

A woman with short blonde hair, wearing a bright yellow sleeveless dress and large gold hoop earrings, is smiling and standing in front of a modern building with large windows. The background is slightly blurred.

EDGE^{AI}

Better Hearing for All:

*Starkey technology built
for today's diverse
hearing aid wearer*

Amanda Wolfe, Au.D.

Education & Training Audiologist

Webinar FAQs

Better Hearing for All:
*Starkey technology built
for today's diverse
hearing aid wearer*

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

Learner Outcomes

Upon completion of this course, participants will be able to:

①

*List at least 3
products in Starkey's
product portfolio*

②

*List at least 2 Edge
Mode+ benefits*

③

*Identify 3
connectivity
enhancements with
Starkey technology*



Introducing
EDGE^{AI}



**ALL
NEW**



CIC



ITC/HS R



ITE R



mRIC R



RIC RT



RIC 312

Tech tiers
24 | 20 | 16



Listen with *ease*

Enjoy every little sound
that matters to you



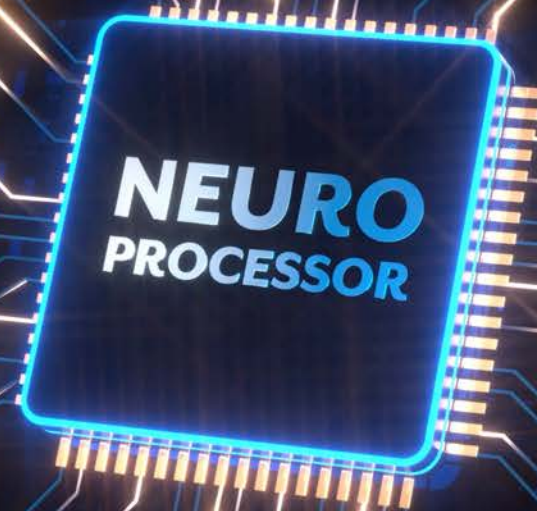
Neuro Sound Technology 2.0

featuring

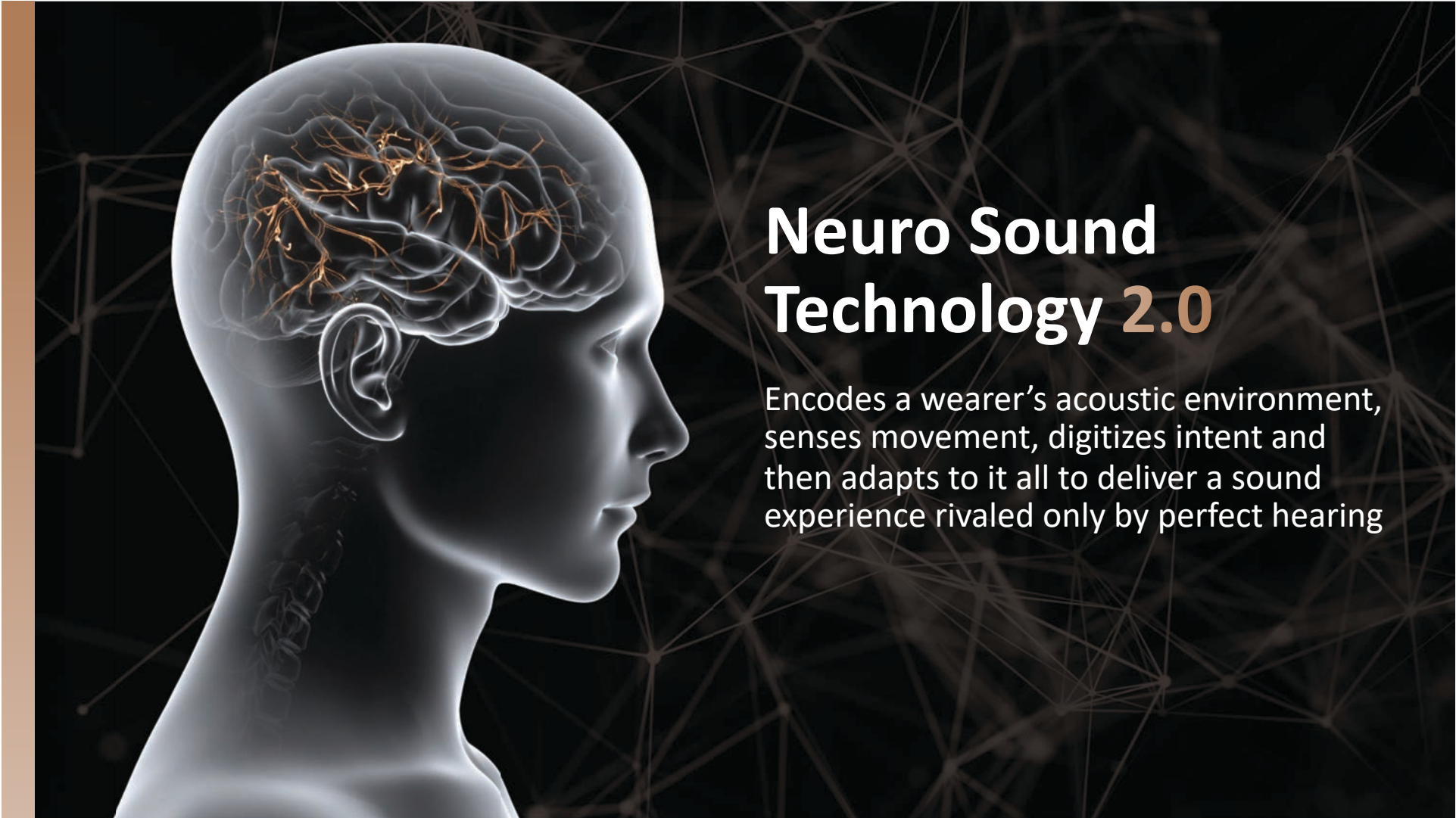

**Deep Neural
Network (DNN)**

Superpower-full

100X more
DNN processing
than Genesis AI



2.4 GHz Radio with LE Audio



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

Sense

Additive Compressor

Dynamic Range

eSTAT 2.0

REM Target Match

IMU Sensor technology



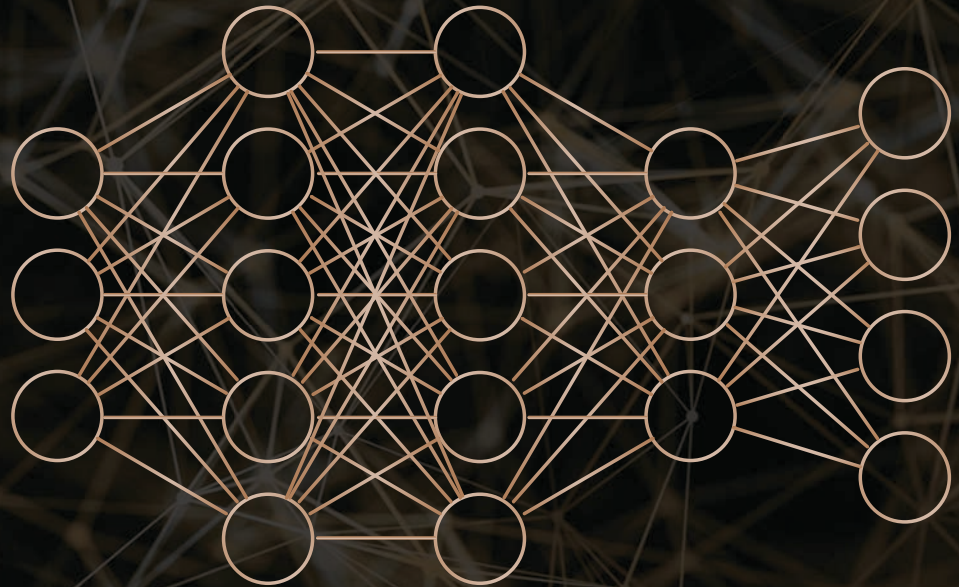
Deep Neural Network





Starkey's Deep Neural Network

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





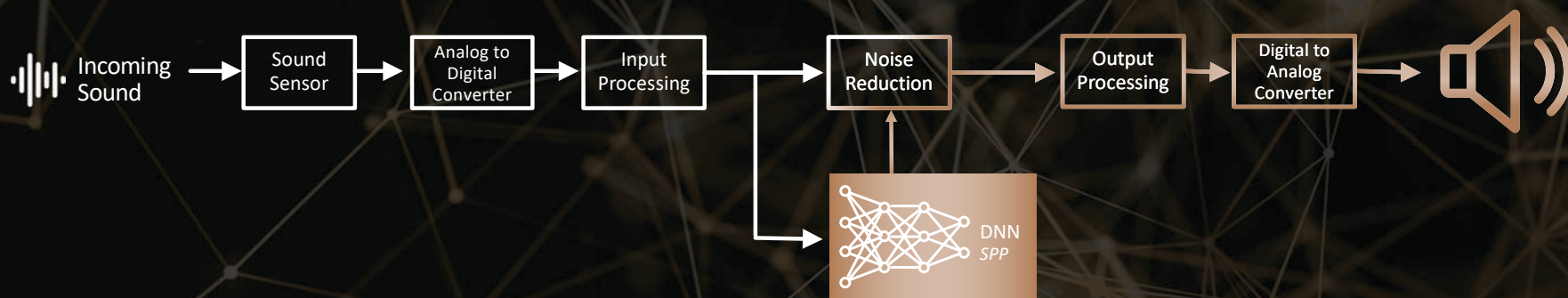
The Next Big Thing in Sound

Deep Neural Network Enhanced Speech in Noise

Industry's first Speech Probability Predictor

30% more accurate
at identifying speech

Conventional Edge AI Noise Reduction



Adapt

Sound Manager

Sound Enhancement
Situational Sound Management
Directionality

Feedback Celler

Frequency Lowering



Streaming





Best-in-class Streaming Sound Experience

