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Signia Active Pro IX: the New Era of Hearing

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Hello and thank you for joining our course, Signia Active Pro ix, the new era of hearing on Audiology Online. My name is Lisa Perhacs and I'm part of the clinical development team here at Signia. Before we start, let me just give you a little information if you'd like to earn CEUs for today's course. After the course, just go to your pending courses on Audiology online and pass the multiple choice exam. Remember, you must have a paid membership in order to earn CEUs.

If you need assistance or technical support during this course, call 800-753-2160 or you can email at customerexperiencecontinued.com when we're done with the course, you are going to be able to list the capabilities of the Active IX and Active Pro ix. You're also going to be able to discuss the wearer benefit of real time conversation enhancement as well as describe how the IX platform uniquely benefits the wearer. So let's go ahead and jump right in. There is a problem, and the problem is hearing AIDS are underutilized. 80% of adults age 55 to 74 years old who could use hearing aids, they need them, don't use it at all.

This isn't just a statistic. It represents millions who really could use the help to improve their hearing. But there's this stigma. And the stigma is not just about hearing loss. It involves this internalization of these negative stereotypes.

One of the stereotypes that's really common is that people associate wearing traditional hearing aids with old age. And this is a huge barrier that's quite stubborn to try to get past because this belief is ingrained. They have it regardless of information that they learn how great hearing aids can be. They have this mentality that, you know what hearing aids just mean they're old and they're not ready for it. I'll show you some examples here.

We have Eric. Eric's young, he's vibrant. He's in the gym. He doesn't feel old, he's just hitting his stride. He has a hearing loss.

He realizes he has problems, but he doesn't even want to find out about hearing aids because that means he's old, he's not there, he's not ready. Then we've got someone like Mary. Mary's also very vibrant, but she's got a bit of difficulty with sometimes with her mobility and her vision. She's very independent. She knows she has hearing loss, she's tried them, but she has a hard time getting them in and out of her ears.

So she's returned the hearing aids in the past and she just doesn't wear it. What's out there doesn't really fit what she can handle. So she's not satisfied with the selection. Then we've got Evelyn, Evelyn young and Active. Because Active is not just rock climbing.

She has a hearing loss too. But she just hasn't seen a style, something that fits her esthetic. She's not ready for a hearing aid. It just doesn't reflect who she is in her mind. None of these people are ready for a hearing aid.

So let's flip the script and meet them where they are and see what are they ready for. And that's where we introduce the modern hearing aid. I'm so excited to share with you the Active and the Active ix. This is everything that you would get in a RIC in a new modern hearing aid design. So let's go jump right in and talk about what we've got with the Active ix.

And the Active ix. It's a full prescription hearing aid that's in a modern consumer friendly design. It's an earbud, it's easy to insert. It's premium hearing advancement with your Active Pro ix. Because your Active Pro IX has real time conversation enhancement.

That's right, the best of the best. The premium of the IX technology with three additional focus beams built onto that split processing so you could hear the speech in multi talk or noisy environments. We've got that in the Active Pro ix. Both styles are a modern earth but design and they all have full day power that's going to last 34 hours on a single charge. They both have the IX connectivity that you know and

love.

Your connect to Android, your connect to Apple, Bluetooth, LE Audio and they both have that protection and that robustness with water and dust resistance with IP68. So let's talk a little bit deeper about what we've got as far as style wise. Active Pro IX and Active IX is a minimal design. It's modern, it's slim, it's got a smaller face plate, it's using your ear sleeves. The Earwear 3.0 and we've got a better look by having it a little matte and gloss finish.

It's monochromatic and it's more accessible with its labels and we'll talk more about that. But let's jump right first into the rechargeability. 34 hours on a single charge and the ability to do a half hour and get eight more hours of wear time. You are getting a full day of battery life with Your Activpro IX and your Active ix. And you may say, okay, that's great when I first get it, but what happens a couple of years from now?

Well, we tested that out too as well, and you're going to have about 80% battery capacity after three years. So do not fear. Even after three years, you're still getting a full day of about 27 hours of runtime. The charger holds a charge, so this is awesome. For on the go, you could charge up the hearing aids three more times without being plugged into the wall.

And what I love, the charger is rechargeable using the Qi standard charging plate. Let me tell you, I never even plug my Actives into the outlet, ever. I just take that charger, I throw it on the Chief's standard charging plate. I got one in my kitchen, I got one in my car. My charger is always topped off, so my hearing aids are always charged.

