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# Signia Active Pro IX: the New Era of Hearing

Lisa A. Perhacs, Au.D.

**audiology**online



Be  
Brilliant™

# Signia Active Pro IX: the New Era of Hearing



## Webinar FAQs

### ▪ How to earn CEUs:

- After the course, go to your Pending Courses on AudiologyOnline and pass the multiple-choice exam
- Must have a paid membership to earn CEUs

### ▪ For assistance or tech support:

- Call 800-753-2160
- [customerexperience@continued.com](mailto:customerexperience@continued.com)



# Learner Outcomes

Upon completion of this course attendees will be able to:

- 1) List the capabilities of the Active IX and Active Pro IX.
- 2) Discuss the wearer benefit of Real Time Conversation Enhancement (RTCE).
- 3) Describe how the IX platform uniquely benefits the wearer.

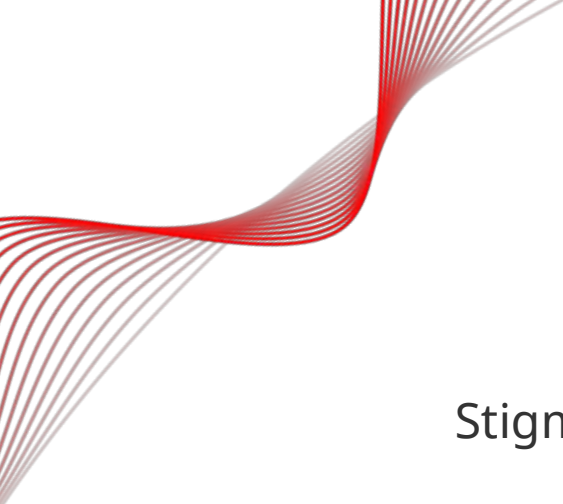


## **Hearing Aids are under-utilized:**

80% of adults aged 55–74 years who could use hearing aids, do not use them.\*

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





## Stigma is not just about the hearing loss

- A common stereotype associated with wearing ***traditional*** hearing aids is old age<sup>1</sup>

## Stigma is a stubborn barrier, resistant to fact based discussion<sup>2</sup>

- Despite clear benefits of hearing aids, stigma is a major contributing factor to reject hearing aids<sup>3</sup>

1 Wall Hagen, M. I. (2010). The stigma of hearing loss. The Gerontologist, 50(1), 66-75.

2 Amieva, H., Ouvrard, C., Giulioli, C., Meillon, C., Rullier, L., & Dartigues, J. F. (2015). Self-reported hearing loss, hearing aids, and cognitive decline in elderly adults: A 25-year study. Journal of the American Geriatrics Society, 63(10), 2099-2104.

3 Livingston G, Huntley J, Sommerlad A, et al. Dementia prevention, intervention, and care: 2020 report of the Lancet Commission [published correction appears in Lancet. 2023 Sep 30;402(10408):1132]. Lancet. 2020;396(10248):413-446. doi:10.1016/S0140-6736(20)30367-6





# Meet Eric

- He feels he doesn't have a real hearing loss he just feels like he is "missing a step" sometimes in noisy social occasions
- He is not well informed about the benefits of hearing enhancement
- He feels he doesn't need "a hearing aid", "he isn't "that old"
- *"He isn't ready for a hearing aid"*





# Meet Mary

- She has hearing loss and has tried hearing aids in the past.
- She has returned hearing aids in the past and does not wear her current pair.
- She simply hasn't found her style and fit match.
- *"She isn't satisfied with the current solutions"*





# Meet Evelyn

- She is aware that she has a hearing loss and is struggling to hear at family gatherings
- She “isn’t against getting a hearing aid” and thinks she will get one, “one day”
- She simply hasn’t seen a hearing aid she would want
- *“She isn’t ready for a hearing aid”*

