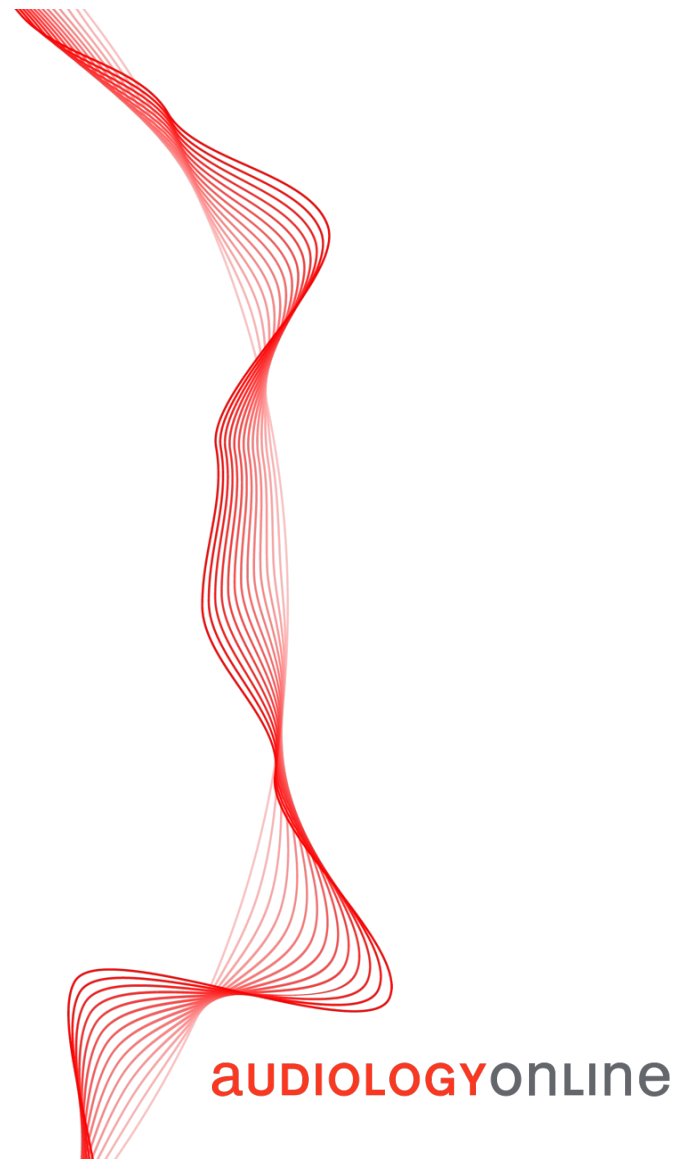




Quick Tips

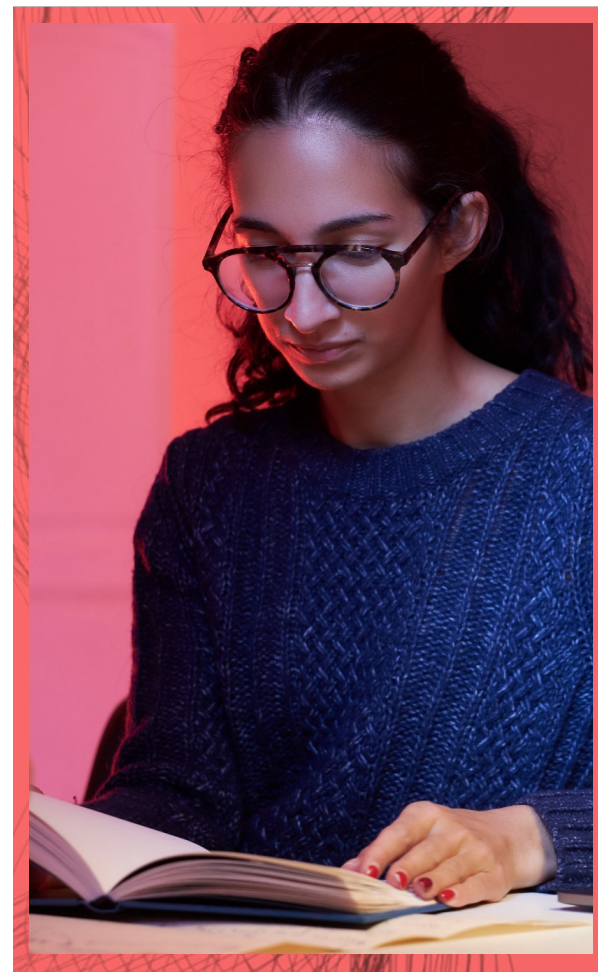


Signia Firsts: Innovations unique to Signia

- Thank you for joining us to learn more about Signia firsts, with innovations unique to Signia.
- For assistance with this course, contact AudiologyOnline (1-800-753-2160)
- Please visit the AudiologyOnline website for other live and recorded events from Signia.

<http://www.audiologyonline.com/ce/signia>

Dani M. Rood, AuD



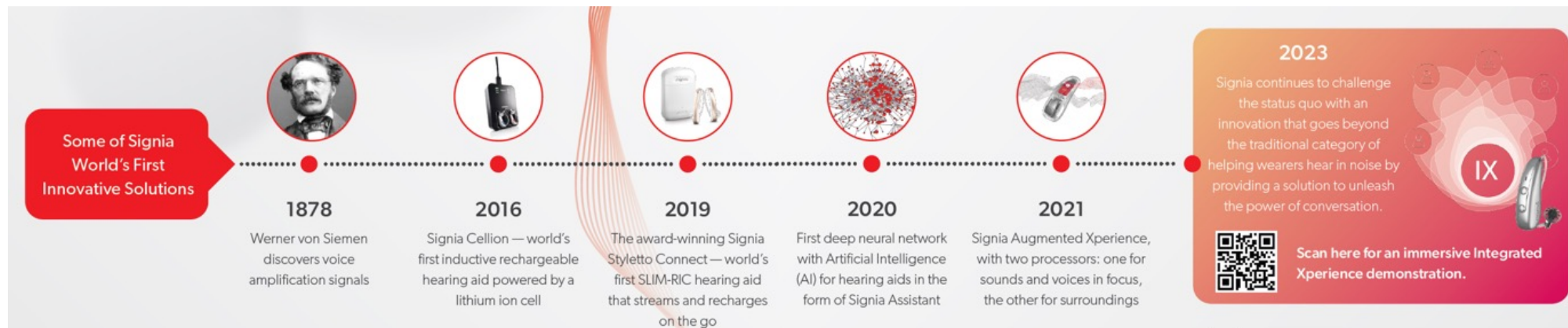
Signia Firsts: Innovation Unique to Signia