This is simple and this is modern. What I love too as well is the connectivity that we offer with the Apple and with Android. You have the best of the best because you've got the made for iPhone, you got the Asha and you've got the Bluetooth Ellie audio. This is all available in all of our IX Bluetooth hearing

aids, so you can stream seamlessly. And now Android's going to work just as good as Apple because it's got the Bluetooth LE audio.

Mentioning that what Android has as well as Apple, you have hands free with call Control in both Apple and Android because you could just tap the hearing aid, answer the phone call, tap it again, hang up the phone call. This is seamless. And again adds to that modern design because Bluetooth Le Aud and made for iPhone both support this Hands free with Call Control. You have two performance levels for the Active ix. It's Active Pro ix, which is your premium hearing aid.

And then you've got your Active ix, which is your essential hearing aid. They both have a stronger matrix than when they were first introduced a couple years ago. So you've got a 47 peak gain with a 116 peak output. They both are going to use the earware 3.0. The sleeves that you're used to, the wax guards you're used to for your your ricks, and they come in six different colors.

So you can have what looks like more of a common earbud look by doing black or snow white and even the rose gold, which is like a dark champagne kind of shimmery type color, which is gorgeous. Or you could match skin tones. With brown, mocha and beige. So it truly is a premium prescription hearing aid that you have available to you. And also what adds to the hearing aid moniker, should we say, is that it has a cross.

This is the first time that you have an earbud design that also is across. So it's a true prescription hearing aid. We're excited about that. If you haven't tried our crosses, we really have gone above and beyond with the cross by having skewed directionality. So if you look at the top picture, traditional directional in a cross is a frontal focus.

And the patient feels that they lost input on that dead ear because with a frontal focus they're not getting the localization. So let's say the dead ear is on the right side. Let's look at the bottom picture. In

noisy situations, that cross transmitter is going to do a skewed directionality. It's going to do a frontal focus, but a little bit wider on that right side.

So that way you still have localization input, but you get that noise reduction and that directionality you need for noisy environments. So the CROs has improved speech understanding. This is huge. Our crosses have long battery life. You're going to have the long battery Life as well.

35 hours of runtime as well as better speech enhancement. You've got the ED Wireless 4.0. This is giving a better connectivity between the ears and making the cross seamless for even clearer sound quality, even better feedback control. You have your Bluetooth connectivity, you've got your hands free and call control, and you've got your robustness with your IP68 rating. This is in the CROs transmitter as well as the hearing aid.

And the transmitter works with the CROs IX or rather the Active IX and the Active Pro ix. I said it had better features for accessibility. Let me show you what I mean. I love this, that the engineers really thought hard for those people with maybe vision concerns. We have a larger right and left indicator on the concha bowl of the instrument.

So it's larger, it's bright red, bright blue, easier to see. And maybe if someone's not able to see, they can feel on the left device there is a little bump right next to where it says the L, the blue L, that if you run your finger over it, you're going to be able to tell which is left versus which is right. This is phenomenal. Maybe you're. You can't see as well and this is a great indicator or maybe you're trying to put them in when you're in the movie theater and you can't really see which one's right and left.

Just run your thumb over it and you'll be able to feel that little bump. Another thing that we have improved to give you better fit and also ease of use is that there's a little notch that is etched onto the canal portion of the Active ix. And the Active Pro ix, that notch lines up with the notch on the sleeve. As

you know, our sleeves actually have a curve to them. They're one size fits all right or left.

You just have to turn it the right way, whether it's the right or the left. So the curve is following the curve of the ear canal for a better fit. This makes it even easier to get a better fit because the notch on the sleeve will match up with the notch that's etched on the canal portion of the aid. So that way you're guaranteed for the patients, for you to have a really easier fit and a more comfortable and accurate and optimize your fitness. There are two levels of technology.

Active Pro ix, your Premium and Activix your essential. They both are that instant fit modern earbud design. They both have that Bluetooth connectivity in which it uses Apple or Asha or Asha for Android or the Bluetooth LE Audio for the Android as well. They both have that hands free with call control. They both have that great rechargeability lasting those 34 hours on a single charge.

They both have the IP68 rating, so it's resistant to water and dust. They both use the CROs, they both use the Signia app. They both have our AI driven Signia assistant. So it's like having you in their pockets for the patient where they can make changes to their hearing aids out and about on the go. And they both use telecare, our telehealth system, in order to do remote programming.

They both are built upon split processing and that is huge with the sound quality in your ix technology that you have a processor just for speech and a processor just for background sounds. But now let's go into how they're different. With the Active ix, you have real time conversation enhancement. This is the ability to pick out the speech in that multi talker environment when it's very noisy, without any effort, without having to turn and look at who's talking. These are the three additional focus beams on top of the split processing just in your Active Pro ix.