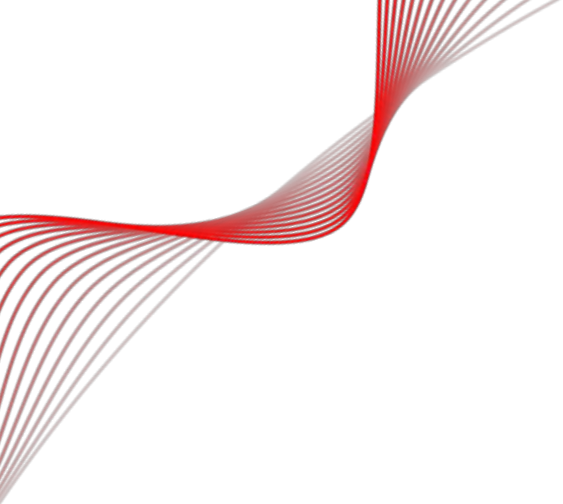


Let's flip the script – let's meet them where they are

# What are they ready for?







Introducing...the MODERN hearing aid



**Active Pro IX**  
It's a MODERN  
Hearing Aid





# Reconnect to the conversation with Signia Active Pro IX

A full prescription-hearing aid in a familiar consumer-friendly design

An easy-to-insert modern earbud design with premium hearing enhancement



# A game changing **modern** prescription hearing aid



## **Reconnect with the conversation**

RealTime Conversation Enhancement – a breakthrough technology that enhances what people are saying even when they move



## **Modern earbud design**

Instant fit iconic earbud design with premium technology makes Active Pro IX a hearing aid unlike any other



## **All-day power**

Full day wear time up to 34 h and convenient portable charging on the go with Qi wireless charging case



## **Bluetooth connectivity**

Bluetooth streaming for iPhone and Android - Hands-free calling with CallControl to answer/end calls with a simple tap



