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Better Hearing for All: Starkey Technology Built for Today's Diverse Hearing Aid Wearer

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Hello everyone, My name is Dr. Amanda Wolfe, an education and training audiologist with Starkey.

Today, I'm really excited to be with you to introduce you all to our latest technology, Edge AI. But before we get started, I do want to answer a few frequently asked questions for today's course. Please use the Q and A feature for any of your questions.

Anna has posted the handout in the chat as a PDF as well, so please feel free to download that if you feel like you're going to need it. If you do have any questions, I will answer them at the end of today's presentation, so don't feel like I am ignoring you.

After today's course, you will be able to list at least two products in Starkey's product portfolio, list at least two Edge Mode plus benefits, and identify three connectivity enhancements with Starkey technology. So let's get started.

At Starkey, the patient is at the center of everything we do. What's good for the patient is good for the professional is good for Starkey. Today's hearing aid wearers are as individual as their hearing loss, but the one thing they share is that they aren't going to let their hearing loss hold them back from anything. They just want to hear better, to be able to easily communicate with their loved ones. They want hearing technology that is comfortable, convenient and provides a seamless experience as they move throughout their day.

Real people, from traditional to tech savvy are experiencing real life transformations thanks to all new Edge AI. Hearing Technology Pushing the edge of what's possible in hearing and in living Edge AI brings to you all the form factors you know and love. The same form Factors as Genesis AI available in the 24, 20 and 16 technology tiers.

And we know to your patient every little sound matters. NeuroSound Technology 2.0 is our proprietary best in class sound management system. It does what all other sound processing systems only dream

of make the complex process of hearing better. Simple Neurosound technology encodes Aware's acoustic environment, senses movement, digitizes intent, and then adapts to it all at the speed of subconsciousness, delivering a sound experience rivaled only by perfect hearing. Like the human brain's auditory cortex, Edge AI's neural network classifies complex soundscapes, enhances speech and reduces noise all in real time.

With advanced and powerful artificial intelligence, and nowadays in just about every industry, the use of artificial intelligence is the standard when it comes to tech. Deep neural networks are a subset of machine learning that are all about using a more complex layered structure of algorithms that can learn and make intelligent decisions on their own. With Edge AI, deep neural network processing runs parallel with NeuroSound technology 2.0 in the main audio path for more efficient processing, making it our smartest, most precise noise management system ever. In 2023, our Starkey Neural processor helped redefine what a hearing aid could do. Built for efficiency, speed and growth, Edge AI features the G2 Neural Processor, the next generation of advanced technology from Starkey.

By far the most advanced integrated circuit in any hearing aid available. Starkey's G2 Neural Processor features two processors, one for regular processing and a separate industry only neural processing unit or NPU that is dedicated to DNN processing. This layout is what allows DNN to run in parallel with our sound management system and allows for that more efficient processing both in speed and battery life. Thanks to this solid foundation, we've been able to add more complex features with more complex processing strategies to help patients hear in every environment. Its speed, power and industry only NPU have enabled Edge AI to deliver benefits that go far beyond better hearing.

With G2 Neural Processor at the core, our engineers have really pushed the edge of what's possible when it comes to performance, reliability and connectivity. With an all new 2.4 GHz radio with LE Audio. And best of all, with all of this processing power, we are still able to provide up to 51 hours of battery life

with the Edge AI RIC RT while providing 100 fold more DNN processing than its predecessor thanks to the industry's most advanced processor. Our proprietary sound experience system is agile, precise and designed to mimic the way a human brain works. It incorporates acoustic information, motion, listening, intent and then processes them with three distinct areas, sensory, subconscious and conscious.

Designed to provide increased clarity, comfort, spatial awareness and sound quality. The sensory area takes in information about the listener's surroundings and knows if the listener is in quiet or noisy environments, if there are multiple speakers around, or if the listener is in motion and needs a different processing strategy altogether. Edge AI includes many of the great features we've had and now we're building on that with dnn. With the dedicated neural processing unit and DNN processing plus the industry's first speech probability predictor, EDGE AI is able to quickly and accurately determine speech signals of interest versus speech signals that are not of interest. Like multi talker Babel, for example.

It does that with 30% more accuracy than its predecessor. Using DNN to identify speech versus noise elevates Starkey's sound management system to be more accurate and provide the patient an easier listening experience. This processing is Available exclusively on all tech tiers of Edge AI, addressing most patients number one complaint, the speech and noise system adapts on a channel by channel basis to ensure that only channels affected by noise are reduced while maintaining the signals of interest. AI has always been an integral part to the sound management system to make it more precise at detecting different noise and sound sources. And again, thanks to the power of the G2 Neural Processor and dedicated DNN processing.