So when we look at the difference, we have more channels in the Active Pro ix, we have more programs in the Active Pro ix. We have better directionality More adjustments for the noise reduction.

You have a lot of features when you look and compare apples to apples with the difference between Active Pro IX and Active ix. So if you want a premium hearing aid, you need to go to the Active Pro IX essential level. Active ix.

Because Active Pro IX is the one that offers you the the tinnitus options. It's the one that offers you the Auto Echo shield. It's the one that has the Real time conversation enhancement. But they both offer the accessories. They both can connect to the Streamline mic, the Streamline tv.

They both can use the Mini Pocket. So if someone does not have a smartphone or does not want to use the app, they certainly can use the Mini Pocket to control the volume change the programs. It's seamless and it uses coded high frequency sound. They both are programmed using your NOAA link wireless. They have Bluetooth.

So again, easy to program. This is what you know and expect and love from Signia. So what we have is a fully featured prescription hearing aid. It is the world's first instant fit rechargeable canal earbud design with IX technology inside. There's no one else out there that's in your Active Pro ix.

This is going to empower your patients to be part of the conversation. This is what we call a uniquely desirable design. And you know what? It works. I want to go a little bit in to remind you of how that IX technology works with the Real Time conversation enhancement.

Real Time Conversation enhancement is three stage process. It's these three pillars that are all working simultaneously at the same time to give you the clearest speech that pops out of the immersive background. It's actually taking into account the area and analyzing 192,000 data points. That's right. It's sampling the environment, taking in 192,000 data points and then looking at what is going on in the environment.

You've got your conversation Source Analyzer. Those 192,000 data points is telling the hearing aid who's talking. The conversation dynamics analyzer at the same time with those 192,000 data points is looking at where they're talking. Are they talking at the same time? Are they taking turns talking?

So it's not only looking at the speech that's in the environment, it's how the speech is happening in the environment and also looking at what is going on in the environment. That's what these 192,000 data points are analyzing is, is noise, Is there traffic, is there music? What is going on in that environment?

At the same time as it's analyzing who is talking and what is going on in that environment, the hearing aids are employing the three additional focus beams that are occurring in that frontal hemisphere on top of the split processing. So not only is it able to tell who is talking, where they're talking, how they're talking, at the same time, different times, what's going on. These focus beams are locking into the speech where those people are talking. So if those people are within that focus beam, it's able to adapt and hear the speech completely different than traditional beams. That has to move around pretty much what you're looking at.

It's a slow process, you miss things. Or the traditional beam of being very wide open, taking in the speech and the noise at the same time. So that way the noise, the brain has to factor out the noise. The way this system works is that those focus beams are always employed and able to pick up that speech in that area. So it doesn't have to instantaneously switch the hearing aids again sampling the environment 192,000 times a second, but it's adapting a thousand times a second.

So within those focus beams, those focus beams are going to pick up the speech as the person might possibly move around and keep on talking. The listener doesn't have to turn their head. The listener doesn't have to have any effort. The listener is able to hear the speech no matter where those talkers are going within that focus beam. So it's not just only pick up up to three people, it picks up all the speech within that focus beam.

This is what gives you that live auditory space that is able to adapt in real time. This is what gives you the ability to keep up with real world conversation. No other hearing aid out there can do it as well as we do. Let me show you the proof. Typical studies that are done with speech and noise are done with the speech immediately in front of the patient or in front of the test subject and the noise immediately behind.

That is your typical scenario for testing speech and noise. We do it different. We did the test with IX on Kemar and what we did was we had alternating speech from the front, so that way it mimicked real conversation. And that speech wasn't always directly in front, it was on the side as well. And we had noise, a noise floor diffuse behind the Kemar.

We use scientific measurements in order. It was the Hagerman theory of measuring out that speech in noise variant and compared it against multiple competitors. So what we did was we saw that in this test scenario that was very real world. Signia IX technology had a remarkable 4.1 dB signal to noise ratio improvement over the nearest best competitor that was out there. Because if you look at this graph, you'll see brand A, Brand B, Brand C, brand D.

No one came close to what Signia can do. This is huge. Now I'm not going to talk bad about brand C. They might be a very good hearing aid, but in this scenario with the multiple speakers in the front and the noise behind, they didn't do so well. Maybe they would have done much better if the testing was traditional with the speech directly in front, noise directly in back.