## **Water & Dust resistant**

IP68 certified



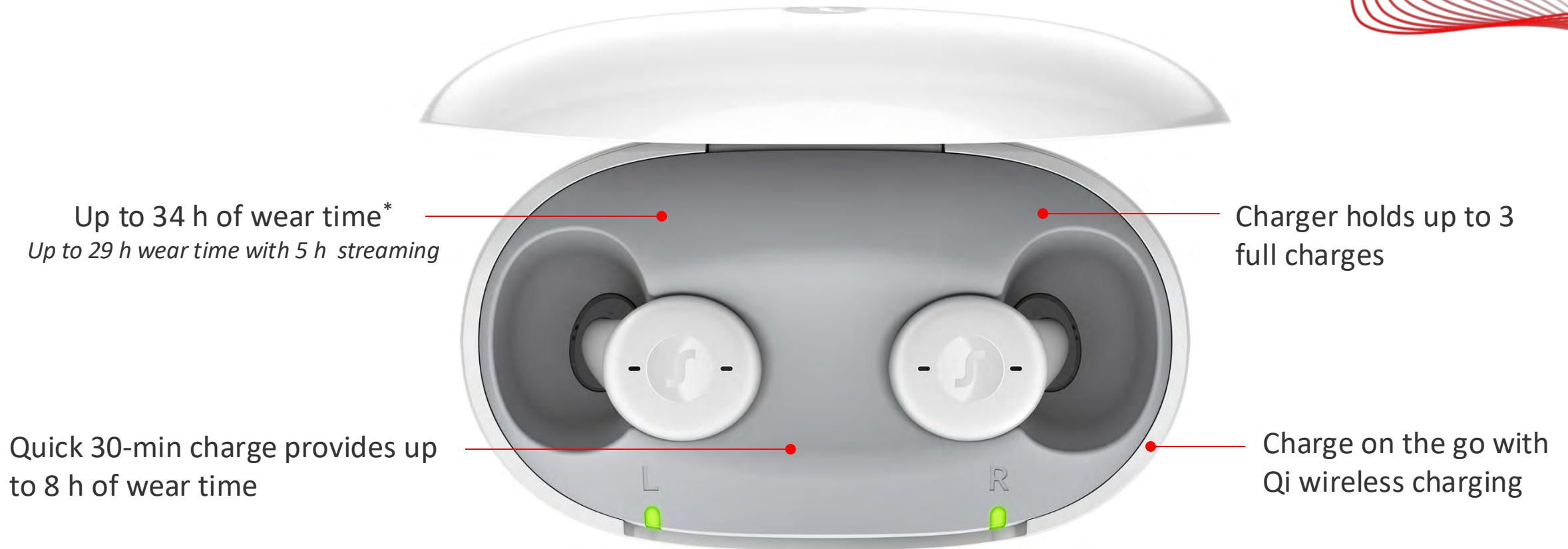


# Active Pro IX & Active IX

## Reconnect with the conversation



# Active Pro IX & Active IX is ready for a full day



*\*Li-ion cell after 3 years of use under normal operating condition = up to 27 h of runtime*





# Android and iOS connectivity



Stream music, phone calls, and enjoy  
the full features of the Signia app

Made for iPhone (MFi)  
Android ASHA  
Android LE Audio



"Made for iPhone" and "MFi" are trademarks of Apple Inc., registered in the U.S. and other countries.

"Made for Android" and "ASHA" (Audio Streaming for Hearing Aids) are trademarks of Google LLC.



# HandsFree with CallControl



Calls can be answered or ended by tapping directly on the hearing aid.

Wearer's own voice is picked up by the hearing aid microphone.

Convenient HandsFree calling with iPhone and Android LE Audio compatible devices



# Performance Levels, Colors, and EarWear 3.0

## Active Pro IX / Active IX

Ideal for mild to moderate hearing loss

47 dB / 116 dB SPL

(2 cc coupler)

## EarWear 3.0

Sleeves 3.0 *recommended*

Eartips 3.0 *compatible*

Wax Guard 3.0 miniReceiver Signia

(#10993607 Waxguard 3.0 Nanocare Signia)

Active Pro IX

Active IX

CROS

sDemo



Black\*



Rose Gold



Snow White



Brown



Mocha\*\*



Beige\*\*

\*sDemo available in Black

\*\*Mocha and Beige available December 2, 2024





# CROS Active IX



## Convenient rechargeability

Battery runtime up to 35 h



## Enhanced clarity and transparency

e2e Wireless 4.0 delivers a boosted dynamic range between the hearing aid and CROS for enhanced clarity and transparency



## Speech enhancement

Speech stabilizer preserves the acoustic cues, even in noise, important for speech understanding



## Bluetooth Connectivity

Made for iPhone, Android ASHA, Bluetooth LE Audio



## HandsFree with CallControl

The hearing aids stream the call audio and pick up the wearer's voice to deliver to the conversation partner. Tap to answer or end a call.



## Water, sweat, and dust resistant

IP68 certified

## Traditional CROS transmitter in noise



## Signia CROS transmitter in noise



Unique Signia **skewed directionality** improves speech understanding in noise by skewing directional pattern toward unaided ear



# Accessible familiar design



## Easy to handle modern instant-fit ITC design

- Great choice for wearers who prioritize ease of use, including those with limited vision or dexterity
- Rechargeable for easy all-day wear

## New design elements to identify left vs right

- Easy tactile identification
  - A small raised bump on the inner part of the **left** device
- Easy visual identification
  - Prominently visible **R** (right) and **L** (left) labels on the inner side of the devices

Note: Photo shows a development version without correct laser markings



# Improved ease of use design

## New design element for EarWear alignment

- Easy **visual** identification of proper alignment of EarWear 3.0 Sleeves
- HCPs and Patients can align their Sleeve 3.0 with confidence for a secure & comfortable fit