Dani M. Rood, AuD

signia

Signia's History of Innovation



140 years in the industry with many world's firsts

7 research hubs with over 1,100 employees

\$160 million annual investment in technology R&D

Pioneer of innovations across design, connectivity, and rechargeability

WS Audiology is the #1 patent applicant for conventional assistive hearing technology

25% of the hearing aids globally are powered by Signia technology



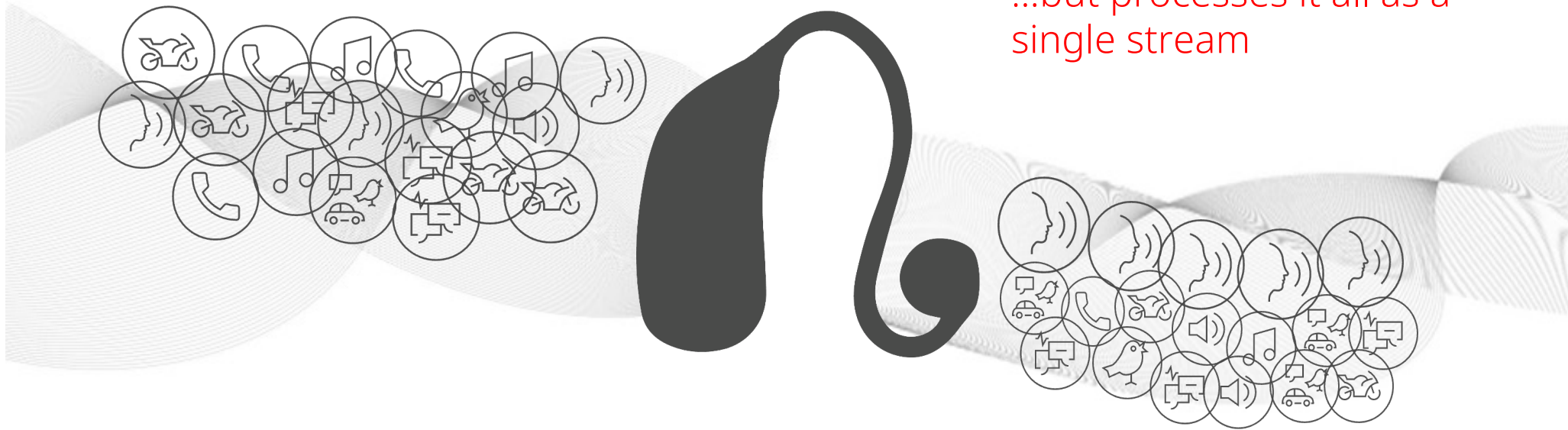
Signia Augmented Xperience



Be
Brilliant™

Traditional Hearing Aid Technology Automatically Adjusts to Enhance Speech and Reduce Environmental Sounds...

...but processes it all as a single stream



Augmented Xperience **Changed the Game**

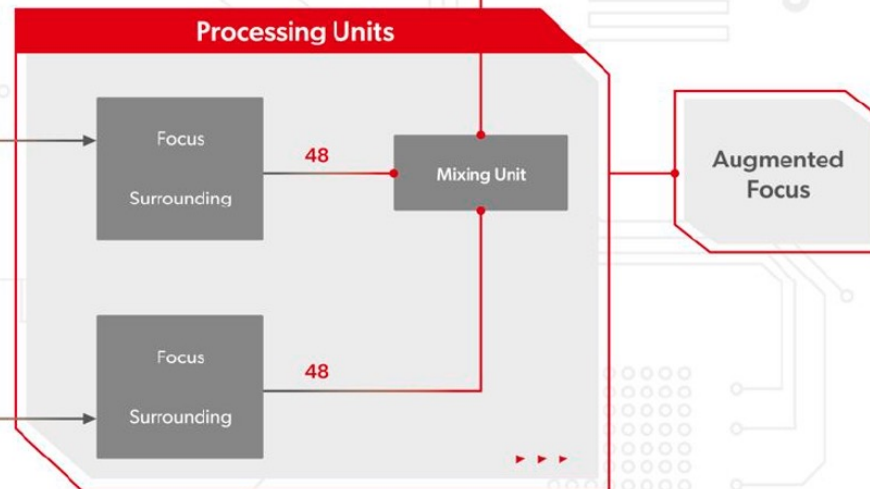
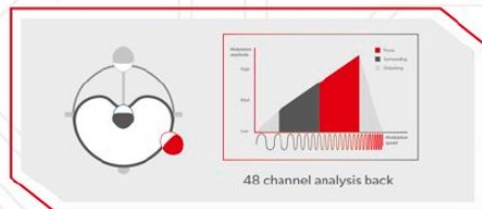
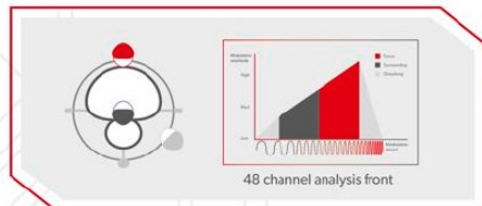
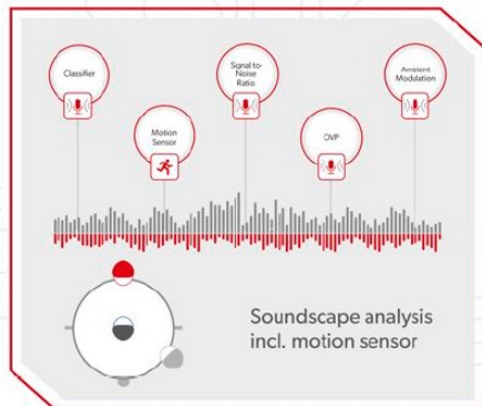