The speech and noise system harnesses the power of DNN while processing and analyzing speech sounds. Like our brain, the subconscious area processes tasks that happen effortlessly in the background without needed input or effort from the listener. Here, features like sound manager,

feedback canceler and frequency lowering continuously work, making millions of adjustments every hour to ensure the listener is hearing their best in any listening situation. In other words, the devices can adapt without the user needing to think about it. And now streaming is part of this system.

Your patients demand a best in class streaming experience and we deliver with Edge AI. With Genesis, our previous product family, we introduced the ability to stream within the current hearing aid program your patient was in when they initiated that stream. This approach however, led to some hearing aid users reporting the streamed volume was not loud enough. We found this was often due to their hearing aids frequency response being adjusted for their hearing loss, and those adjustments were not appropriate for their preferred streaming sound quality. With Edge AI, audio streaming is automatically processed through a separate streaming configuration with full frequency response adjustment capabilities within a dedicated screen in profile to ensure that every patient enjoys their streaming, whether it be from a phone, media device or accessory.

The patient also has the ability to further customize their streamed input via My Starkey. This solution allows for a streaming sound quality that can really be customized by you, the professional and the patient, again without affecting their non streaming frequency responses.

Every listener's needs are different even for two patients with identical audiograms in the same environment, and their intent can't yet be 100% determined by an algorithm. The conscious part of Edge AI provides additional control and flexibility to fill this gap, giving the listener tools and features they can use to suit their unique listening needs. Because algorithms can't determine listening intent, there are many ways a user can provide their intent. These include the onboard user controls, Multiflex, Tenidus Pro, and all the functions available in the MyStarKey app. But let's further discuss the one related to sound quality.

Our industry unique edge mode plus the industry's first of its kind intelligent on demand noise management and comfort feature was created to provide the listener with alternative enhanced hearing aid settings. In situations where they decide they could use more help, Edge Mode plus adjusts hearing aid settings beyond what is programmable for their everyday settings to give the user extra assistance when they need. At most, Edge Mode plus utilizes the integrated NPU for fast and efficient processing of the environment, and uses artificial intelligence to select the best settings based on that environment. From there, within the My Starkey app, the user can further clarify their intent whether to enhance speech further, reduce noise more, or simply leave the Edge Mode plus settings as is.

When we first released Edge Mode plus, it was a static feature, meaning once it was activated, the settings remained optimized for that particular environment the entire time it was on. If the patient were to switch environments, say go from a car to a restaurant, we recommended they deactivate and reactivate it to get a fresh scan, if you will, of that different acoustic environment. On the other hand, Automatic Edge Mode plus, which is exclusive to the 24 tiered technology level, will continue to scan adapt and optimize as the wearer changes environments or as the environment they're in changes. However, once the user is out of that situation, we do still recommend that they switch back just to the everyday automatic processing of the hearing aids. And the reason for that is since Edge Mode plus provides settings beyond what is typically available in hearing aids, the adjustments may not be comfortable for all day wear.

That said, if they were to stay in Edge Mode plus all day, we all know patients forget to switch out of things all the time there would be no detriment to battery life. So Edge Mode plus really helps improve the listening experience by providing patients with an easy on demand way to enhance speech understanding and listening comfort in those extra challenging instances without the need to switch to a manual program. This is a great benefit I think for both professionals and patients, as I know many patients struggle to remember if they even have hearing aid programs, let alone which program to

navigate to in any situation. So with Edge Mode plus, all your patient has to do is activate it and the hearing aid does the thinking for them. Optimizing settings for any environment Edge Mode plus is available for wireless Edge AI products and the Signature Series, non wireless CICR and non wireless cic and this feature is truly game changing.

As mentioned before, within the MyStarkey app, patients may further clarify their listening intent to either enhance speech or reduce noise. As you can see here, Edge Mode plus has been shown to increase word recognition scores by 11% compared to default hearing aid settings. In addition, compared to default settings, the average mean SNR benefit with edge mode plus enhanced speech on was plus 1.13 decibel. This indicated that edge mode plus enhanced speech improved or reduced listening effort on average. Now note that might not seem like a lot, but that A difference of approximately 1dB is associated with an approximate 13% increase in speech understanding on the English matrix test.