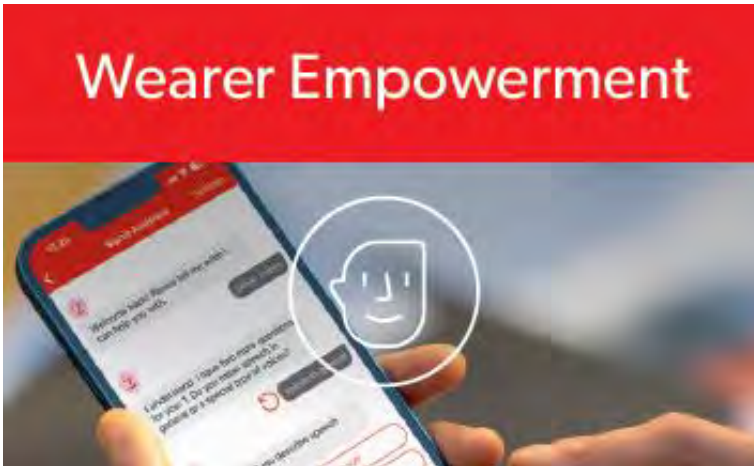
Note: Photo shows a development version without correct laser markings





# Wearer Empowerment

## Active Pro IX and Active IX



Instant fit  
modern earbud



Bluetooth  
connectivity\*



HandsFree with  
CallControl



Convenient  
rechargeability



IP68



CROS  
compatible



Signia  
app



Signia Assistant



TeleCare



# RealTime Conversation Enhancement

## Active Pro IX



|                                   | Active Pro IX | Active IX |
|-----------------------------------|---------------|-----------|
| RealTime Conversation Enhancement | ...           | -         |
| Conversation Dynamics Analyzer    | ✓             | -         |
| Conversation Source Analyzer      | ✓             | -         |
| Advanced Dynamic Focus Streams    | 3             | -         |
| Conversation Booster              | ...           | -         |



# Conversation Management & Listening Comfort

## Active Pro IX and Active IX



|                                   | Active Pro IX | Active IX |
|-----------------------------------|---------------|-----------|
| Channels/Handles                  | 48/20         | 16/8      |
| e2e Wireless 4.0                  | ✓             | ✓         |
| Augmented Focus                   | ✓             | ✓         |
| Speech Stabilizer                 | ✓             | ✓         |
| Extended Dynamic Range            | ✓             | ✓         |
| Feedback Cancellation             | ✓             | ✓         |
| Programs                          | 6             | 4         |
| Dynamic Soundscape Processing 3.0 | ●●●●●         | ●○○○○     |
| Automatic Directionality          | ●●●●●         | ●○○○○     |
| TruEar 360                        | ●●●●●         | ●○○○○     |
| Speech & Noise Management         | ●●●●●         | ●○○○○     |
| SoundSmoothing                    | ●●●●●         | ●○○○○     |
| eWindScreen                       | ●●●●●         | ●○○○○     |





# Conversation Management & Listening Comfort

## Active Pro IX and Active IX



|                                           | Active Pro IX | Active IX |
|-------------------------------------------|---------------|-----------|
| Channels/Handles                          | 48/20         | 16/8      |
| RealTime Conversation Enhancement         | √             | —         |
| Conversation Dynamics Analyzer            | √             | —         |
| Conversation Source Analyzer              | √             | —         |
| Advanced Dynamic Focus Streams            | 3             | —         |
| Conversation Booster                      | √             | —         |
| Spatial Speech Focus                      | √             | —         |
| Speech Focus                              | √             | —         |
| Motion Sensor                             | √             | —         |
| Binaural Directionality                   | √             | —         |
| Adaptive Directionality                   | √             | —         |
| Extended Bandwidth                        | √             | —         |
| Auto EchoShield                           | √             | —         |
| Reverberant Room Program                  | √             | —         |
| Directional Hearing                       | √             | —         |
| My WellBeing                              | √             | —         |
| Tinnitus Noise Therapy Manager            | √             | —         |
| Notch Therapy                             | √             | —         |
| Static Therapy Signals (channels/presets) | 20/5          | —         |
| Ocean Waves Therapy Signals               | 4             | —         |