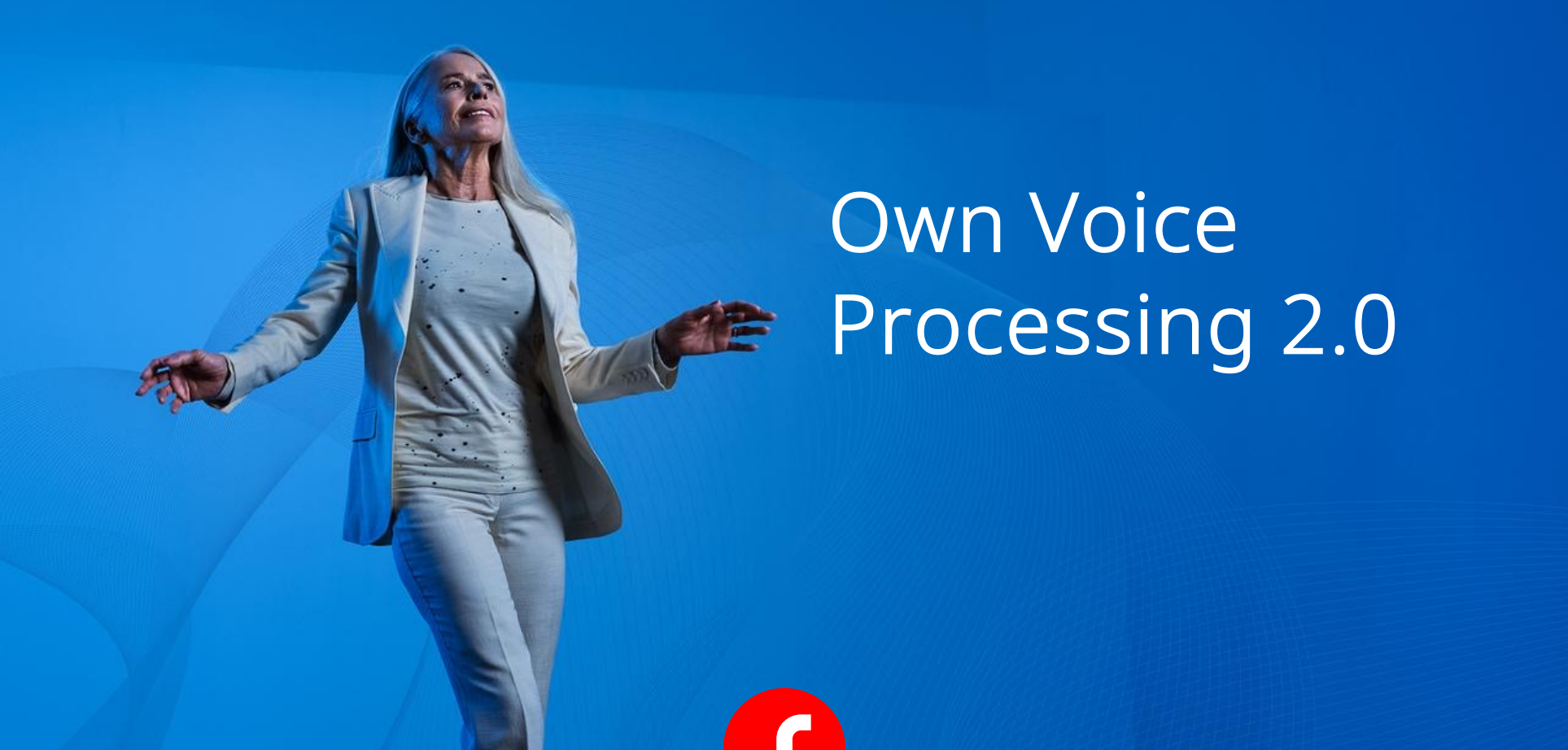
No compromise in how speech and ambient sound is processed means wearers can perform at their best.

audioLOGYonline |



The art of Augmented Focus™





Own Voice Processing 2.0



Be
Brilliant™

A Dynamic World, Full of Sounds



One of the most common sounds we hear is our **own voice**

Fitting Compromises



"You just have
to get used
to it"

Compromises
audibility for comfort

Many wearers **don't**



Own Voice Processing (OVP)



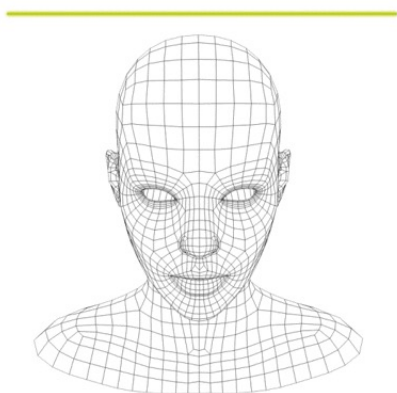
Introduced with the Nx platform

Still **unique in the industry**

The first **real solution** that
did not compromise
audibility to achieve own
voice comfort



Own Voice Processing (OVP)



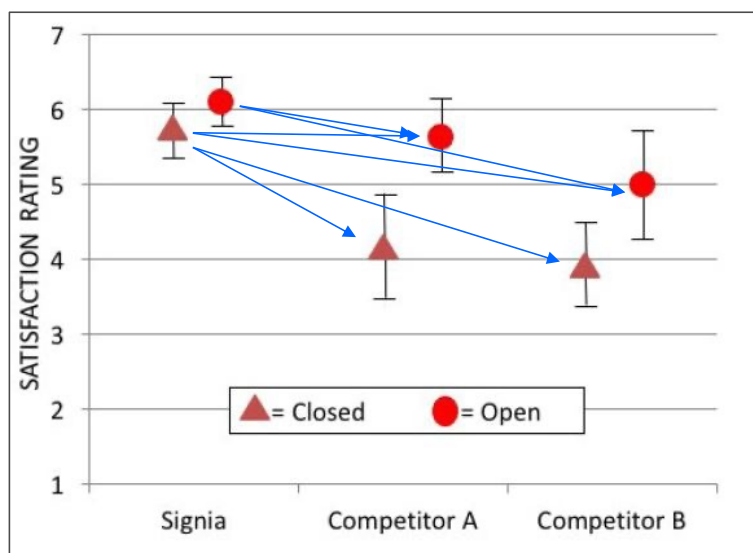
Brief calibration in Connexx allows hearing aids to **identify wearer's voice**

Dynamically optimizes compression settings to keep own voice comfortable

Eliminated the compromise between audibility and own voice comfort



OVP Clinical Study



Closed data are from NAL-NL2 verified fittings; open data are from each manufacturer's proprietary algorithm

Does fitting approach, open versus closed, alter the benefit of OVP?

