessories. With the pure Charge and Go tix, you've got your connectivity. All of the IX hearing aids have Bluetooth LE audio. So they are made for iPhone to stream directly to the iPhone.

They have the Asha capability as well to stream to Android. And if their device has Bluetooth LE audio, the hearing aids do as well. So IX technology has that capability. It's future proof. What it really enables

it to do is it enables Android to be kind of like an Apple and have better connectivity.

But Ellie Audio is not just for your Android. Ellie Audio was built into the new TVs and it's built into computers and this is a way that your, your hearing aids connected directly to either one of those devices without an accessory. So Ellie Audio is the way to go. It's the new Bluetooth standard and it was developed by the Bluetooth special interest group. All the others, you know, the Asha, the made for iPhone, none of that was developed by the special interest group.

So this is the official new Bluetooth standard. So all the different electronic devices will have Bluetooth deli audio and we have it as well. So just rest assured that we have that capability too. So let's go into another form factor and this is our Styletto ix. I love Styletto ix because you know, when it first came out people were like, it's just a Skinny Rick.

And they weren't really impressed. But it was the patients that really opened our eyes because we as providers, we get to be a little jaded. We see a lot out there. We know, yeah, that's a Skinny Rick. We did a test with 500 US consumers and make sure I always say that it's US consumers because this is important because different countries have different ideas of style or what they like and whatnot.

So 500 US consumers who self admitted they had a hearing loss that were not wearing a hearing aid. So they all said, yes, I have a hearing aid. A hearing loss, yes, I need help, but no, I'm not doing anything yet. So they were given a choice, and they were just given a picture of a Rick. The Pure or the Motion, the bte, and said, pick a hearing aid.

You know, you have a problem. Pick one. And still a quarter of them said, no, I don't like any of them. And did not pick a hearing aid. When Styletto was put in the mix, and again, they just saw the picture of it.

They didn't even get to hear it, just the picture alone. With Stiletto, an overwhelming amount picked Stiletto as their choice. And what impresses me the most is that that number who picked none went down to 10%. That means nine out of 10 people picked a hearing aid. I don't care what they were.

I don't care if the CIC or Rick, if it's appropriate. I don't care what it. What it is, as long as they get help. So by just by looking at Stiletto, people were more apt to pick it and choose a hearing aid when it's in the mix rather than not. So whether you like Stiletto or not, I highly recommend just put it out, put a little display out, let them see it, because you might be surprised.

That slim design really is nice. And it fits so nice on the ear. It doesn't take as much landscape up. You know, the real estate is still. Still there for the glasses, for the, you know, the oxygen, for the wig, whatever you got going on behind the ear, a mask, you.

You have all that room with Stiletto. So I love Stiletto. It's one of my favorites. It just really breaks down the barrier of stigma. It.

Because it doesn't look like your typical hearing aid. And clearly the design must be a home run because we have competitors that are copying it and, you know, competition or. Or rather imitation is the most sincerest form of flattery, they say. So I'll take it. Stiletto is modern.

It's slim, it's sleek because of where the battery is located. It's not a button battery like a typical Rick at the bottom of the hearing aid. It actually stretches the whole length of the hearing aid. It's a bar battery, so there's a different center of gravity. It doesn't pull down on the ear.

It sits lighter on the ear. It feels more comfortable, so it doesn't take as much room. It's a more comfortable fit. And it really battles that Stiletto, Stig or Rather the stigma of just having a hearing aid in General. Again, it's IP68 rated.

And that's how you say it. Just so you know, it's IP68. Six is the highest number for dust, eight is the highest number for water. And what that means is it can be immersed and it's still going to work. I mean, you're not going scuba diving with it.

But we don't like to say waterproof. I hate saying waterproof. Waterproof means absolutely no water gets in. And with an IP68, you could have water get in. It just doesn't do any damage.

It's hydrophobic and oleophobic. Protection against, hydrophobic against the water, oleophobic against oils. So it has the ability that the water just beads off the shell. It's got that anti capillary design. It's robust, it's going to last.

Moisture is not going to ruin your hearing aid. And that's an exciting factor. With all the Signia hearing aids, you're going to have a long runtime. 20 hours of battery life, 17 hours of your streaming. So you're going to get the full day.

And if you pop it in the charger, half hour in the charger is going to give you five more hours of battery life. And let me tell you that that amount that we give you, we're really underestimating. But I'd rather underestimate than over promise. With Styletto, you're using your Earwear 3.0. So you use all your sleeves, your tips.

You can use ear molds if you want. We just say in the Styletto case, it's small, it's the Stiletto portable case is like the size of a Tic Tac case. So if you're going to use custom ear molds, you might want to use the dry and clean charger instead. Okay. With Styletto, you've got lots of great two tone colors.