# Active Pro IX & Active IX accessories



# Active Pro IX and Active IX – Wireless programming



Wireless programming  
via NoahLink Wireless





# It is a fully featured prescription hearing aid

- The worlds only instant-fit rechargeable ITC with the power of the Signia Integrated Xperience platform
- Empowering patients to contribute to dynamic group conversations in noise with RealTime Conversation Enhancement

..In a uniquely desirable design



Powered by  
the full Signia Integrated Xperience  
platform with RealTime Conversation  
Enhancement

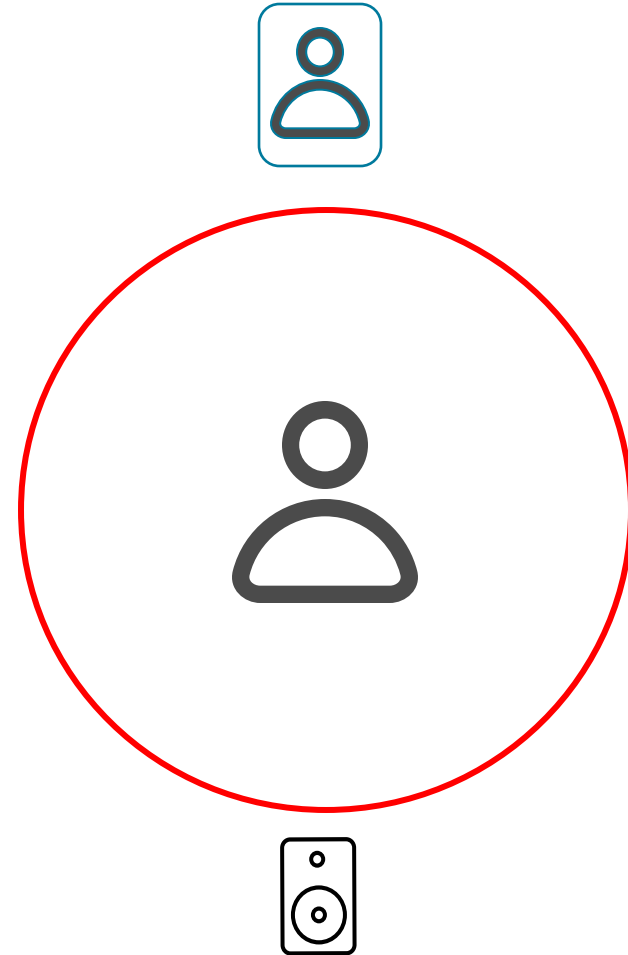


Creation Date | Department | Author

Strictly confidential and proprietary information of WSA Group –  
DO NOT circulate further