- Using NAL-NL2, satisfaction ratings are higher for the Signia Nx closed condition compared to both Competitors A and B
- Using proprietary fitting formulas, satisfaction ratings are higher for the Signia open condition compared to both Competitors A and B
- **Clinical importance** - Signia Nx closed is equal to the open fitting of Competitor A, and superior to the open fitting of Competitor B in terms of satisfaction

Own Voice Processing 2.0

OVP



OVP 2.0



OVP 2.0 **harnesses the split processing** capability of the AX platform

Own voice **processed separately** from simultaneous ambient sounds

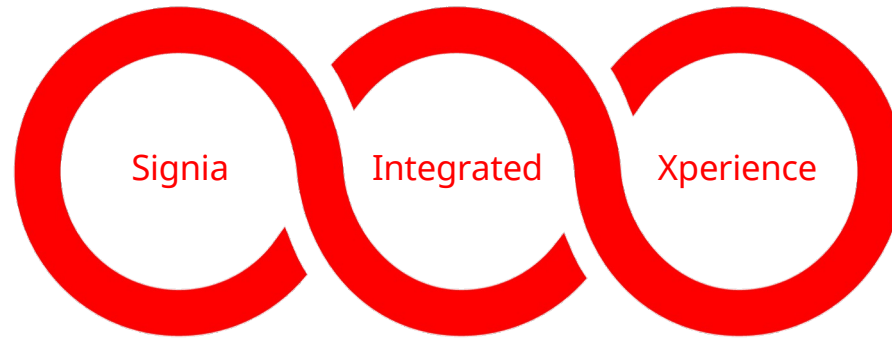
Ambient sounds maintain more **consistent sound quality**



Signia Integrated Xperience with RealTime Conversation Enhancement

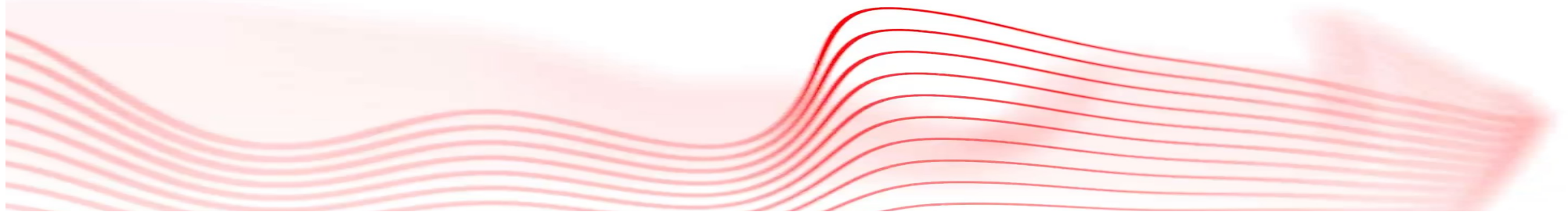
A breakthrough approach to address
the long-standing challenges faced by
hearing aid wearers



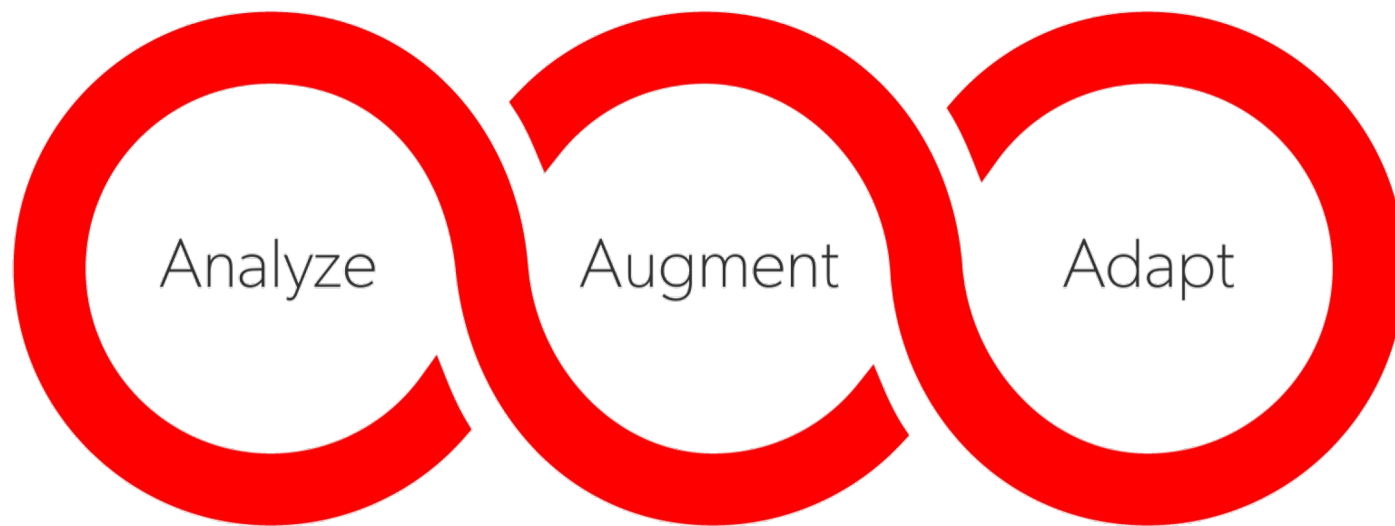


with RealTime Conversation Enhancement

The world's first hearing aid with a multi-stream architecture capable of accurately pinpointing multiple moving speakers in real-time conversation