All-new streaming configuration with full frequency response adjustment capabilities to ensure that every patient enjoys their streaming experience

Intent

Edge Mode+

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+

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





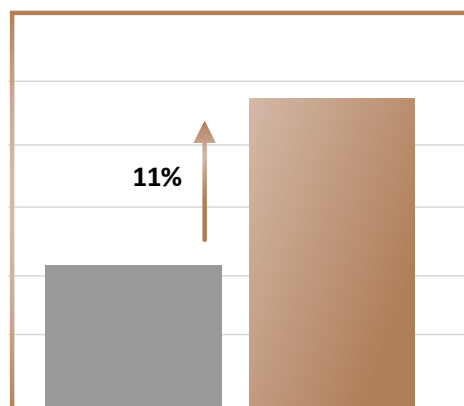
Automatic Edge Mode+

Continues to scan, adapt,
and optimize as the wearer
changes environments or
as the environment they
are in changes

**24 tier only*

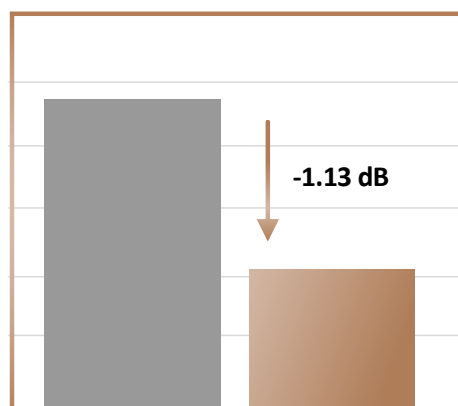
Edge Mode+ has been shown to improve speech recognition and decrease listening effort

Word Recognition Score



Default Settings Edge Mode+ Enhance Speech

Listening Effort SNR



Default Settings Edge Mode+ Enhance Speech

Edge Mode+

Easy on the ears

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



A photograph of a man from the back, showing a small, discreet RIC device behind his ear. He is sitting at a wooden table in a meeting room with other people in the background. A dark text box is overlaid on the right side of the image.

EDGE^{AI}

Smallest rechargeable
RIC with a sensor

BTLE 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}

24 | 20 | 16



mRIC R

RIC RT

RIC 312

L | M | P | UP

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*

*Custom Cased Required

BTLE 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}

24 | 20 | 16



**Custom
Solutions**



CIC



ITC/HS R



ITE R

CIC/ITC/HS

L | M | P | UP

ITE

M | P | UP

Signature
SERIES



Tech tiers
24 | 20 | 16

**IIC remains exclusive to the 24-technology tier*

IIC*
NW

CIC
NW

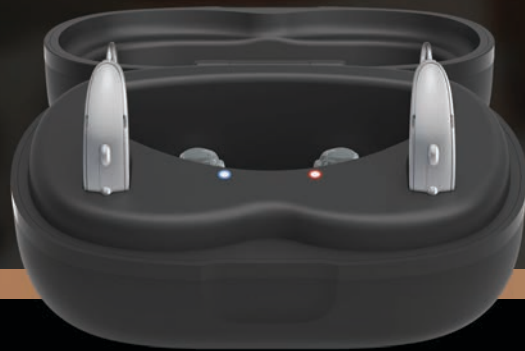
CIC R
NW

Up to 38
hours

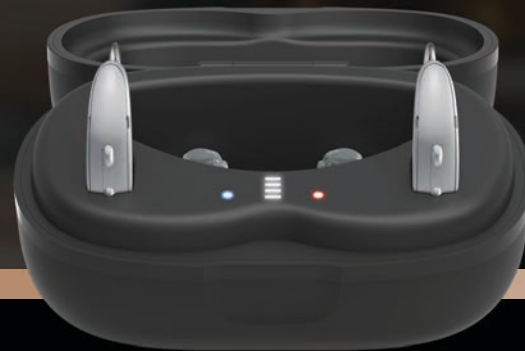
A black, open StarLink charging case sits on a wooden table. Two small, white, earbud-like devices are placed inside the case, each with a thin wire extending from it. In the background, a woven basket holds a pair of keys. To the left, a grey, textured object is partially visible. The scene is softly lit, creating a warm atmosphere.