Edge Mode plus has also been shown to provide up to a 13dB SNR improvement in noisy environments. But the benefits of Edge AI don't stop there. Powered by our groundbreaking seventh generation AI technology, Edge AI delivers unparalleled speech enhancement and noise reduction, delivering a 30% increase in accuracy when it comes to identifying speech, providing a cleaner, purer signal and lastly, when amplifying soft speech sounds, one might think such a gain increase also increases low level signals that aren't of interest. However, thanks to the enhancements to a few core audio signal processing algorithms, the hearing aid will quickly analyze the SNR and attenuate the low interest signal like equipment or speech babble by about 6dB.

So now that you're caught up in all of the great sound quality improvements, let's really get into the hardware. With Edge AI you still have the smallest rechargeable RIC with a sensor in the industry and using the same form factors as Genesis AI. Edge AI Ricks have a V shaped case design which moves

the thickest portion of the case to the top of the ear. This allows the hearing aids to seat more comfortably on the ear and removes additional touch points which may be aggravating to some patients. Edge AI RICs are again available in the 24, 20 and 16 tech tiers.

The RIC RT and RIC312 are CROs compatible and the RIC RT also has a telecoil. It's old technology, but it sure does work. And don't forget, consistent with our previous product family, the rechargeable devices are waterproof. So I'll get into the details here in a moment, but all Edge AI wireless hearing aids are compatible with the Starlink Edge TV streamer and the Starlink Remote Control 2.0. They will not be backwards compatible with the current Genesis accessories with that new radio.

Existing Snapfit 2.0 receivers featuring a 10 pin connector are still compatible with Edge AI Rix. These really provide a robust connection and strong discrete cables.

With the SnapFit 2.0 cables your patients get a secure attachment, but they continue to be easy for you to change. We also have several matrix options to meet your patient's needs along with custom case options for hard to fit ears or when an ultra Power receiver is required.

We continue to be the leader in custom manufacturing. Edge AI wireless custom devices are available in rechargeable ITC half shell ITE and CIC312 form factors. The ITE rechargeable can also be built with a telecoil if you would like that technology. And again all rechargeable styles are still waterproof.

And not only are we industry leaders in customs, Starkey is the industry expert in delivering small comfortable customs. The Signature Series offers the smallest of the small and is our exclusive non wireless custom product family offering a non wireless IIC CIC and the industry's first custom rechargeable CIC which provides up to 38 hours of battery life on a single charge. Both CIC devices default with a push button user control that can be programmed to deliver again our unique on demand feature Edge Mode Plus. With this launch we have expanded the technology tier offerings for the two

CIC products in Signature Series, making them available in the 24, 20 and 16 tiers. But note that the IIC will continue to be exclusive to that top tier product.

Now with your rechargeable product order, whether that be your standard order or custom order, your patients will experience the ease of use of our StarLink Chargers. StarLink 2.0 Chargers are the same form factor we had before and are available in either the standard or premium option. The Starlink 2.0 is included with your order. This charger must be plugged in at all times to provide power. The Starlink 2.0 Premium, however, is orderable and features an onboard battery that can provide up to three charges without being plugged into the wall.

Both chargers come with turbocharging built in which is really nice. That means if the hearing aids are ever placed into the charger and have about 10% or less charge left, the charger detect that and will kick into turbocharging mode and in just 10 minutes we'll provide enough charge for about 3 hours of use time.

All rechargeable chargers and hearing aids, both RIC and custom, are delivered in ship mode prior to first use. The Starlink charger must be plugged into a power source regardless of which one you get. Rics and now custom devices must be placed into the appropriate charger for 3 seconds and then removed to exit ship mode. Custom devices have recently been reconfigured to no longer require the need to be shipped with a tab on the push button, which was really designed to avoid unintentional button presses during the shipping process. The custom hearing aid push button can no longer be pressed to exit ship mode.

So this is a change. Now rigs and custom devices will follow the same behavior to prepare the devices for shipping.

And we know rechargeability is king in today's tech industry.