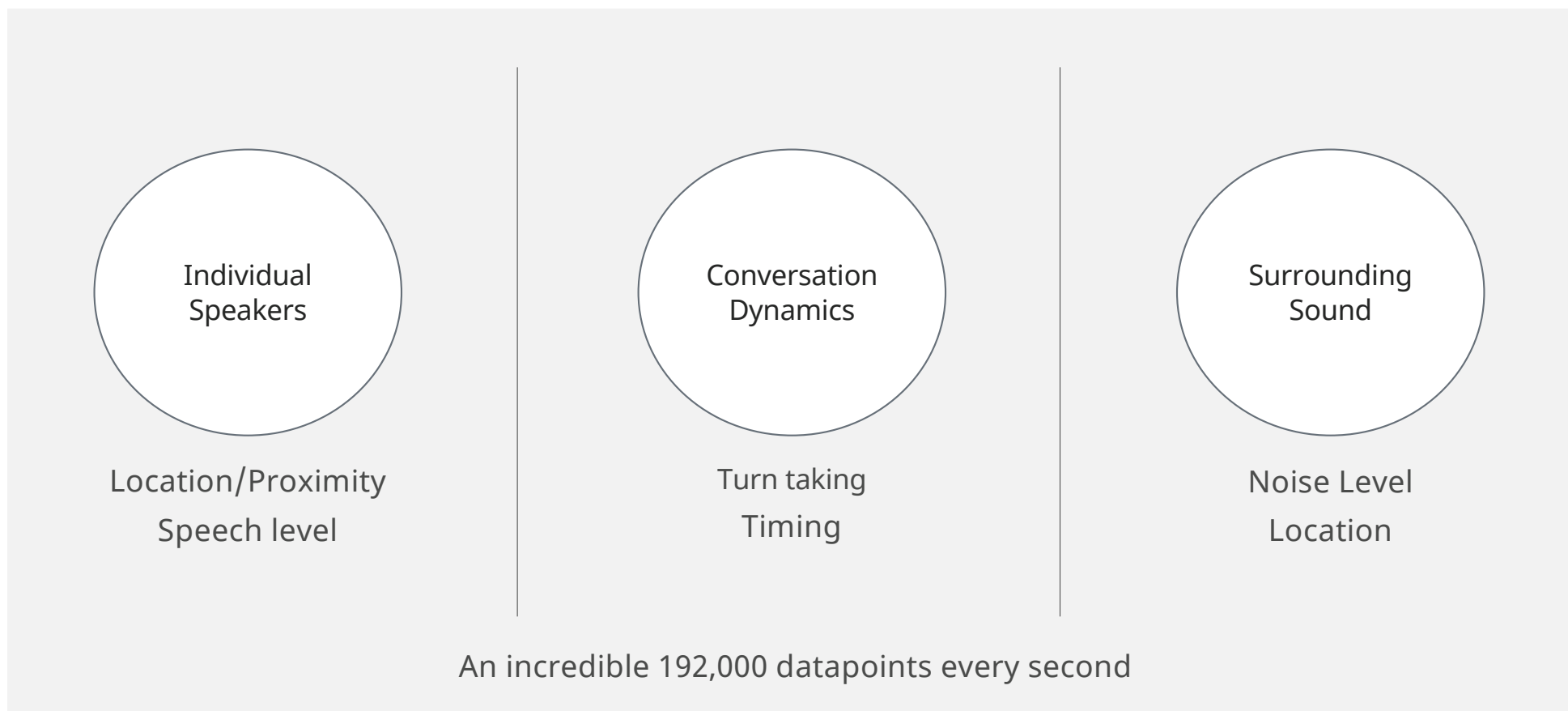


A revolutionary three stage process that puts conversation first

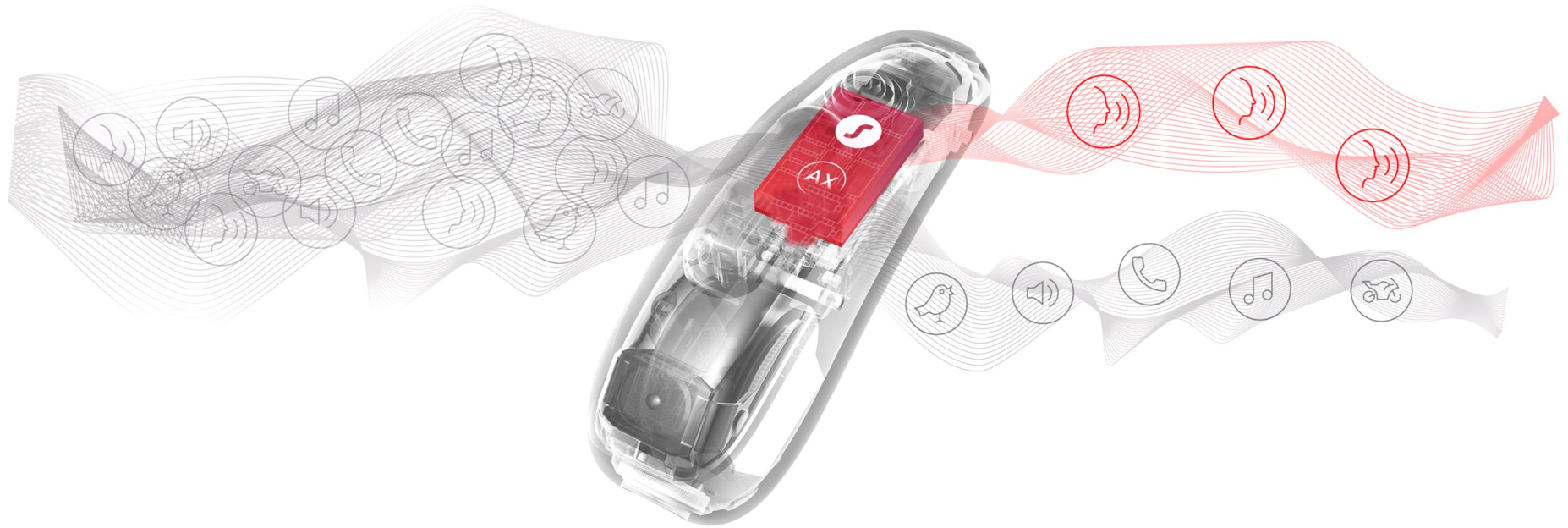