StarLink Chargers

StarLink Charger 2.0



StarLink Charger 2.0
Default



StarLink Premium Charger 2.0
with on-board battery
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



EDGE^{AI}

Charge overnight and wear
confidently all day long



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



**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



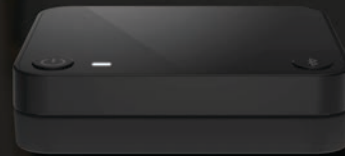
Edge AI hearing aids are waterproof,
sweatproof—**everyday-proof**

Waterproof up to 1 meter. Rechargeable styles only.

Refreshingly
durable

Wireless Accessories

ALL
NEW



**StarLink Edge
TV Streamer**



**StarLink Remote
Control 2.0**

A black, square-shaped StarLink Edge TV Streamer sits on a light-colored wooden surface. In the background, a white ceramic vase with a green plant and a black remote control are visible. The scene is softly lit, creating a warm, homey atmosphere.

StarLink Edge TV Streamer

Over
60%
smaller

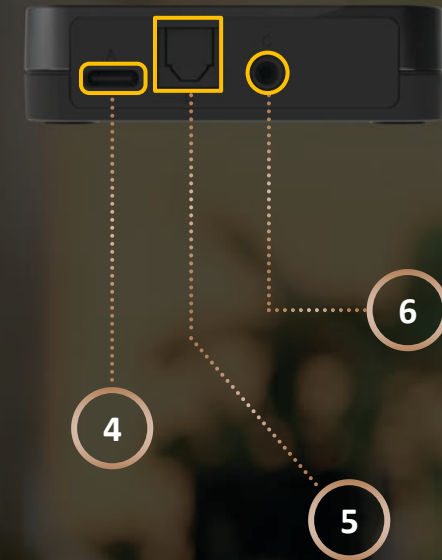
Wireless
range up to
50 feet

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





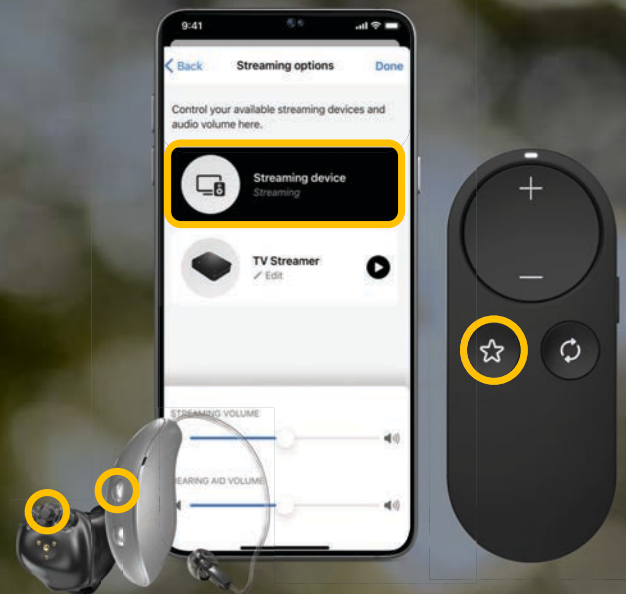
StarLink Edge TV Streamer Initiate Streaming

Manually start/stop stream via:

User Control

My Starkey

StarLink Remote Favorite Button



StarLink Remote Control 2.0

Favorite Button Options:



Home

NEW Stop a stream

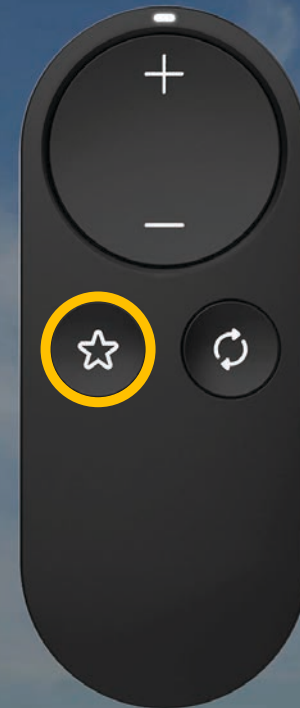
Broadcast Start/Stop

Edge Mode+

None

Jump to Program 4

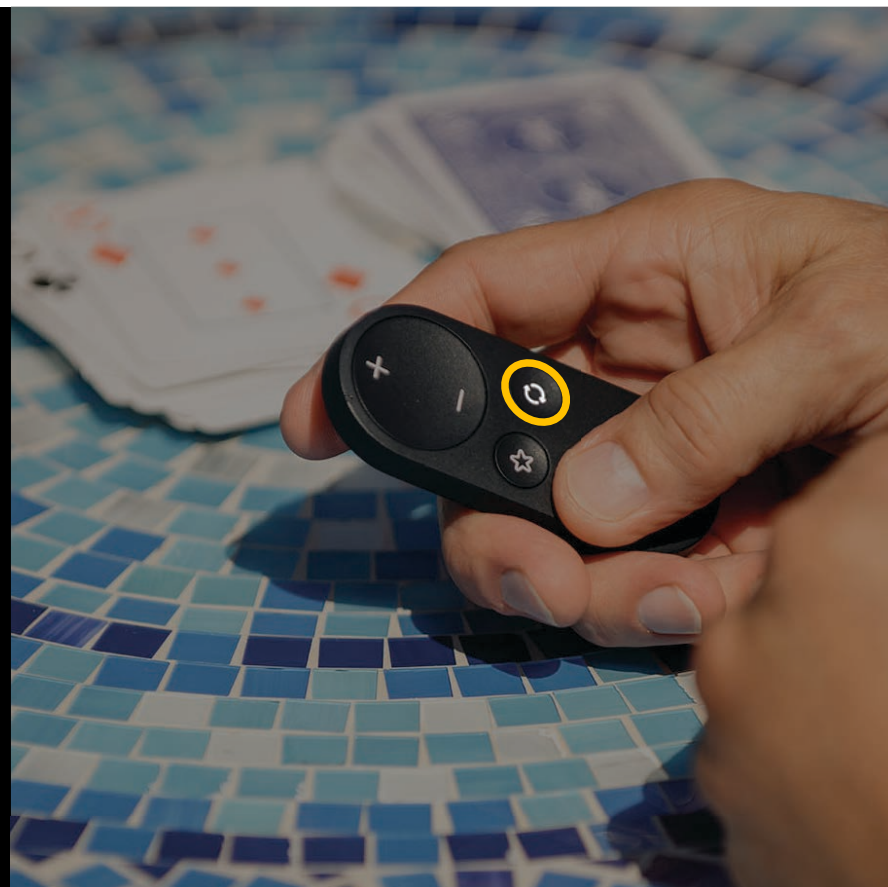
Tinnitus On/Off



StarLink Remote Control 2.0



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



Exclusive to Edge AI



**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



What is LE Audio?