So I do want to let you know that again with this advanced processing with the new Radio and the G2 Neural Processor, Edge AI products will maintain the battery life that Genesis AI reports again, even with all the new features and functionality. So that is a great win and backed by our enhanced durability with Edge AI, you can now fit every patient who walks through your door with premium technology that gives them the edge they need to hear and live better, providing added convenience and versatility. Edge AI devices are compatible with two accessories, the new Starlink Edge TV streamer and the Starlink Remote 2.0. Now, in case you're wondering why just two, well, innovation takes time, so expect this line of accessories to grow as we continue to build on our product offerings. The all new Starlink Edge AI TV streamer is our first Ellie Audio compatible TV streamer and the Starlink Remote Control 2.0 provides more flexibility in adjusting hearing aids whenever and wherever the patient needs starting with the new TV streamer.

This new Edge TV streamer is over 60% smaller than our previous TV streamer and more intuitive and easier to use. It is important to note that the Starlink Edge TV streamer supports Edge AI wireless devices only and will not be backwards compatible with Genesis AI wireless devices. The Starlink Edge TV Streamer simple design means it is more intuitive to use. On top of the device you'll find the power button, indicator light and a pairing button which is the Bluetooth symbol. Connection ports are found on the side of the streamer using a USB C power jack and the option to connect via an analog jack or optical toslink jack which is the recommended connection when streaming that will be automatically optimized for both monaural and binaural hearing aid use, so there's no toggle switch that you'll have to configure prior to fitting your patient.

The laser etch label on the base of the TV streamer that you see here will actually display a unique what we call broadcast name and broadcast code for connecting the streamer with any LE audio enabled hearing aids. So multiple users can use the TV streamer. So let's take a look at how easy it is

to pair hearing aids to the new TV streamer. So first you would power the TV streamer on, you would power cycle the hearing aids off and then on. So here we're just taking them out of the charger to reboot them.

They need to be placed within 6 inches of the TV streamer. We recommend not placing them on top of the TV streamer. Then you'd press the pairing button, that Bluetooth symbol to the far right of the device. The LED will blink green, which is initiating pairing. And then once you see a solid green, as you just saw, that tells you that pairing is complete.

So in just a few seconds, your patient is ready to go. Pairing can be completed either within profit or outside of profit. After pairing is complete, streaming can be initiated several ways via the onboard user control or double tap through the My Starkey app or through the Starlink remote control. Favorite Button the favorite button can be programmed within the fitting software for a number of functions. Some of the selections will be available depending on the technology, such as Edge Mode plus, excuse me, Tenidus and Jump to Program 4.

If those features have been programmed for the hearing aids, the default setting is going to be Home, which restores the hearing aids to the personal program default volume setting. And New to Home will be stopping a stream if your patient is currently streaming. So this enhancement is exclusive to Edge AI. And also new to Edge AI will be an additional option. For a long press to the remote program button, it will have the same behavior as home.

A long press for about two seconds on the Program button will set the hearing aids back to the personal program and reset the volume to default. And it will also stop a stream. This new feature for the Program button will actually open up the ability to program the favorite button for something else other than home functionality with Genesis devices will remain as is.

All right, so you know that the biggest reason people seek out hearing help is really their desire to stay connected to family, friends and the world around them. This includes connecting via phone calls and video calls. Our new radio makes that more intuitive, universal and reliable than ever before. Streaming is now even more seamless for things like enjoying music, podcasts and movies. So how did we get here in terms of connectivity?

Hearing aids and new technology go hand in hand, and this is evident when considering the advancements in amplification and connectivity in the last 100 years. The first Bluetooth consumer devices became available in 1999. Starkey released Eli in 2005. Some of you may remember, Eli was the industry's first hearing aid accessory that incorporated Bluetooth and really represented the beginnings of what we have today. Starkey worked with Apple in 2012 to develop their proprietary LEA protocol that allowed for direct Bluetooth connectivity to Apple products. We introduced Halo, our first made for iPhone hearing aid.

In 2014, Halo hearing aids used the Leah protocol for direct Bluetooth streaming to iPhones. Then in 2019, Google released their Audio Streaming for Hearing AIDS protocol or ASHA, after which our 2.4 GHz hearing aids supported streaming with certain compatible Android phones. In the last few years further advancements have been made including the introduction of the Ellie Audio protocol and AuraCast Edge AI devices utilize an all new Bluetooth LE audio radio that really provides an exceptional streaming experience and for Apple users, hands free phone calls or two way audio has up to twice the connectivity range. LE Audio is again a new protocol that operates on the current Bluetooth Low energy radio, but it differs somewhat from the protocols used with Genesis and previous hearing aid technology. Enhancements of Ellie Audio include the fact that data can be transferred with better fidelity multistream support, which allows hearing aids, earbuds and other devices to receive audio via this protocol sometimes simultaneously and allows for seamless voice control standardization of hearing aid protocols.