Analyze

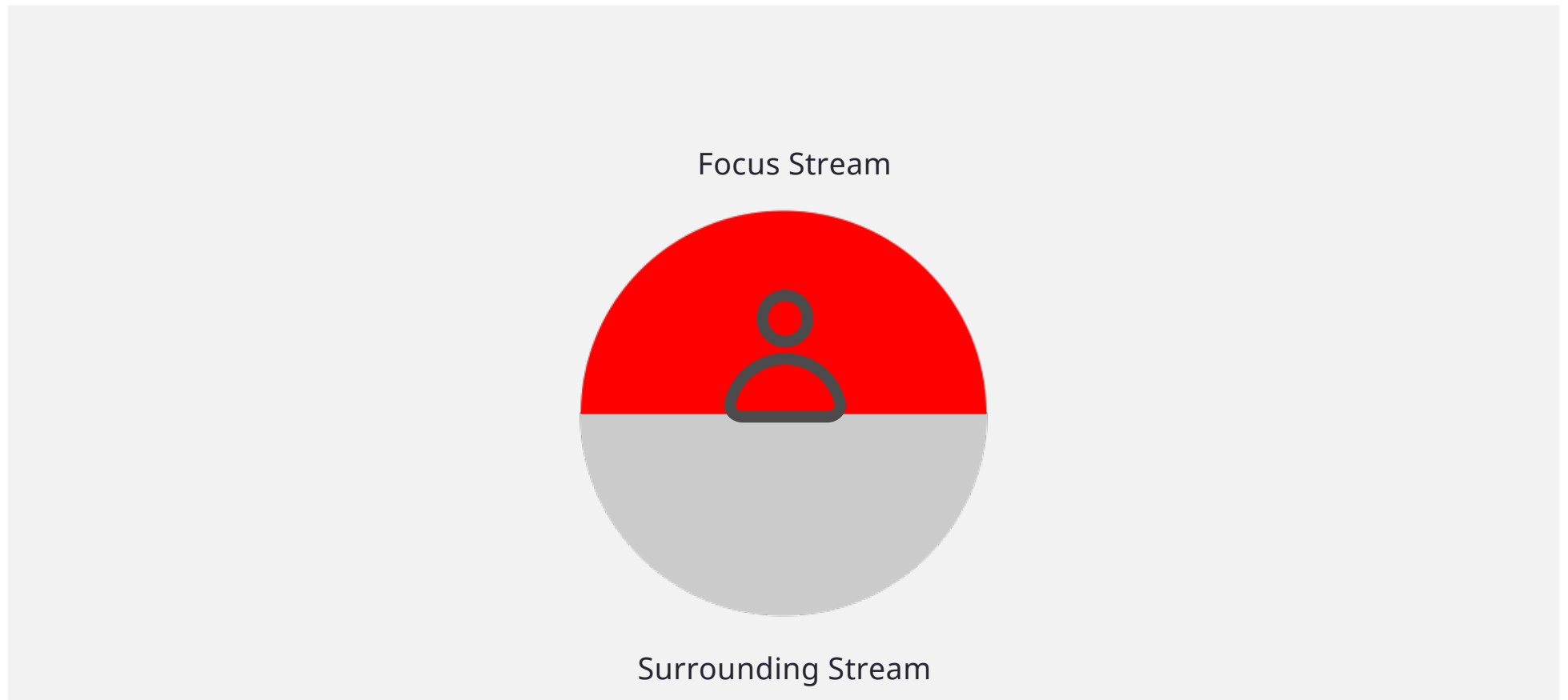


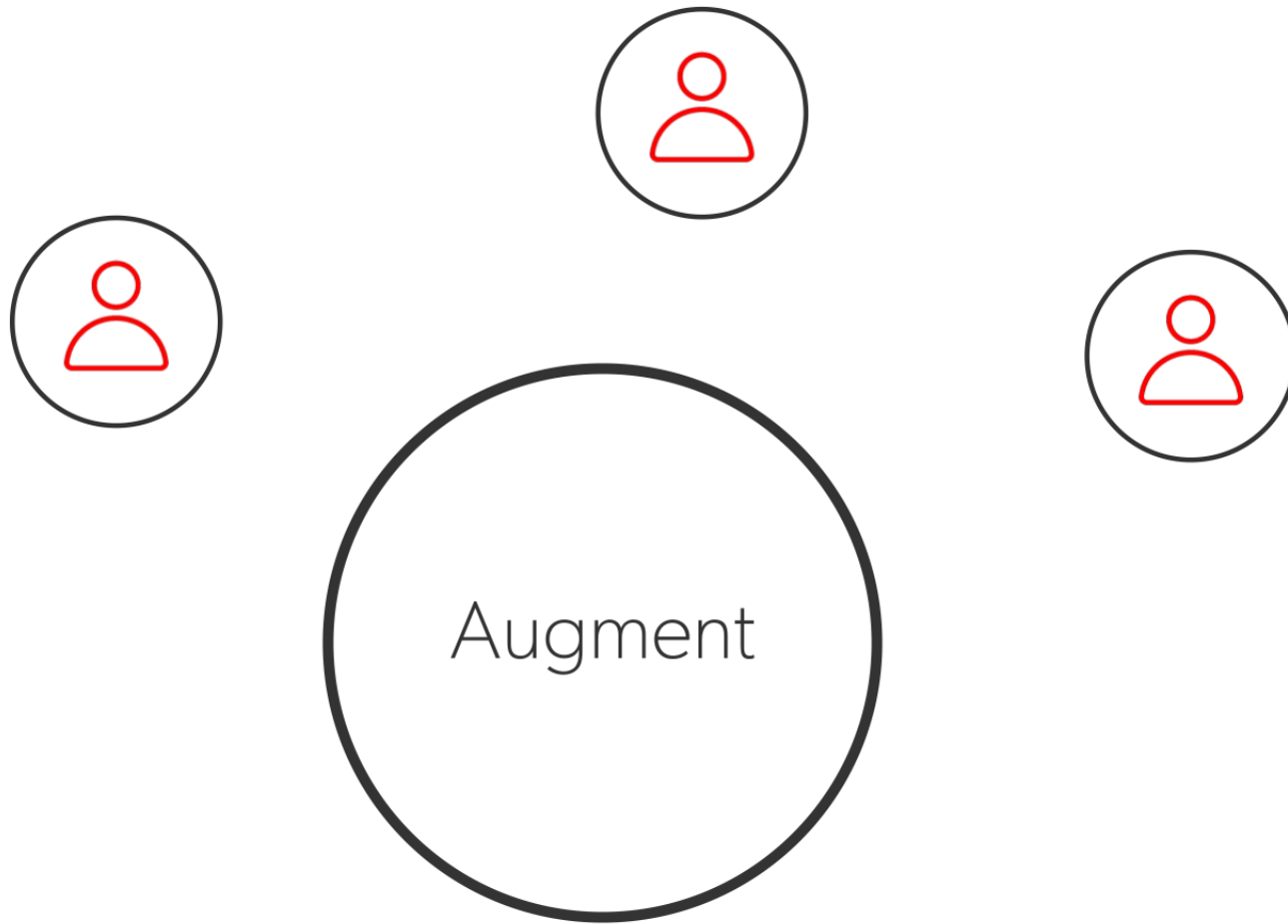
Built on Augmented Focus™ split processing