Bluetooth LE Audio is a new protocol that operates on the BTLE radio as part of the Bluetooth Core Specification version 5.2



Transmitter Source

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

 **AURACAST**
A BLUETOOTH® TECHNOLOGY

A photograph of a man with short, graying hair, seen from the back and side. He is wearing a light green button-down shirt and a white hearing aid on his left ear. He is holding a black smartphone in both hands, looking at the screen. The background is a blurred restaurant interior with warm lighting, including a red wall and a table with a lit candle. A white rectangular box is overlaid on the right side of the image, containing the text.

More than
meets the ear

MyStarkey

ALL
NEW



DOWNLOADING **MyStarkey**

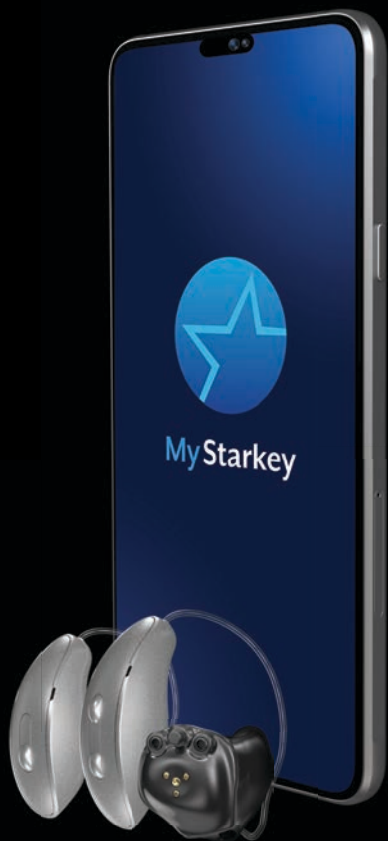


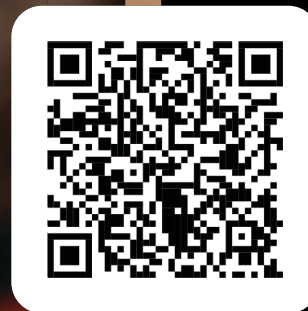
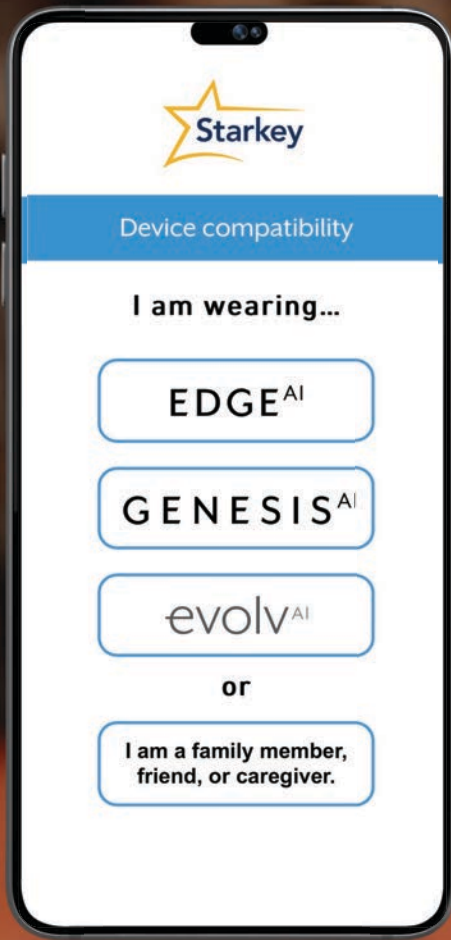
Requires iOS 16
or higher

You must have an Apple ID to
download the My Starkey 3.0 app



Requires Android
OS 8.0 or higher





My Starkey

Smartphone
Compatibility

Apple MyStarkey



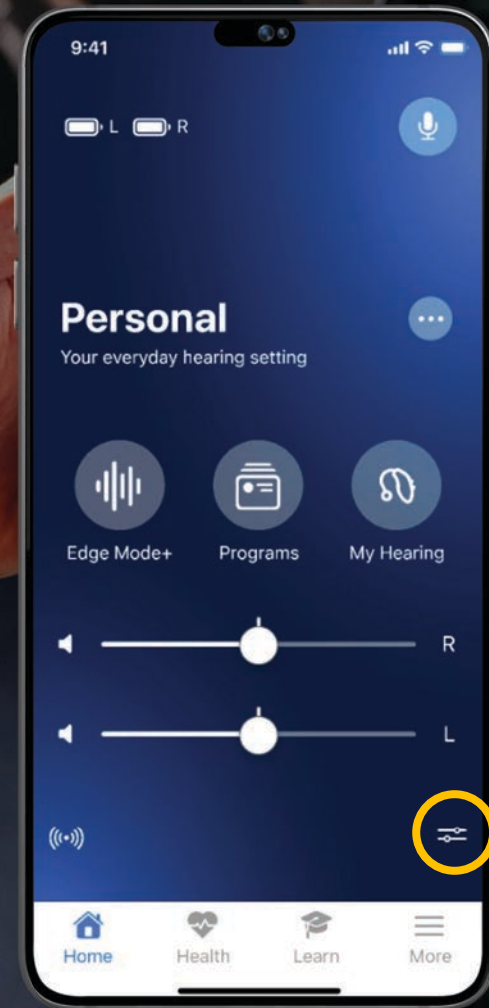
Apple ID sign-in option

A smartphone screen showing the 'Create account' interface. The status bar at the top shows the time 9:41, signal strength, and battery level. The main heading is 'Create account'. Below it is a large black button with the Apple logo and the text 'Sign in with Apple'. Underneath is the text 'Or create account using email'. A note states 'A verification email will be sent to your email address.' There are three input fields labeled 'First name', 'Email', and 'Password'. Below the 'Password' field, a note specifies: 'Your password must contain a minimum of eight characters with at least one of each: uppercase, lowercase, number.' At the bottom is a grey 'Create account' button and a blue link that says 'Already have an account?'.