It's very modern and chic in its look of its, you know, white with the rose gold or the cosmic blue. You also have the monochromatic colors too as well. White on white, black on black, brown on brown, beige

on beige for those people that don't want the two tone look. And what I love. Yay.

And this is exclusive just for government services. We have camo. We have camo available for you as well. So don't forget you have that option. It's fabulous.

And looks, I love the way that looks. And with Styletto, you have a cross option. So this is a huge advantage with the Instruments that you can have the same style and again have that cross and again you have a long battery life. With CROs, it's going to last and work on all of, on all the levels of technology. But you don't have to worry about that because with government you are all always the seven.

You always, always have the best, the top of the line, as you should. And you've got your skew directionality too as well, which is wonderful. This shows you your different chargers that you have available. Again, you have your portable charger and then you have your dry and clean charger and this can be chosen at the time of order for rose. If you are going to use custom ear molds, use the dry and clean chart charger.

It has a much bigger. Well, if you are going to use a long receiver, long receiver length, use the Styletto dry and clean charger because again, the Styletto IX charger, really the length you're going to go up to is maybe like a three in there because you don't want it too long because it's not going to make contact when it charges. In the little case, the portable charger, again, that the small, little portable charger. It is fabulous. It fits in your pocket, but it's like the size of a Tic Tac case.

So keep that in mind when you're ordering it for your patients. Okay. You can use all your accessories with Styletto and because Styletto is so sleek, it does not have onboard controls, you might want to use that mini pocket remote control if someone is maybe doesn't want to take out their smartphone to change change programs or to control the volume, but they could because it works with the app. And

again, you have your Bluetooth LE audio as standard in your IX technology. So just as we said before, you've got that in Styletto as well.

So we have two full featured Ricks. We used to say this Styletto was more of a niche. It really isn't. It's become a standard, it's become traditional, it's become accepted. Styletto and pure are synonymous with having full range of options.

You've got, you fit two of them, you've got ovp, you have cross options, you have different strengths and different lengths. You've got a T coil in the pure charge and go tix. You've got an innovative design in the Styletto ix, you've got your portable rechargeability, you've got options. So this is exciting. Just know that you're not pigeonholed that, oh, you want Signia well, this is the option.

You have many options. We also offer rechargeable custom just in case you might have forgotten that we have the NCO charge and go ax. I love this instrument. This is honestly one of my all time favorites. I think it's the easiest to use and it's wonderful for people with poor dexterity, poor sense of touch.

It's my favorite charger that we offer and I'll talk about that in a bit. But let's talk about the IP68 rating. This was the first rechargeable custom product that we've put through the ingress protection rating and it rated an IP68 because there are no contacts to corrode. There is no place it has, it has a magnetic induction and how it's charging. So there are no contact on the shell.

So there's nothing to corrode or get gunked up with the oils or dust. It's seamless. And there's protection on the microphone covers. So you have that IP68 rating though. You know, it's going to be strong and robust and withstand the elements.

You can wear it while running a marathon, wear while perspiring. Okay, I don't run. I only run when she. So that's not happening for me. But you certainly could as well.

And you have that great capabilities in a custom product. It comes in skin tones or you can get black, which is really nice. So it looks almost like an earbud. So it looks like a, you know, very modern design too as well. And it comes in half shell canal size or ite.

You're gonna, you have Bluetooth built into it. It has, it streams to both, both Apple and to Android using the Asha protocol. Great design. And we have some specialized options for government as well and that you can print a flag onto the shell. So this is really nice.

And this is just for our government customers too as well. So if you wanted to personalize it and have a flag on just one side, you certainly could so help them tell right from left, left. So that's a great option too as well. You can offer a removal string or an OTO ring. You can customize that push button in programming the way that I have my NCO's charge.

A quick press is volume up on the right ear. A longer press is volume down on the right ear. And my left ear changes program. That way I don't have to have my app out and my phone out whenever I want to make a quick adjustment. You can also indicate, you know, the patient's name, you can have that printed onto the shell.

You can have side indicators. You can have a canal grip. There's so many different customizable options you can do. And what I love is we have three different strengths in this instrument too, as well. So you have three different matrices.

So if you need to fit a more severe loss, you can, because it comes up to a 65 peak gain. It's a 124 peak output, 65 peak gain. So you can fit multiple losses from mild to severe.

Here's the charger. Oh, my gosh, I love this charger. It's my favorite charger out of all the ones we make. And let me tell you why. The well is not customized.

So the well portion where the canal goes into is just a well that would fit the hearing aids. And once the hearing aids are in place, they charge up. And you want to put the right and the right and the left and the left, and that's ideally really what you want to do. It's going to take. It's going to last 24 hours on a single charge.