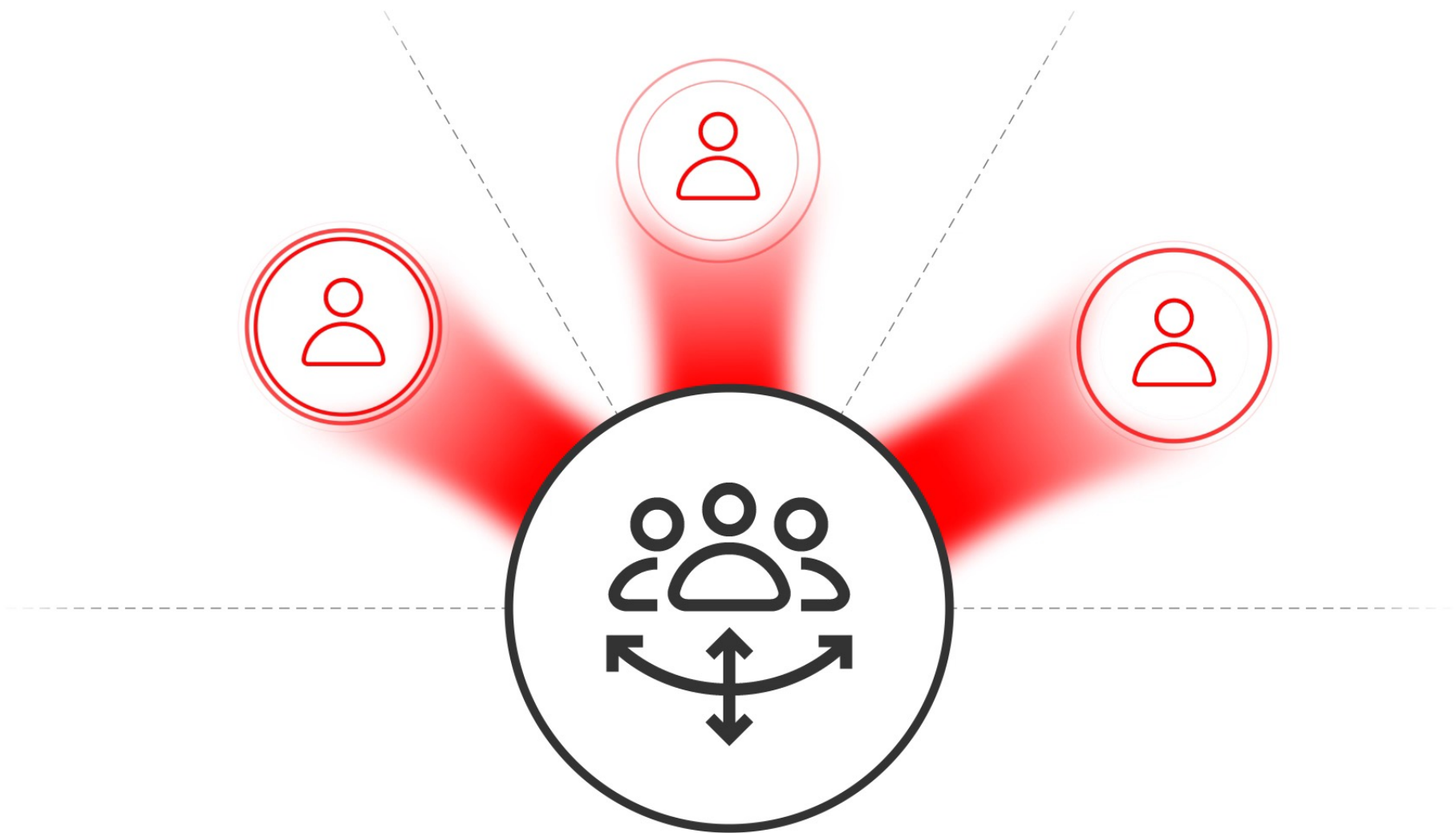


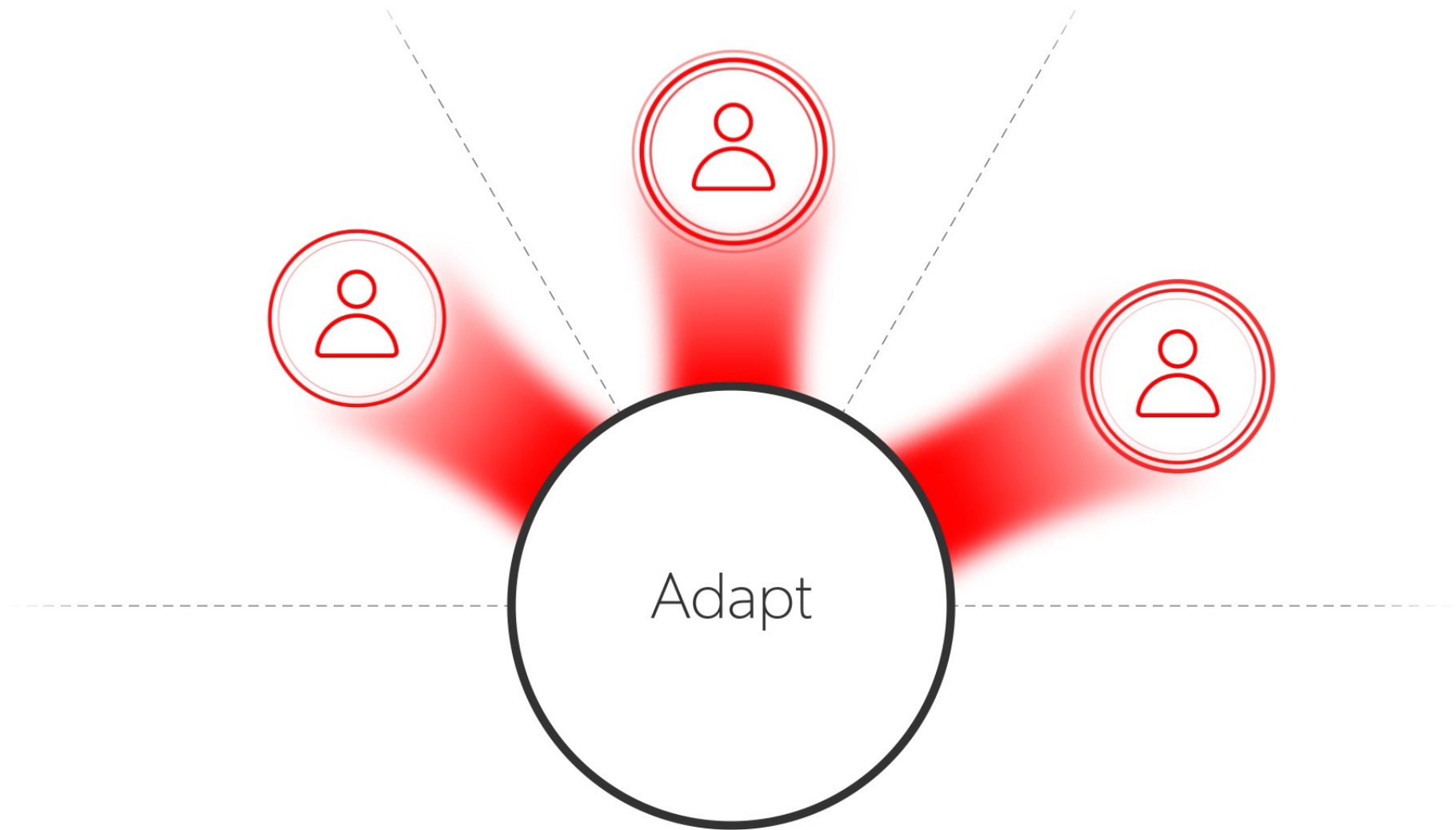
No compromise in how speech and ambient sound are processed