And that just means that Apple and Android phones worldwide will all work on the same protocol while using less power. And finally, it allows for what we call broadcast audio or AuraCast, which will improve accessibility for people with and without hearing loss. One of the most important aspects of ELLI Audio is that it has very low power consumption while providing better audio, so we don't have to be worried about increased battery drain with Edge AI hearing aids using LE Audio. I know one thing I'm excited about is that this connection will be universal. This means that compatible Apple and Android devices will use the same protocol and the two way or hands free calling will now be supported on both Apple and Android compatible devices.

I'll get to more on that later. Additionally, wearers will be able to connect to their hearing aids more to more than one outside device like an iPhone and a compatible Windows 11 PC. Finally, using Le Audio will allow wearers to use again AuraCast. I'm sure many of you have already heard of AuraCast. It's a exciting technology that has the potential to drastically improve accessibility for many people.

Edge AI is ready to connect to any AuraCast broadcast, a new Bluetooth capability that will soon become the next generation assistive listening technology. Starkey stands ready to connect Edge AI products to the wireless world as new avenues open in the years to come. So now let's get into some other connectivity enhancements and improvements we've made with our My Starkey app.

This new wave of patients wants control, convenience and as much bang for their buck as they can get. Edge AI combined with the My Starkey app gives them all of that and more. The improved MyStarche app provides a control center for patients hearing aids. They can change programs and adjust volume quickly and easily from My Starkey on their smartphone and now also on the Apple Watch. The My Starkey app was introduced in 2023 to support Genesis AI and continues to be our most intuitive hearing aid mobile app to date. My Starkey 3.0 is the newest version and is compatible with both Edge AI and Genesis AI wireless products.

The app is available in the Apple App store and requires iOS 16 or higher. If the smartphone is not yet updated to iOS 16, it will continue to use the previous version of My Starkey to support Genesis AI. My Starkey is also available in the Google Play Store for Android devices running OS 8 or higher for compatible Android phones. OS 14 or higher is required for audio streaming with Edge AI devices, so we always recommend patients keep their phone up to date with their operating system. Again, my Starkey 3.0 is compatible with both Edge AI and Genesis wireless hearing aids.

Now I would like to point out that Ellie Audio compatible smartphones both for Android and Apple are still coming to the market. So to easily determine if a phone is compatible, I really encourage you to scan this QR code with the phone in question and select which hearing aid the patient will be wearing. This QR code is available on starkeypro.com on the compatibility page or you can order little business card like assets from your sales rep to keep in your office in a continuous effort to make things easier for patients who use the My Starkey app. Users of Apple devices will now have the option of using their Apple ID to sign into the My Starkey app instead of having to create a second account from scratch. So that's really exciting.

Another update to increase usability is a conveniently located ear specific volume control. Patients can now adjust right and left hearing aids individually with these monorail sliders you see here. The monorail volume icon is located on the bottom right of the home screen. It will no longer be found in the My Hearing menu like we had before. Once you tap on the monaural volume icon, the volume slider will be split into right and left volume sliders and each hearing aid can then be adjusted individually.

To go back to a binaural volume control, just simply tap on the volume control icon again and it'll go back. This new monaural volume control is visible for both Edge AI and Genesis AI.

We also added an icon on the bottom left of the screen under the volume slider for easier access to accessories and streaming devices. This is for Genesis AI as well, but will only appear for Genesis AI. If

an accessory has been paired to the hearing aid, it will always be visible for Edge AI hearing aids, whether an accessory is paired or not.

When a person is streaming either with the TV streamer or audio from their phone, the home screen will automatically change to the streaming audio screen. This screen allows for customization of the stream signal through access to adjust sound to get to an equalizer, My Hearing for hearing and mic options and streaming sound boost options and as well as the hearing aid mic volume. To change the volume of the stream, the patient may use the user controls on the hearing aids if programmed for volume control, The Remote Control 2.0 volume control, or the native controls on their smartphone.

Now, just a quick kind of exciting update here. I think everybody knows what our Smart Assistant feature does today, but I'll reiterate what that feature is in case you don't, because it will still be found on the home screen when activated by either tapping the mic icon here at the top of the My Starkey app or using the Double Tap user control. If programmed, the patient can use a voice command to do multiple things. Patients can say increase my hearing aid volume or change my program to restaurant and the hearing aids will adjust accordingly. Reminders can also be set up via this feature if that's easier for the patient.