If you're streaming a little bit less, just like all the other chargers that we offer, the charger automatically shuts the hearing and off. When you take them out, the charger automatically turns them on. Takes about four hours to fully charge up. And that's the case with all of our rechargeable instruments. Just so you know, it's about four hours for all of them to fully charge up.

So that's only if it's completely dead, which is hardly ever the case. Hearing aids usually are not completely dead. They usually have a little bit when you're still charging it. So maximum, it's going to take four hours, usually less than that. This charger is so forgiving.

You know how I said the canal portion goes into the well? Well, if your patient gets it wrong, right in the left, left and the right, it's still going to charge. If they don't even get the canal portion in the well, they might put the face plate in the well and the canal portion portion sticking straight up, it's still going to charge. It's using magnetic resonance. This is amazing.

I love this. For my people with macular degeneration, poor sense of touch, that they can just get the hearing aid somewhere near where it's supposed to charge and it's still going to charge up. This is a fabulous charger. So easy to use. Talk to us, you know, talk to your government service rep.

We could show you in person when we come out to visit you this is a fabulous charger. And we got a lot better with building it when we first came out with the instruments. The custom rechargeable with Bluetooth in the nco charge and go. It was our first pancake. You know, that's the picture on the left.

You know, the first pancake. It looks good. Okay, it doesn't look so good, but it sounds great. And that was the first pancake. You know, it tastes really good, but it doesn't look so good.

And then over time, the pancakes get better and better. Well, that's how we did with our fit. So over time, after we first came out with it, we make a much better, much more streamlined fit. We really worked on how we could build our hearing aids. And it's a lot more recess in the ear, It's a lot more smaller.

So I've even heard complaints that they're too small. I've heard people say that they wanted it bigger. So, I mean, have at it. I think it's great. But just know that we really worked on the build to get them more cosmetically appealing to as well.

Did you know that all of our hearing aids have the twin phone option? Even on a cic, an IIC that doesn't have Bluetooth, because they all have the E to E in which the ears are connected and it's a full binaural bandwidth of connection between the ears. So if you give your patient a twin phone program, so you set up program two, you go to phone, you select twin phone, you can make that an amp cross program. So let's say you wanted to cross over the signal, but also have amplification on that ear. Maybe it's not a completely dead ear.

Maybe they benefit from some amplification on there and not a traditional cross. You can set it up as an amp cross, just put in a second program, twin phone, go into fine tuning under sound settings, and in the microphone mode, you want to max all the way out to the right so that way the microphones on and not reduced the same as the crossover. So that way you could then make your frequency adjustments

from there. So very easy to set it up as an amp cross 2 as well. And you could do that with any of the instruments that have a twin phone.

You need two ears for that, though. One, one doesn't work. And you could do it with the nco, IIC and CIC as well, even though they don't have Bluetooth because they all have that E to E capability. All right, that's that ear to ear, full binaural bandwidth integration of sound between the ears. So with our NCO ix, we have an iic, we have a CIC that are available that's going to fit your patients.

The big thing here is it is IX technology, but it only has one mic on it. So you don't have that multi stream architecture, but you do have speech stabilizer. It's going to give you clearer conversations and I am telling you it truly makes a difference. And it's a faster processing, a better processing, lower latency. I find the feedback system to be much more stable too as well.

And I know that for a fact because I fit my dad with a CIC instrument with an older technology and he was really at the cusp of what that hearing aids can do. He had outgrown it, but he did not want to go out of the cic. So I put him in the IX CIC with the exact same matrix and he wasn't getting feedback. So I know the feedback system is more stable. You've got auto echo shield automatically built in.

You've got the speech stabilizer. You've got huge advantages for going to a custom IIC CIC with Signia. But the biggest one, other than it being invisible and has a great sound, you've got one mic directionality and this is huge. Now again, one mic on run ear, one mic on the other ear because you have that integration of sound between the ears with E to E. The right goes to the left, left goes to the right.

It makes a four mic array around the head. That four mic array gives you beam forming that you never have had before with an IIC CIC with one microphone, it uses the natural pin effect and enhances it with the beamforming with the 1 mic directionality to get even more focus. Now it's not a narrow

directionality, but it is a beamforming that's automatic adaptive multi channel directional technology that's dedicated to a single microphone hearing instrument. It's unheard of and you get the benefit. So you have that ability in a cic.

You get that better noise reduction, that better sound quality because you have one mic directionality. So don't forget that. That's a huge win. We have a better way of building these two as well. We have a floating mic, we can make it smaller, smaller face plate.