# Typical testing scenario for Speech in Noise

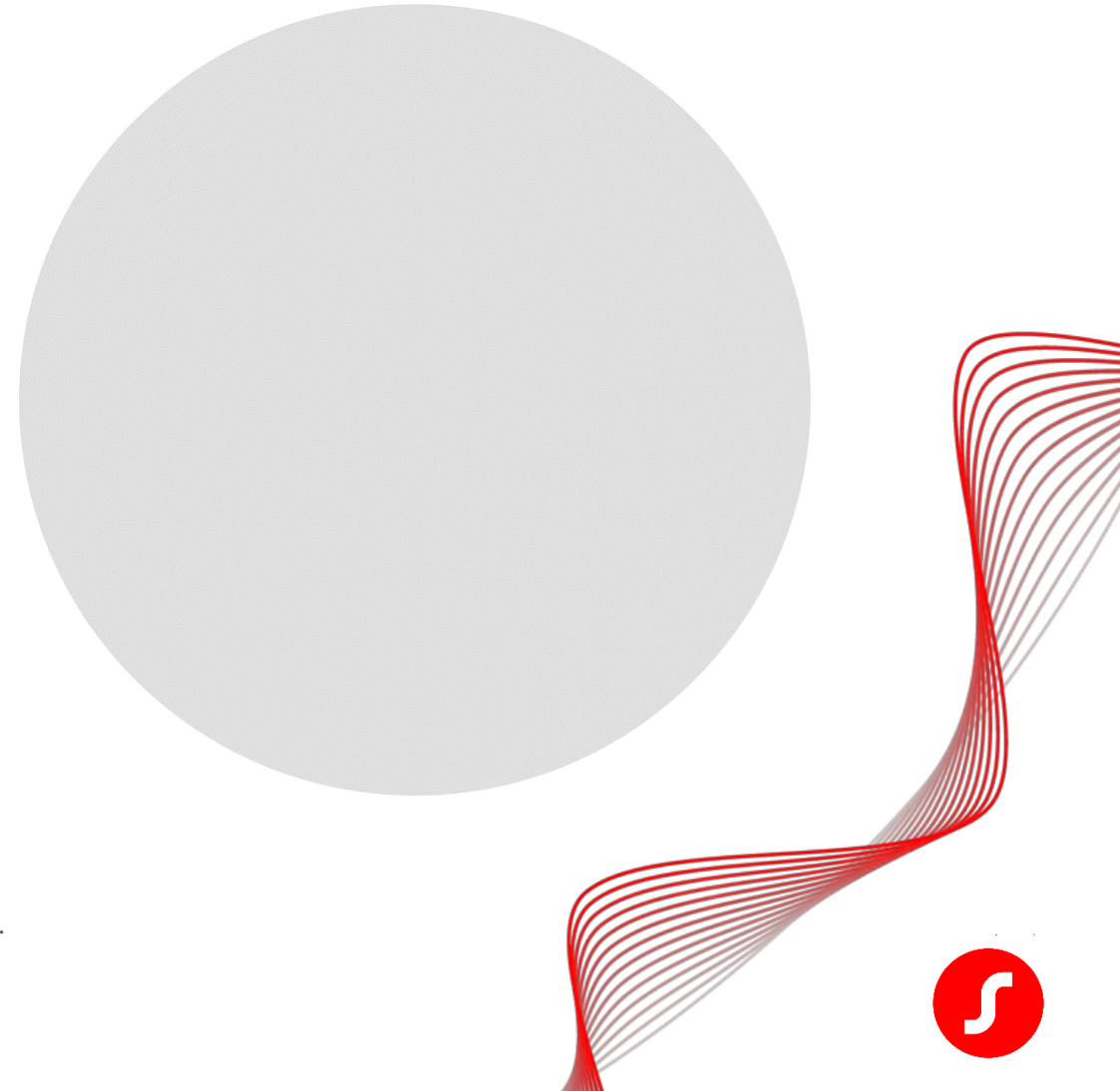
Group conversation  
scenario...not your typical  
lab setup