They can say set up a reminder to take my medication at 8am tomorrow morning and when the time comes the reminder will strain to their hearing aids. We can also direct patients to help files within the app if they ask a question such as how do I change my wax filter for example. So that's how it works today. We've had this feature for quite some time now, but I do want to share that there has been a temporary change to its functionality with Edge AI. To use this feature, the patient must talk through the phone microphone.

We have temporarily removed the ability for the hearing aid microphones to pick up the voice command due to some changes with Apple requirements. So now that I provided the background, I really wanted

to introduce you to this exciting new enhancement coming soon that will truly modernize this feature.

So coming soon we are making this feature more chat like so you can kind of think of more. It'll be more like a Siri or an Alexa type feature. Using this enhanced Smart Assistant, your patient will be able to ask any kind of question or carry on a conversation with an artificial chatbot and get answers back.

So for example, your patient can ask tell me the best places to go in roam and the chat box will provide answers in a new and improved human like voice. This enhanced version will also only support the phone mic up for voice pickup, so just be aware of that when it comes out.

And something I know a lot of you will be excited about is Apple Watch users now have control over their hearing aids. They can change volume programs and access Edge Mode plus all while on the go.

Using the Apple Watch Requires operating system 9 and higher which is compatible with the Apple Watch Series 4 or newer. Please note that the hearing aids do not pair directly to the Apple Watch. Rather the My Starkey app on the smart device will mirror what will mirror onto the Apple Watch. To get started, the My Starkey app must already be on the smartphone. Then the patient can press on the Digital Crown on the Watch to see all the available Apple Watch apps.

They would then scroll down until they found My Starkey, select it via the Digital Crown and then tap on the My Starkey icon to get started. Now a couple questions we've been getting already is that if I get a call and I answer that call in my Apple Watch, will the call come through the hearing aids? And the answer is no because again the hearing aids are not paired to the Apple Watch, so the phone call will come through the watch. Also, the Apple Watch and phone must be within wireless range of each other to use the My Starkey app since the app is on the watch. Since the app on the Watch, excuse me, is just a mirror of the app on the phone, this connection must be present to use the app on the watch.

Once in the Apple Watch My Starkey app, the home screen will be visible. Right there in the middle you can see the current program, battery status, volume control, and the option to select Edge Mode Plus. Simply swipe the screen to see professional programs and any custom programs that have been created for My Starkey. Tap on the desired program to select it and it's that simple. For volume control changes, tap the plus or minus on the home screen.

The Digital Crown can also be used to adjust volume control as well, which is nice. And then when Edge Mode plus is enabled on the watch, the 24 and 20 technology will still provide options to define user intent for enhanced speech or reduce noise. The 16 technology tier can still activate edge mode plus as well, but the feature will only be on or off. There are no user intent options. In 2018, we were the first hearing technology company to put sensors in our hearing aids.

Now, while others are still catching up and still working out their kinks. We're on version four of our sensor technology, providing patients with benefits that truly help them hear and live better. Patients can improve their health and wellness goals by setting physical activity and social engagement goals, then monitoring and tracking them automatically. They can stay safer by also detecting falls and automatically alerting family and friends. In addition, we are introducing an all new self guided balance assessment to help wearers gain awareness of their balance, a key step towards fall prevention.

But why offer balance assessment in the first place? Well, I'll get to that. Balance assessment really provides a way for users to be proactive about their balance function using their smartphones from the convenience of their own home. This is a tool for promoting wellness for all ages. It's great for someone who has early concerns but maybe isn't ready to seek professional help, or for someone who's already seen a professional and wants to periodically reassess themselves.

So let's see kind of what it looks like here.

Based on the CDC study protocols, Balance assessment begins with an initial screening questionnaire followed by six exercises focused on three elements somatosensory balance, functional lower body strength and walking balance. The user is guided through four standing exercises and chair stand exercise and the timed Stand walk exercise. An algorithm within my Starkey determines the results of these tests and displays them in an easy to read manner to the user. They can also see their result history if they're interested in tracking progress over time. Even in just the short time since launching Edge AI, I've already seen a lot of excitement build around this feature and feel it is a great enhancement to our health and wellness offerings.