We've got that speech stabilizer. As we said, it's really a win win and, and you have different matrices. So if you had a CIC that needs to be Stronger than your 50 peak gain, you can get up to a 60 peak gain, which is unheard of too as well. So you can get a nice strong CIC. The IIC is just your 50 peak gain 113 output matrix because that's just really, really tiny.

But you have that option. And with the CIC you can have a push button on the battery door too as well. So this is. They are both battery driven and you're going to be able to use, you know, it's a 10A battery and you're going to get up to at least 75 hours of listening on the 10A battery. So that way you're going to get a lot of these.

Definitely do well with that. It uses the Signia app because it uses coded high frequency sound in the app. If your app does not have Bluetooth on and you're controlling the app to a Bluetooth instrument, it'll still work because it uses coded high frequency sound. Or you can use the Mini Pocket as we talked about before and use that to control and change volume or change programs. So you have options too as well.

Programming because it does not have Bluetooth. This is important to know. Does not have Bluetooth. So for programming you're using the Connexair that hangs around the neck. Okay, it's still wireless.

Please. I'm not making you do battery pills and wires. Hangs around the neck. But it is not the Bluetooth no link wireless. You're using your Connex AIR to program your nco, ix, CIC or iic.

Okay, we got an introduction to you. This is new. We've got a battery driven premium BTE to talk about. So many of the. I know btes are not, not the highest on everyone's radar.

It's not usually what you fit. But there are times that you need a BTE and there are times that you need a BTE with current technology that's battery driven. So we have that solution for you. We have three Intuos 4 BTEs. We've got our Intuos M4 Intuos P4 Intuos SP4 and they are all battery driven.

The M and the P are used using a 13 battery. The super power is using a 675. It's an 82 peak gain. You've got great colors to choose from. You've got a rocker switch on there.

It's got a telecoil built in. It works with the cross. And the best part, it's built on the split processing platform. So you have split processing, you have advanced technology, you've got premium technology. In a battery driven BTE that's going to give you the clearest speech and the most comfortable background sounds without compromise.

It's going to fit all different types of hearing losses. You have that capability. It's the IP68 rating. You have Bluetooth, you have Telecoil, it works with the Signia app. And for the earware, you're using the same, same sleeves that you use for the Ricks that you know.

Now you can put a slim Tube on the Intuist M, the 4M or the Intuos 4P. So you can absolutely use a slim tube for those. Do not put a slim tube on the Superpower, please. I shouldn't have to say that, but I'm gonna just in case, don't do it. But you certainly can on the M and the P.

All right. You have great connectivity. Again, it's built on the split processing platform. So you have your Bluetooth, your direct made for iPhone, you've got your Asha capabilities, you've got the T coil. It'll work with all your accessories.

And what we have here is a full range of products. So now we have a hearing aid that can fit everybody. What we have is an innovative range for the Signia, the Intuist 4. The capabilities of hearing aids that's going to stand up to any challenge. Let your patients be brilliant.

Let your patients hear. What we have on the government contract is quite the selection. Remember, you have cross options too as well. If you needed a cross for the intuist board, the new bed battery driven premium bte, it's going to use the pure ax cross. Now you can use the Pure charge and go ax cross or you can use the Pure 312AX cross.

Use the Pure 312AX cross because it's battery to battery. Don't confuse the patient by adding a rechargeable instrument or option in just one of them. Make them both battery driven, make it easy. But you've got cross options for all of thumb, the motion charge and go X bts, the rechargeable ones, they use the pure CROs. On the X platform, if you were doing the NCO charge and go, it uses the pure CROs.

So you have different options with those that are all available. So just know that we have a hearing aid that's going to fit everybody, whether they want batteries or they want rechargeable, we've got those options for you. And they're all, all easy to fit. With our IX technology, it opens up a whole new world of communication and of living and letting our patients communicate and live out loud. With our IX technology, we've got the power of conversation.

You're able to hear these multiple speakers in these noisy environments without effort, without having to look, without having to turn your head, without having to wait for the hearing aid to change its

directionality and keep up. Because it's actually able to make changes a thousand times a second. You're going to get real time conversation enhancement. It's the only one out there that offers you that. Remember, we put it to the test.

We put it up against all the other hearing aids that were out there. Insignia IX came above. So remember, we have that capability for speech understanding. It's the most powerful tool that we have is communication. And we have a hearing instrument that supports that and gives you the help when you need it.

So we're excited we have this to offer you. We thank you for joining us today and taking the time to learn more about Signia and our solutions that we have on our November 2024 government service contract. If you'd like to learn more about our products and software, which you certainly gain. We have many courses on audiology online, but know you can also reach out to us for assistance. We have a dedicated government service line here at Signia.

It's 1-800-955-4327. Reach out to us and we will help in any way that we can. We thank you again for your time and have a phenomenal day here.