Volume Control

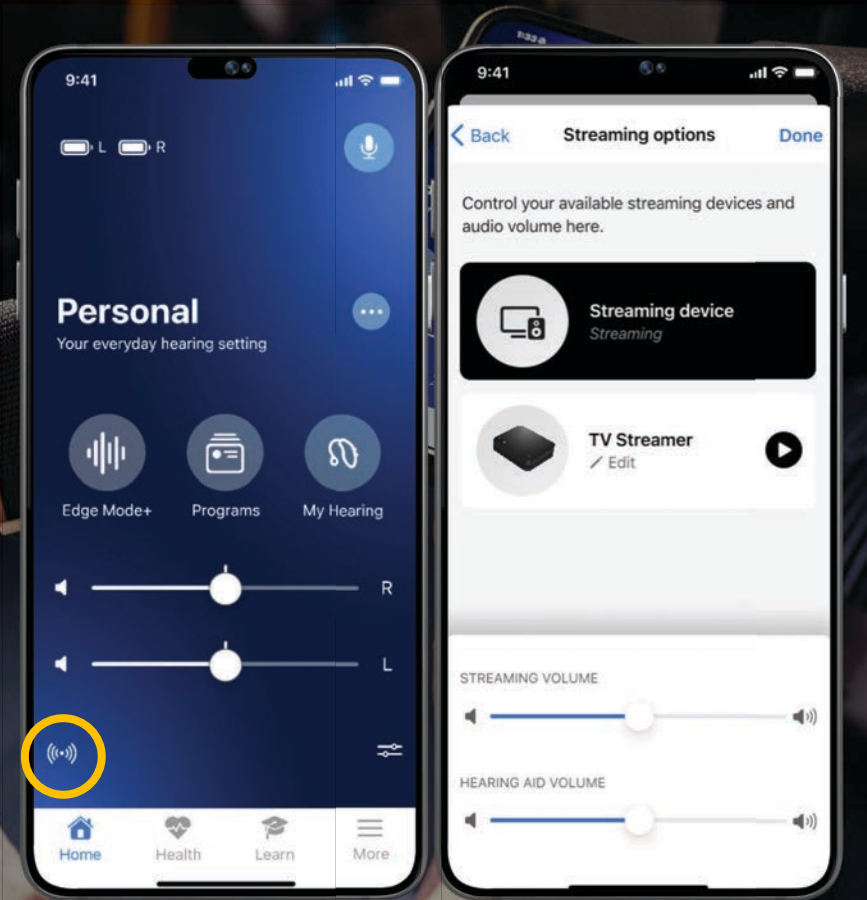
Tap the slider icon on bottom right of the home screen for access to bilateral volume controls



ALL
NEW

Accessories

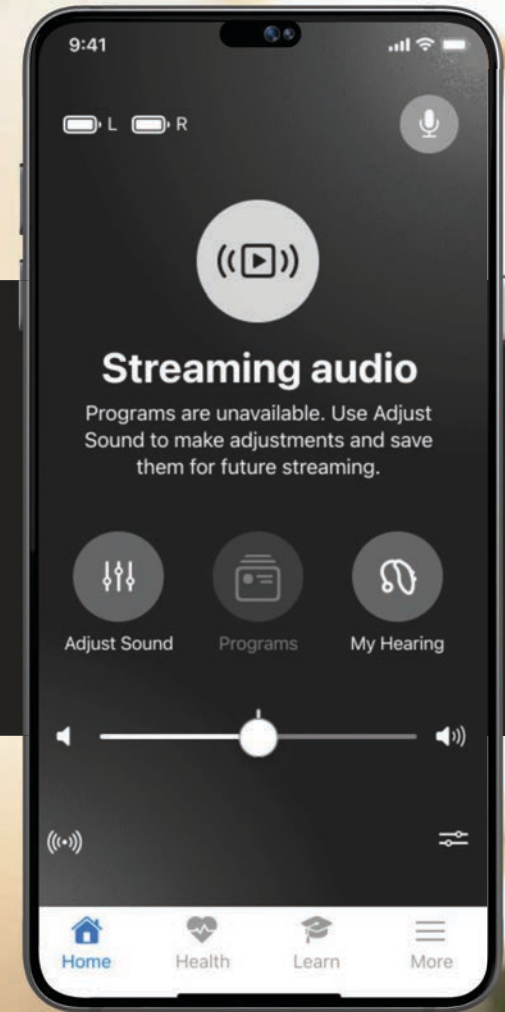
Access to Accessories/Stream
from Home screen





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

Automatically switches to a new streaming configuration for all streamed inputs





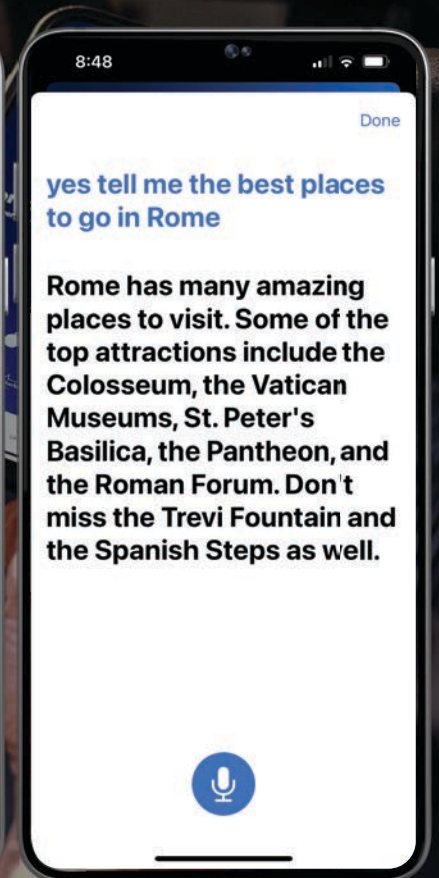
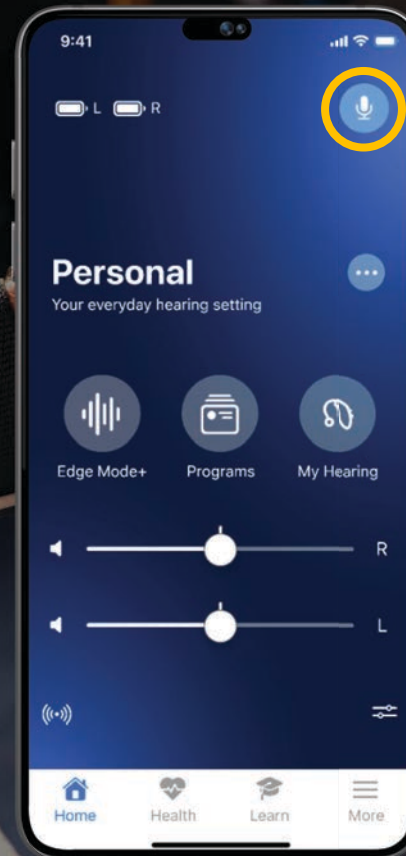
Exclusive to Edge AI 24

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

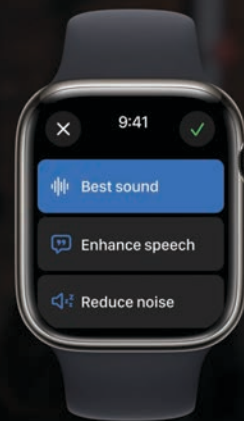
Apple Watch Functionality



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

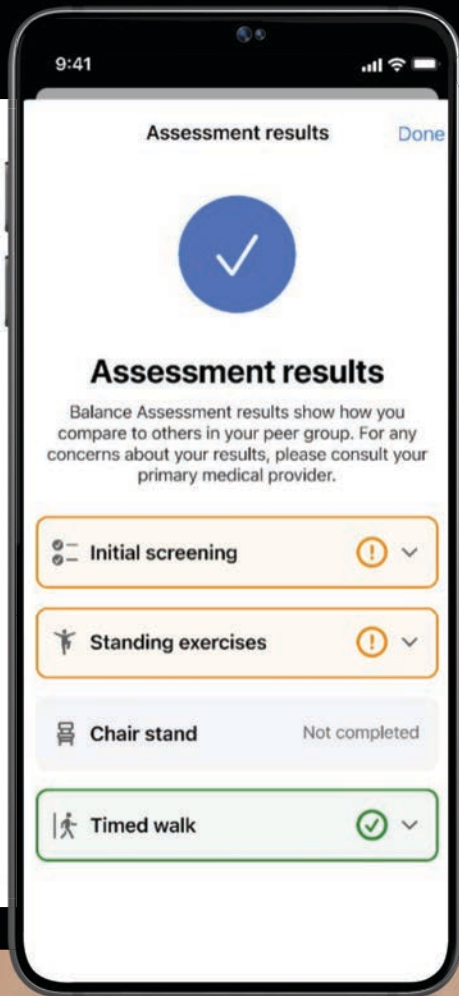


INDUSTRY
LEADING

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



Why Offer Balance Assessment?