But brand A, Brand B, Brand D did okay. Signia did better. 4.1 dB signal to noise ratio. Let me give you a reference of what that means. A 1dB signal to noise ratio improvement is can be an improvement of 10 to 20% in speech understanding.

One DB. This is four decibels. So that is huge in its improvement in speech understanding. But you may say, Lisa, this test was done when IX first came out in 2023. And there has been some phenomenal hearing aids that have come out from our competitors since then.

And I'll say you're absolutely right. We've got some great competition out there and competition makes us better. So we redid the test. We did it again and we just got the results. They were just published.

They just came out. We are so excited. We did not put brand C in the mix this time. There's no need to do that to them again. And what we did was we put the best, the best out there.

We did compare it to the greatest hearing aids that just came out. And you can see that Signia has twice the speech enhancement benefit than the closest competitor. And that you can see we have 3.2 decibels signal to noise improvement over the closest competitor. This includes the AI CO processor driven platform that's out there. And you can see we did better.

3.2. This is huge. And again, remember, a 1 DB improvement can be an improvement of 10 to 20% of speech understanding. That's why a 3.2 DB improvement is twice the speech enhancement of the other guys. Signia IX with real time conversation enhancement remains unmatched in real world noisy group conversation.

You can be proud of that and know that when you're giving your patient an IX hearing aid with real time conversation enhancement, they are going to do the best they possibly can with speech understanding in real world noisy group conversations, which is where they always struggle the most. So what we have with Signia ix. And the benefits is that your patient can experience seamless communication in these noisy environments. Multiple people talking all on top of each other. They don't have to look at who's talking.

They don't miss a thing. Your patient can join the conversation. They can laugh at the jokes and tell the stories. They can be part of their enjoyment. This is the power of conversation.

This is what IX gives your patients with real time conversation enhancement. So what we have for our Signia portfolio is honestly something for everyone. Let me show you Active ix and Active IX is our modern prescription hearing aid. That's what we've been talking about. You've got it available.

You can actually start ordering them today, pre order. They're going to start shipping on November 15th. You're going to get the ability to order on my Signia starting November 18th. So if you're watching this after that date, guess what? Go to my Signia.

You can order them right now. If you're watching it before that date, place your orders. Your orders are going to ship very soon. You've got the Active Pro IX and the Active IX now available. You could stock it in your office.

This is a great holiday gift for your patients and also a wonderful solution when they come in, you know, the day before Thanksgiving and they need to have something for their family the next day. This joins what we have available for you with the Pure Charge and Go ix. The Pure Charge and Go Tix, our more traditional Rix, our full featured Rix, our Slim Rick the Stiletto ix. You have your Silk Charge and Go ix, another instant fit cic and then we have our custom CICS on the X ix, which is our NCO CIC and NCO IIC IX With Pure Charge and Go IX and Tix and the Styletto ix, you have that real time conversation enhancement availability in your sevens, in your fives and your threes. But the seven is going to be the premium like we talked about.

We also have available your NCO charge and go AX and Pure 312 AX. So if you need a battery driven instrument that has split processing, we got it. If you need a custom rechargeable with Bluetooth, we've got that too. And what we also have, don't forget, is our X platform for our Motion Charge and Go. If you

need to have a rechargeable bte, we have a Superpower BT with the Motion charging Go Super Power x.

It's an 82 peak gain. It's going to last 61 hours on a single charge. So you have that capability too as well. What we added just recently, which you might not be aware of, is our Intuist 4BTES. The Intuos 4 BTES come in an M A P and an SP and they're battery driven.

So if you need a hearing aid that has the split processing, has the own voice processing, has the Bluetooth streaming, has the cross compatibility with the tinnitus therapies. IP68 rating, we've got that too with your intuist for BTES. So it's nice to know that you've got BTE options this into a sports built upon that split processing platform and available in all levels of technology. So that rounds up our Signia portfolio. We truly have something for everyone to fit your patients needs.

We have stylish, we have modern, we have easy to use, we've got mild to profound that we can fit. Including those superpower BTS that's got an 82 peak gain. The rechargeable one lasts 61 hours on a single charge. You know with Signia you're going to not only get great sound quality, but you're also going to get full battery life too as well. So with Signia we're unleashing the power of conversation for all.

And you now have the proof to show that it truly does what we say it does. With that, I thank you for joining us today and for taking the time to learn more about Arseignia technology and advancements. If you are interested in learning more about our products and software, we encourage you to seek out our additional courses that we have on audiology online because we got a lot. And always be sure you can reach out to us if you need assistance here at Signia. Our phone number is 800-766-4500 or you can reach us on your Mysignia.

Thanks again and have a wonderful day.