So as I wrap up today, I do want to dive a little bit more into profit and review some enhancements we've made with our most recent update. Profit was truly designed by professionals for professionals, offering you the best in class fitting experience. It was architected from the ground up based on input from hearing professionals around the globe to ensure it had the features and functionality that matter most. And we continue to use your feedback to continuously improve the user interface and ease of use. We've made a number of updates within our Profit Fitting software to complement our new Edge AI product family, providing new features and taking your input into consideration along the way.

So first of all, I do want to share that compatible wireless programmers now only include the NOA link, Wireless 1 and 2, the Starlink. Sorry, the Starkey's proprietary 2.4 GHz programmer is no longer supported for your Wired products. Those will use the non wireless compatible programmers you see here as well as the purple cables and orange flex strips. So no real change there.

If you still have a Starkey 2.4 GHz programmer plugged into your computer and you open the Profit software, we will message you that you see here, just letting you know that that programmer is no longer supported. However, the Inspire software that is used with our older products prior to Genesys will still be compatible with this 2.4 GHz program. One of the first updates I really want to kind of get

into is how you will be notified of a firmware update. We know that you connect to hearing aids in a variety of ways. Now you have additional options for accessing and performing these firmware updates for the hearing aids rather than just the connection screen.

So this is our tried and true update firmware from the connection screen. However, we found that a lot of professionals actually retrieve a session from their patient database, like NOAA for example. So if you are one of those professionals and you retrieve a session, you perform a session connect, you will now have an opportunity to update the firmware from that retrieve session screen. Also, if you're in an active session, we will notify you again with an alert bell that you can update the firmware as well so you can't miss it. And this will really ensure you are always keeping your patients up to date with the latest features and functionality.

Now, once in profit, we've made a number of improvements throughout the software. So with this future forward technology of ellie Audio and AuraCast compatibility phone program options for Edge AI will not support the Autophone or Auto Coil program, those automatic phone programs if a phone program is desired. The manual programs for telephone and telecoil unsupported products will still remain available however, and with the addition of Ellie Audio and oracast compatibility with Edge AI within the user control screen, we've changed the naming or the nomenclature of Accessory Start Stop that's been renamed Broadcast Start Stop and that will remain available as a push and hold or double tap option.

Another improvement made through popular demand is to have the default volume indicator default on rather than the professional needing to activate the indicator on a patient by patient basis. This improvement will be for all profit program devices, so devices previously fit prior to this update. They'll continue to follow their current indicator configuration just to not confuse them, but just know you can still go back and activate that default volume indicator if you would prefer they hear that when they're

changing volume throughout their day. Now, in order for you to have a seamless experience using Our profit fitting software. We've also relocated the buttons where you can toggle between Quick Fit and fine tuning.

They can now be found above the section of controls instead of down below where they were before. So a little bit more eye level and easier to find. Now a bigger change we have in Pro Fit is the accessory screen. So this features a new layout. There is now a section for broadcast devices which includes the new TV streamer and also a section for Bluetooth devices where you can control different settings for tablets, phones, et cetera.

If you want to navigate to the new audio streaming screen, which is the screen you would use to adjust that streaming configuration response, we have a hyperlink here and then also the Bell icon will offer suggestions on how to pro on how Broadcast Start Stop can be configured if Profit detects a TV streamer has been paired. If a remote control is paired, the favorite button now can be assigned for Broadcast Start Stop as well. So again, just a change in nomenclature there.

Now something I think a lot of you will be excited about is Multiflex Tinnitus Pro is now even more flexible and personalized with five new low and high frequency weighted Tinnitus stimulus options to choose from in Profit that are available for all Edge AI and Signature Series devices. White noise, audiogram shaped and custom masking Tinnitus options will continue to follow existing tiering availability for Edge AI, Signature Series and Genesis AI devices. However, again, these new masking options are not available for Genesis AI devices at any technology level.

So now before I end today, let's dive a little bit deeper into the new streaming configuration that your patients will experience anytime they stream from their Smart device or Starlink Edge TV streamer. Now, as I stated earlier today with Edge AI, we are introducing a new streaming configuration utilizing separate targets for streaming based on your patient's audiogram and acoustic options. These

streaming targets can be adjusted by you and the Profit software on that dedicated audio streaming screen, which we'll get to next. Next, the patient can then further customize their streamed sound quality via the My Starkey app on that audio streaming screen when they're on the go. So adjusting the new audio streaming configuration in Profit, this can be found in the flyout menu that you see there.

It's a whole new screen. You have a lot of flexibility here when it comes to making adjustments to the frequency response. As you see here. You have access to your Quick Fit and fine tuning control. Now keep in mind this is a completely separate frequency response than your patient's hearing aid program.