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

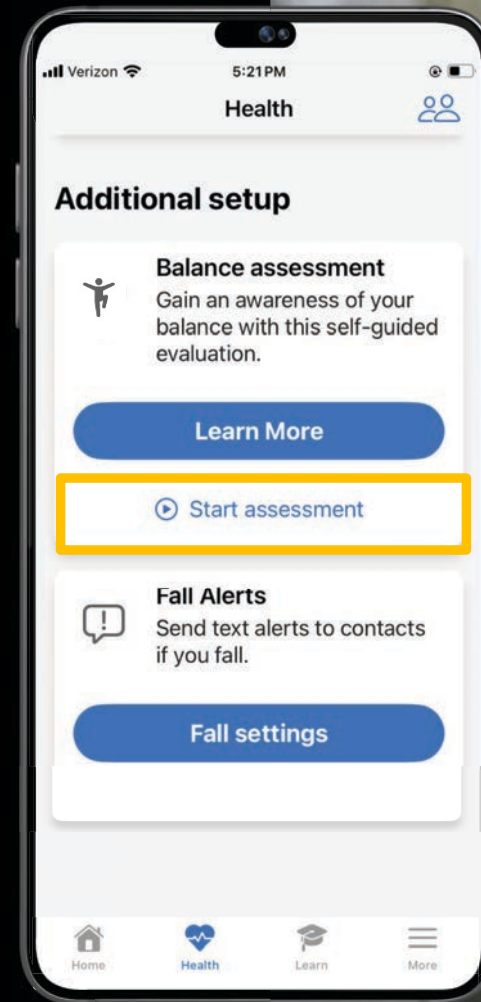


Someone who has already seen a professional and may want to periodically reassess themselves

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





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



What's New in Pro Fit

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

SpeedPort 2

NOAHlink

HiPro USB



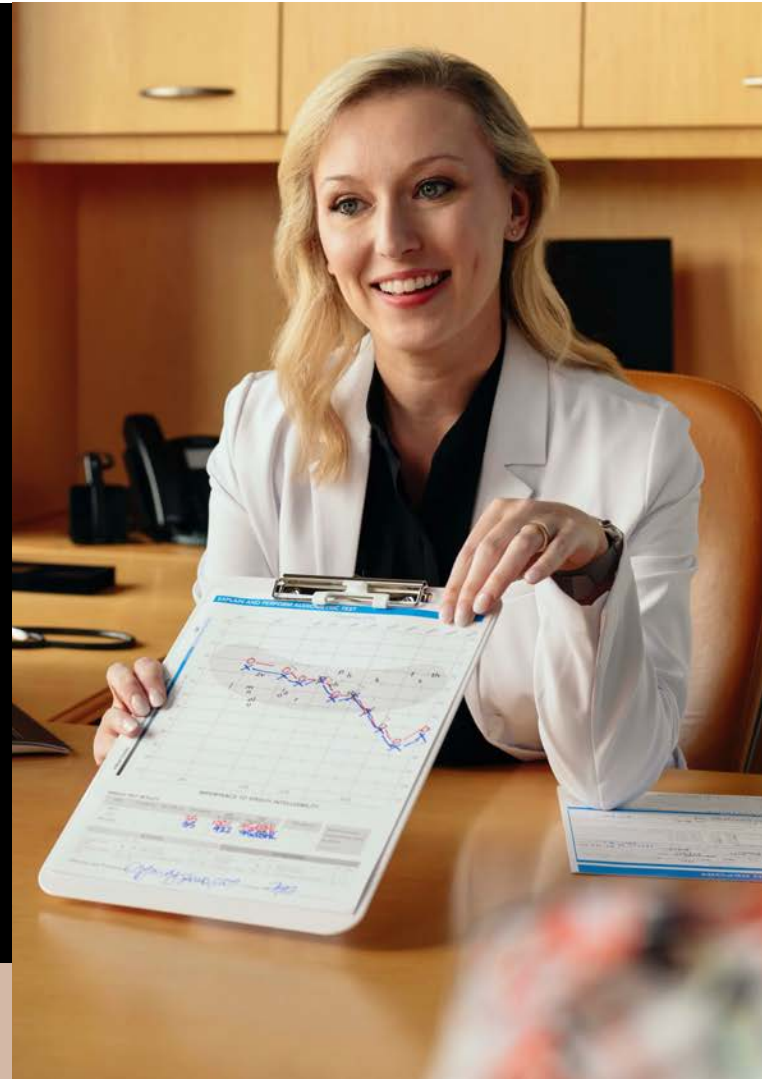
Starkey 2.4 GHz Programmer *No Longer Supported* in Pro Fit