# Signia Integrated Xperience is an industry breakthrough<sup>1</sup>

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



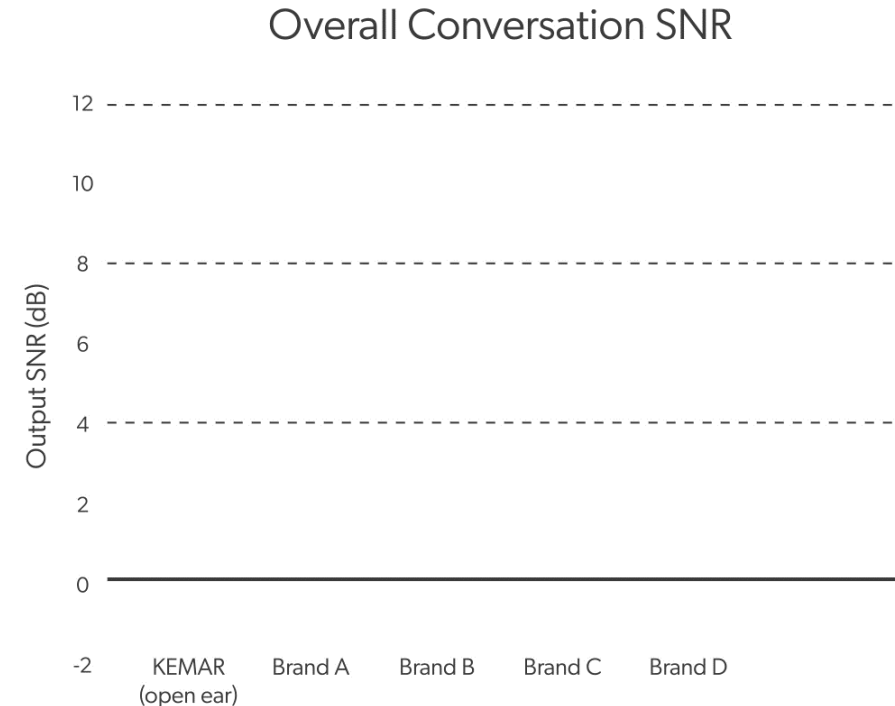
<sup>1</sup> Jensen et al. (2023). Power the conversation with Signia Integrated Xperience and RealTime Conversation Enhancement. Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>



# Integrated Xperience is an industry breakthrough

1

- 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

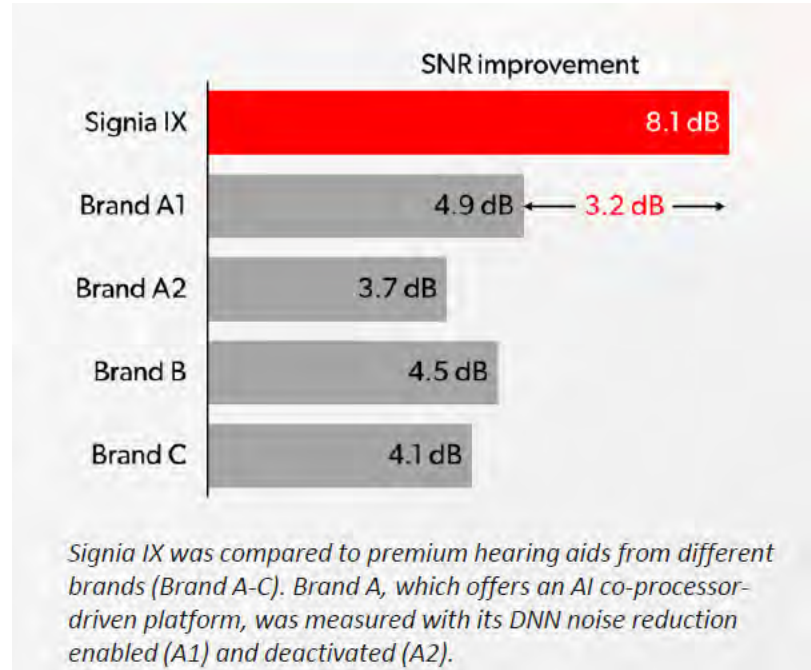


<sup>1</sup> Jensen et al. (2023). Power the conversation with Signia Integrated Xperience and RealTime Conversation Enhancement. Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>