Augment



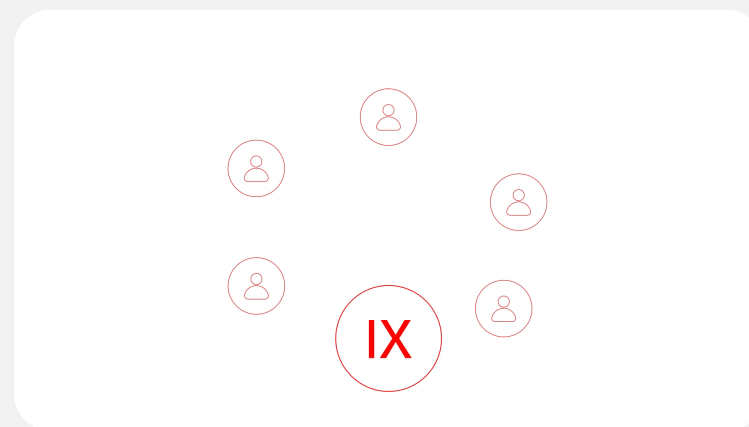






Signia IX with RealTime Conversation Enhancement

Revolutionary three stage process



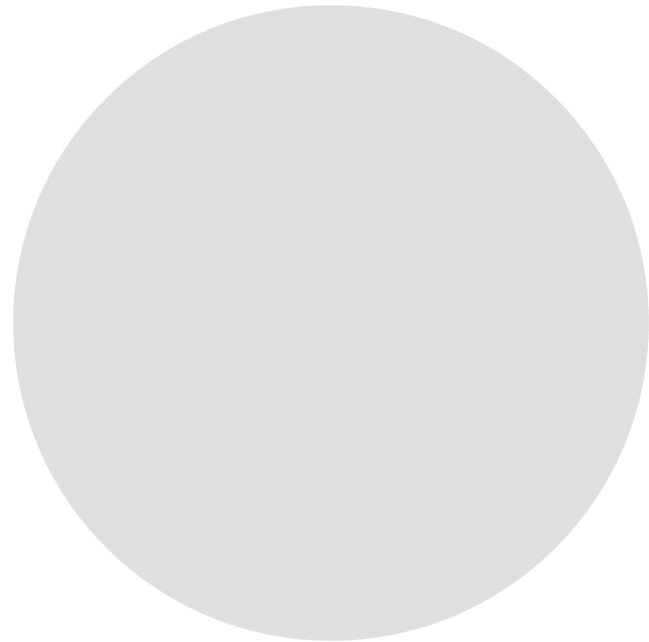
A live auditory space

Immersed in surrounding sound

Smoothly enhancing multiple speakers

Integrated Xperience is an Industry Breakthrough¹

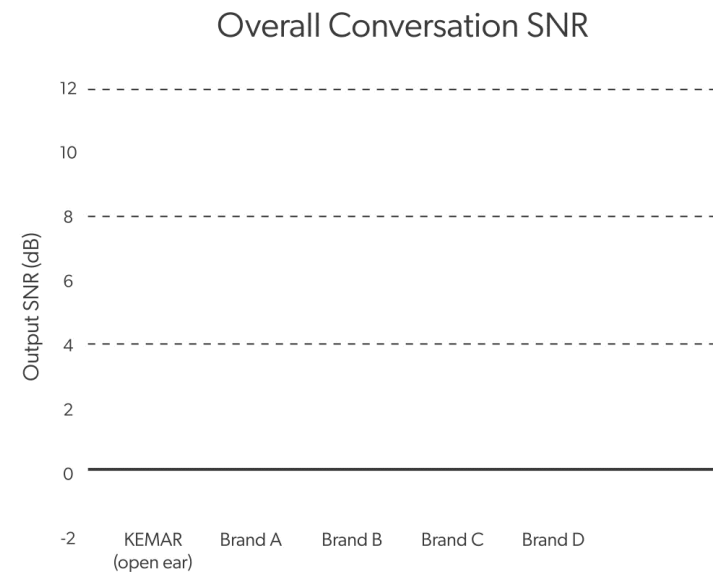
- Test conditions applicable to the real world
- Objective technical measurement recording the output of the hearing aids in a KEMAR manikin



¹ McCormack, A., & Fortnum, H. (2013). Why do people fitted with hearing aids not wear them?. *International journal of audiology*, 52(5), 360–368.

Integrated Xperience is an Industry Breakthrough²

- Test conditions applicable to the real world
- Objective technical measurement recording the output of the hearing aids in a KEMAR manikin
- Shows a remarkable **4.1 dB SNR** improvement compared to the absolute best the competition had to offer



² Barnett, M., Hixon, B., Okwiri, N., Irungu, C., Ayugi, J., Thompson, R., Shinn, J. B., & Bush, M. L. (2017). Factors involved in access and utilization of adult hearing healthcare: A systematic review. *Laryngoscope*, 127(5), 1187-1194.

Thank you!