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



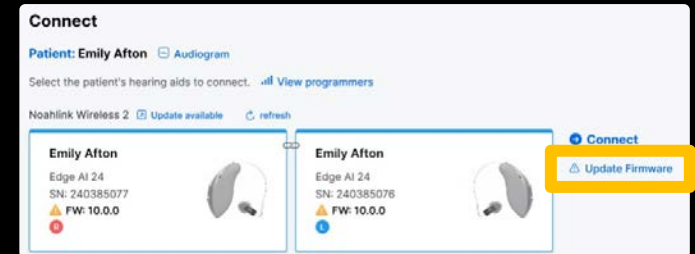


Accessing Firmware Updates



1

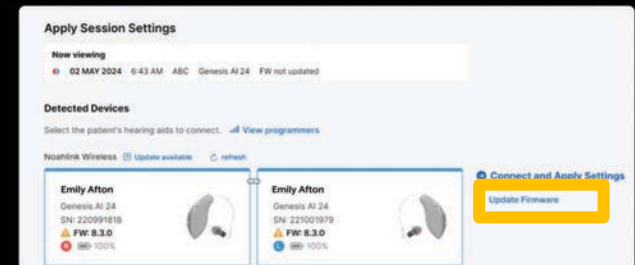
'Connection'
Screen



ALL NEW

2

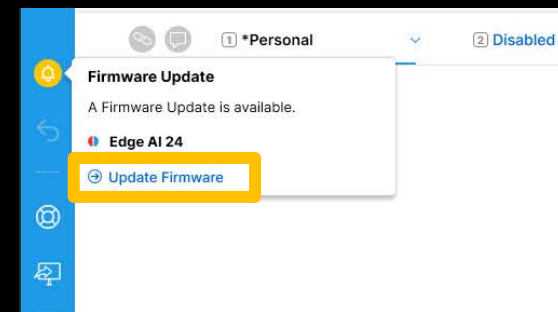
'Retrieve Session'
Screen



ALL NEW

3

Left Menu Bar





Removal of
Automatic
Telephone
Programs



User Control
Name
Update

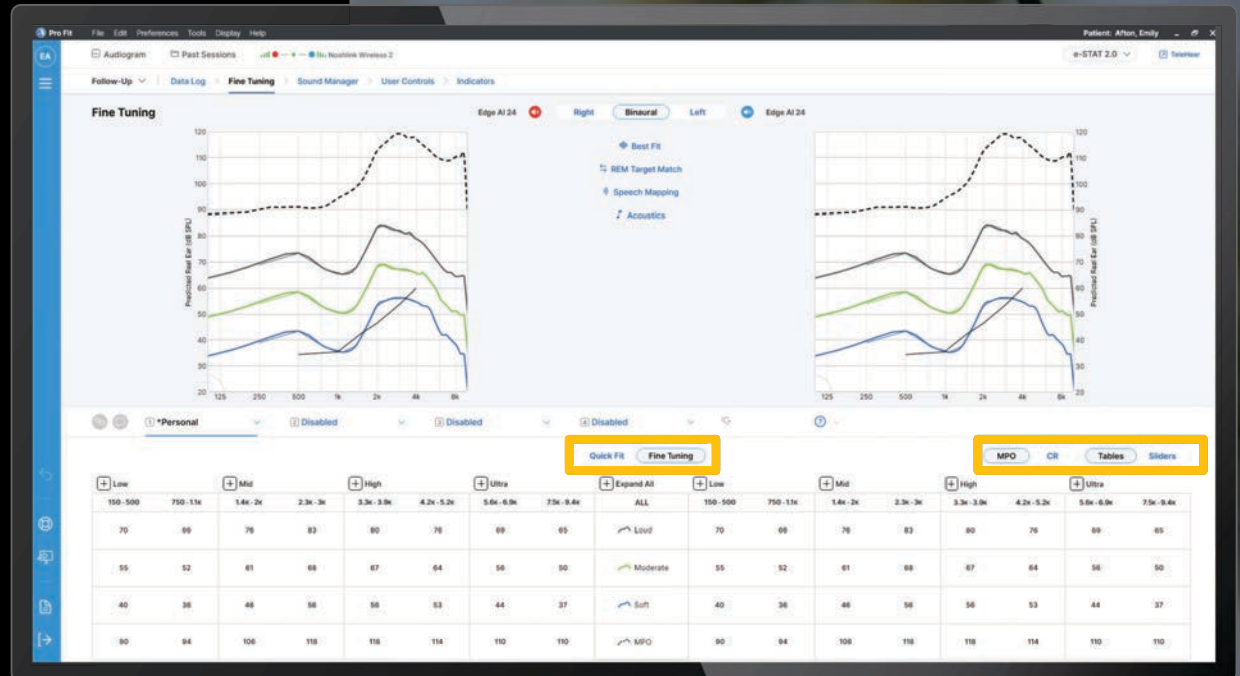
Volume
Indicator
Update



Updated
Control
Locations

PROVIDER
REQUESTED

Updated Control Locations



Accessory Screen

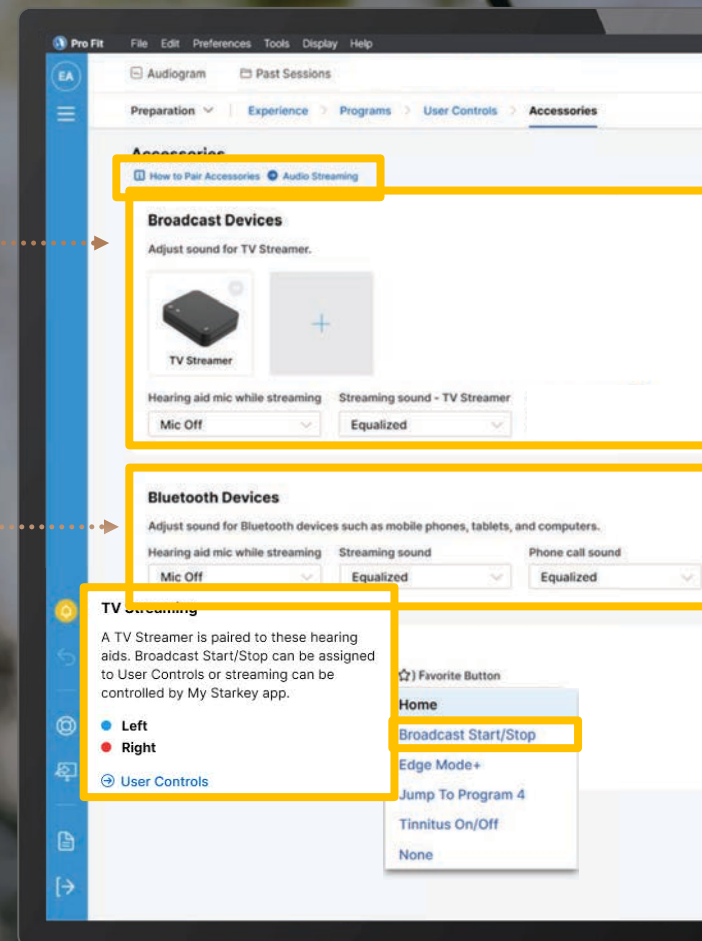
Accessory Sections

Broadcast Devices

Bluetooth Devices

Audio Streaming shortcut

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

NEW Masking Options

Low-frequency weighted options

Ocean

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

Pink

Comprised of less high-frequency energy compared to White Noise

Red

Comprised of less high-frequency energy compared to Pink Noise

High-frequency weighted options

Blue

Comprised of less low-frequency energy compared to White Noise

Purple

Comprised of less low-frequency energy compared to Blue Noise



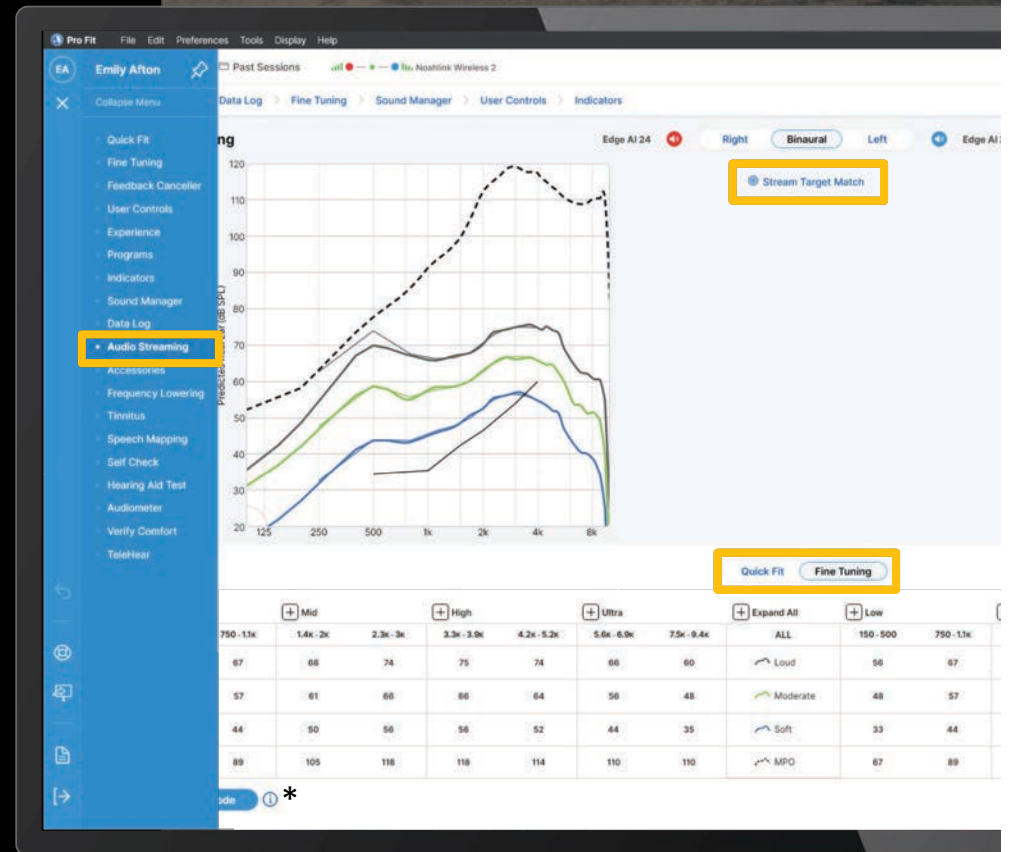