# This just in! Twice the speech enhancement benefit than the closest competitor

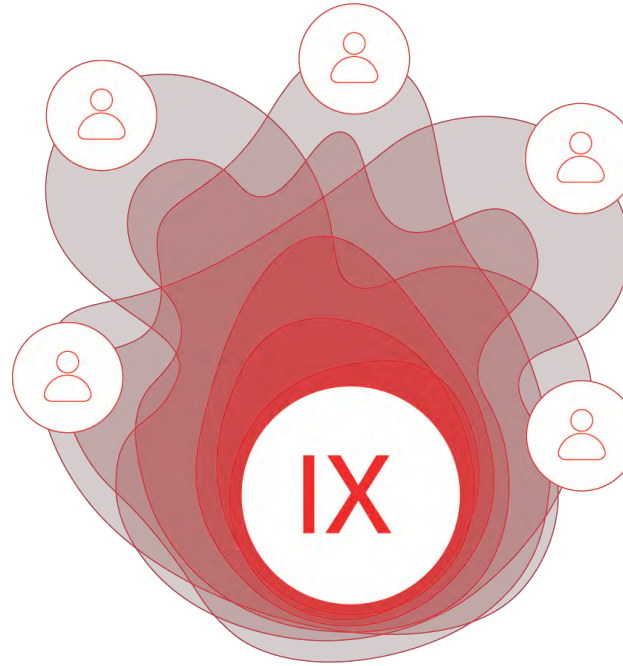
**Signia Integrated Xperience (IX) delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors, including AI co-processor-driven platforms, with a remarkable 3.2 dB SNR improvement over the closest competitor\***



- Replicates objective KEMAR study recording the output of the hearing aids using newest hearing technology available, simulating a dynamic group conversation, relevant to real-world conversations
- AI co-processor driven platform on vs. off only provides a 1.2 dB SNR improvement
- **Signia IX with RTCE remains unmatched in real-world, noisy group conversation** – doubling the ratio between the intensity of the speech and the intensity of the noise.

\* Jensen NS, Wilson C, Kamkar Parsi H, Samra B, Hain J, Best S & Taylor B. 2024. Signia IX delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors. Signia White Paper.

# Signia IX Benefits



- Patients can experience seamless, communication in noisy environments with multiple people speaking, sometimes at once, without having to look at the speaker or missing a beat
- Patients can stay fully present in noisy real-world conversations, giving them the confidence to join in and contribute with ease – unleashing the power of conversation



# **Signia Product Portfolio**

## **Something for Everyone**



# Active Pro IX/ Active IX: the **modern** prescription hearing aid



# Active Pro IX/ Active IX joins the IX Family

- 7IX
- 5IX
- 3IX
- 2IX
- 1IX
- sDemo\*
- CROS\*



Pure Charge&Go IX  
Pure Charge&Go T IX



Styletto IX



Silk Charge&Go IX



Insio CIC IX  
Insio IIC IX

\*sDemo and CROS available in Pure, Styletto, and Silk form factors



# Insio Charge&Go AX and Pure 312 AX



Insio Charge&Go AX



Pure 312 AX



# Motion Charge&Go X



Motion  
Charge&Go  
SP X



Motion  
Charge&Go  
P X



Motion  
Charge&Go  
X



# Intuis 4 BTEs: Advanced technology for more of your customers



Intuis M 4

Intuis P 4

Intuis SP 4

4.7

4.5

4.3

4.2

4.1

sDemo

\* OVP 2.0 available in performance levels 4.7, 4.5, 4.3

\*\* Tinnitus Therapies available in 4.7, 4.5, 4.3, 4.2



Brilliant sound



Augmented Focus



Own Voice Processing 2.0\*



Tinnitus Therapies \*\*



CROS compatible



Integrated telecoil



IP68



Bluetooth® streaming for  
iOS® and Android™ devices



TeleCare



Signia app



Signia Assistant



# The Signia Portfolio



Pure  
Charge&Go IX



Pure  
Charge&Go T IX



CROS Pure  
Charge&Go IX



Styletto  
IX



CROS Styletto  
IX



Intuis 4  
M/P/SP



Pure  
312 AX



CROS Pure  
312 AX



Active Pro  
IX



CROS Active  
IX



Silk Charge&Go  
IX



CROS Silk  
Charge&Go IX



Insio IIC/CIC  
IX



Insio  
Charge&Go  
AX



Motion  
Charge&Go  
SP X



Motion  
Charge&Go  
P X



Motion  
Charge&Go  
X



# **Signia: Unleashing the Power of Conversation for ALL**





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# Thank You

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**800-766-4500**



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Brilliant™**