So changes you make here are not affecting how the hearing aid will sound with non streaming audio. We have also included a string target match there at the top of the screen, which works the same as our regular target match. And that if you make adjustments and just want to start over, essentially you can target match and the response will go back to that target. And what is really exciting is that to aid in your fine tuning needs and increase your fitting efficiency, the audio streaming screen allows you to make adjustments within profit while your patient is actively streaming. In other words, your patient can stream from their compatible device to their hearing aids while you make fine tuning adjustments in the software so there's no more make adjustments, exit the software, get back in the software software, etc.

Once on the audio streaming screen, you want to ensure Bluetooth is turned on on the smart device and have your patient start audio from their phone, whether that be Pandora, YouTube, etc. Then once the audio is playing, simply click Start Demo to start the stream through the hearing aids. When streaming begins, you will see a green bar, which I'll show you here in a minute, running underneath the fitting graphs indicating that streaming is active. Then you can make adjustments to the streaming sound based on patient reports. You can even mute the stream to discuss the adjustments with their patient.

So let's quickly watch this in action. Oops, I apologize. Let me go back here should be a video.

There we go. All right, so you're going to hit start demo mode. The patient will then hear the audio streaming through the hearing aids. You'll see that green bar go across there indicating that streaming is occurring. And then while they're streaming, you can make adjustments if you need to converse with your patient.

You can also select the mute stream down at the bottom. Converse with your patient, unmute the stream to start everything back up again. So this is a really exciting feature that I think again will really make your fittings and follow ups more efficient when and if you need to make any changes. So keep in mind if your patient has already made adjustments via my Starkey and in the equalizer while streaming, those changes will be completely wiped out when you demo a stream or make changes to this streaming configuration in profit. This is because you have effectively made a new baseline with your adjustment, so the equalizer in the app will be reset.

I always just like to let people know in case patients say my equalizer is back to zero. Why is that? It's because you made changes in profit. So to cap off today, I really wanted to go over briefly our SCIF compliant hearing aids that we have available to you all we have had a request for devices that are compliant for individuals that are interacting with sensitive information. So SCIF stands for Sensitive Compartmented Information Facilities, which are facilities that contain sensitive, confidential and top secret information belonging to the United States.

U.S. sCIF spaces can be set up all over the world, including designated rooms on military bases or in US Embassies. For example, individuals working in a SCIF environment must use SCIF compliant technology as defined by the National Security Agency. And there are specific requirements for wireless hearing aids. For example, SCIF compliant hearing aids disable all hearing aid features that provide audio input to a smartphone or tablet such as two way audio Calling, Smart Assistant, Translate

and transcribe.

Starkey offers SCIF compliant devices available for individuals who need this type of technology. All Edge AI styles and technology tiers can be made SCIF compliant in the profit software if needed. So this is a change from our previous SCIF offerings where Genesis AI can only be ordered as a SCIF device for the RIC rt. To place a device into SCIF mode for Edge AI you will simply need to access tools and select SCIF mode within the profit software. When SCIF mode is activated you'll see this pop up indicating what SCIF mode is and that previously paired accessories and smart devices will need to be repaired populates from there the device name will change to also indicate that it is now a SCIF device device.

You can also turn SCIF off if need be by simply selecting SCIF down on the blue bar there and simply toggling it off. So patients will still be able to stream and use the My Starkey app when utilizing SCIF devices. I just like to make people aware of that. And again we offered SCIF with Genesis but it was device specific so you really had to order a Genesis SCIF Rick RT Again with Edge AI it's nice to have that flexibility to order any wireless device and then later make it SCIF compliant in the software. I do also want to point out that non wireless devices are inherently SCIF compliant.

At Starkey, helping people always has been our focus. Edge AI is continued proof of that. It gives every person with hearing loss a simpler, better and more reliable way to hear and live a healthier, more connected life. It makes your job easier too. With a hearing ecosystem built for the future, the industry's best technology along with the accessories, mobile apps and software that truly give your patients an edge.

Edge AI is built to last. It's comfortable to wear, it is waterproof and has industry leading battery life. NeuroSound 2.0 provides an exceptional sound experience and beyond better hearing, Edge AI has a variety of options for patients to use as their hearing needs change. Thank you so much for joining me

today. I don't see any questions, so again, thank you for your time and I hope you have a great rest of your day.

Thank you so much.