Best-in-class streaming sound experience

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

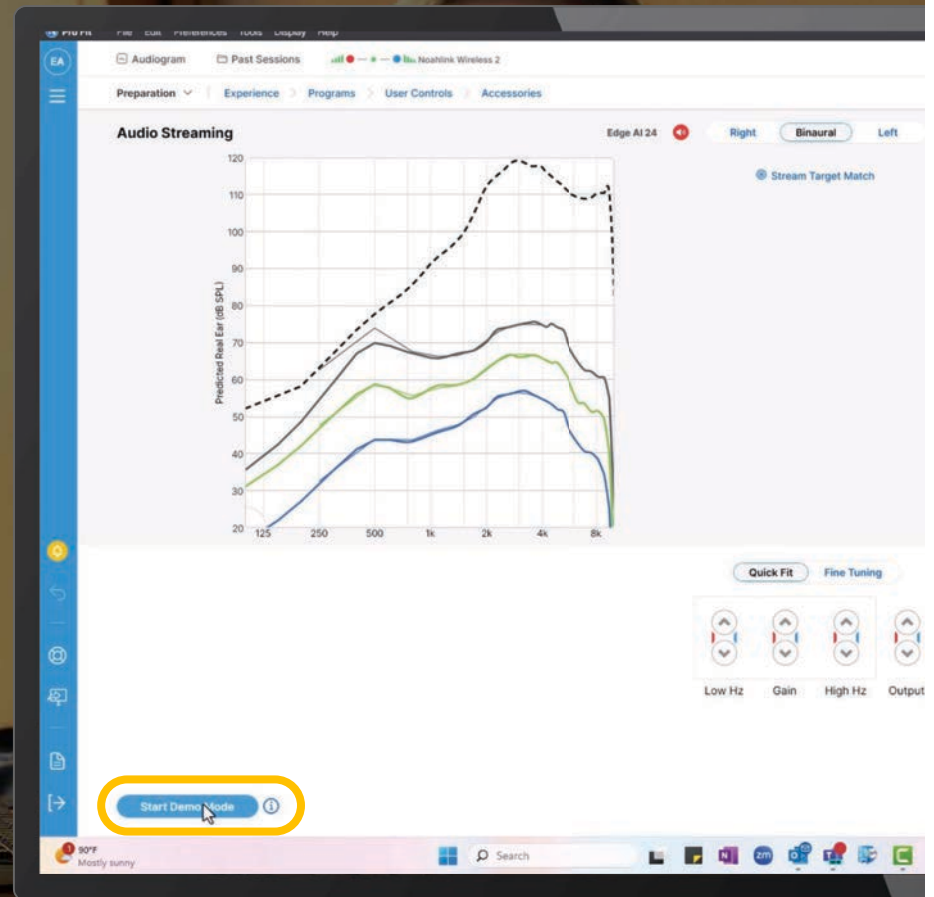
Located on the Flyout Menu, Quick Fit
and Fine Tuning screens





Demo Stream

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





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

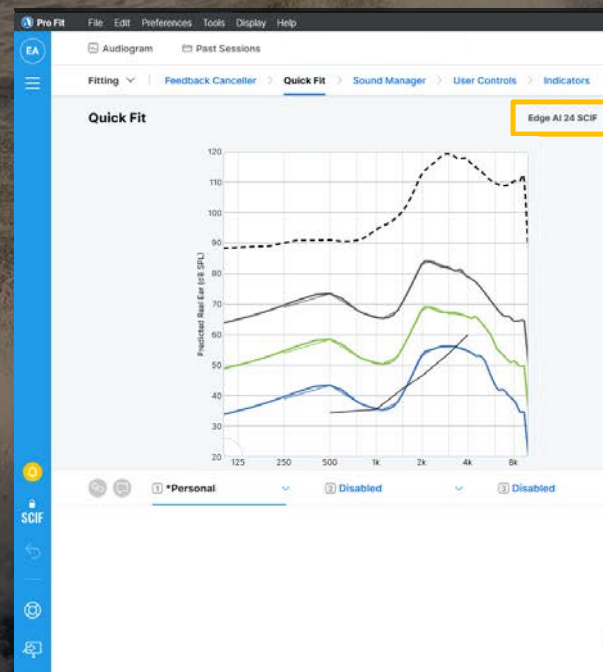
Streaming available

My Starkey App available

Patient cannot turn
feature ON/OFF

Professional can turn
ON/OFF via Pro Fit

SCIF Mode



Feature Tiering



*For iOS users only

**Rechargeable styles only

Features listed in bronze are available within the My Starkey app

24	20	16	
●			Translate
●	●		Transcribe
●	●		Multiflex Tinnitus Pro
●	●	●	Smart Assistant & Find My Hearing Aids
●	●	●	2-Way Audio
●	●	●	Hearing Health & Activity Tracking
●	●	●	Fall Alert & Balance Assessment
●	●	●	Reminders & Self Check
●	●	●	Auto Sleep
●	●	●	Tap Control
●	●	●	TeleHear Remote Programming
●	●	●	REM Target Match
●	●	●	Demo Stream
●	●	●	Waterproof up to 1m**
●	●	●	Apple Watch Controls*



INDUSTRY
LEADING

Better hearing *for all*

Built to Last

Comfortable, durable, and
long-lasting battery life

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

