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ReSound Government Services: November 2024 What's New on Contract?

Presenter: Kara Sinner, MS, CCC-A, FAAA

Thank you and welcome to today's course from Resound Government Services. What's new on contract for November 2024? I want to thank all of you for taking time out of your busy schedules to join today. My name is Kara Sinner and I am a training and content development audiologist at Resound. I'm located in our North American headquarters in Bloomington, Minnesota.

I will, as I kind of go along, try to keep an eye on the Q and A. Sometimes I catch those while we're going along, but rest assured, I will for sure look at that at the end of the course to answer any questions that you do type in there. So please feel free to put anything that you need more clarification on in that Q and A section. So without further ado, we're going to go over our learning objectives for today. So we want you to be able to identify the new Resonexia products that are available on the November 2024 contract.

We're going to be able to describe the features and benefits of the new Multimic plus and describe the new software features introduced with ReSound SmartFit 2.0. So again, NextEra Hearing this is what Resound Nexia, the family of hearing instruments, is all about. We have lots of great features that are top rated for hearing in noise. We have a full family of styles. We have new wireless accessories and all of which are ready and made for AuraCast, which is the new generation of Bluetooth Low energy audio protocol that's going to be basically used everywhere and all kinds of electronic devices which we'll dive into more as we go along.

First off, just a kind of overview here of what's been updated on contracts. One of the handouts that is included in your downloads is a quick reference guide of the products. So it kind of shows you that overview of the products that are available for you to order. On this contract. We are adding some new items to the Resound Nexia family.

So that's kind of the main full family of hearing instruments. Certainly you still have Enzo Resound Enzo Q which is your Superpower fitting option, as well as a few other choice options that are available to

you. But certainly we focus on the Resound Nexia full family and to that we are adding a new custom non rechargeable that's going to be our smallest custom that connects to Oracast. It's going to be available as you see the rose names listed there in three different shell styles, all with a equipped with a 312 battery. Additionally to that we are adding a New Resound Nexia cross option.

It's a BTE cross. So this is going to expand our offering for what you can fit to your patients with single sided deafness. And we've streamlined our product offerings. We have the new Resound SmartFit 2.0 fitting software. So we're going to take a look at the new features of that.

We have a more intuitive look, speeds up the workflow flow, a really nice new easy to learn interface design. So we'll take a look at those new features and a new wireless accessory which is going to be the Multimic Plus. So this is part of that new generation of accessories. We introduced you last time to the TV Streamer Plus. So now we have a new Multi Mic plus and we'll kind of go over the ins and outs of that.

Products that are departing this time around are going to be under that Resound Omnia family. So the Mini and standard rics, the standard in power BTE options, along with the customs offerings from Omnia, the custom resoundlinks Quattro and the remote control, two wireless accessories. So we still have the remote control which is that more simplified version. This remote control tool, if you recall, is the one with the display on it and a little bit more fully functioned. But that one is going away off this contract to be aware of that.

Just a quick mention to in person training opportunities that we have for you. So you can find this on our government service website or certainly reach out and talk to your representatives about this. So we have some opportunities that you can sign up for to join us for some in person training.

All right, so let's kind of dive in. We're going to talk about some technology first and then some product, dive into the products, more detail later. But you know, why do we do what we do? So according to, you know, a group of international experts in audiology, they've identified the three biggest innovation challenges that the hearing industry as a whole still needs to solve. We still, even with as great as technology is, we still are faced with hearing in noise as being that main challenge for people with hearing loss.

And it's actually the main reason that drives them to purchase hearing aids as we know and complexity is you know, the fact that the hearing aids and actually just getting used to hearing aids, it's not always easy for patients especially you know, those for sure new to, new to technology. But even some of those experienced users, when you introduce something new, you know, there's that learning curve. They have to have some time to be able to learn how to use the new systems and then certainly connectivity. You know, many patients experience connectivity problems. We know that, we know that there's not a universal solution that works across all manufacturers.

You know, each brand uses its own, you know, different communication protocols that are unique to them. And you know, this can prevent actually patients from being able to get that great audio experience together, you know, regardless of what kind of technology they're wearing on their ear.

So this hearing in noise and the complexity and the connectivity, these are these three main challenges and they fit in really nice with our organic, organic hearing philosophy. So we want to solve these and you know, our organic hearing philosophy is our approach to solve these everyday problems that people have with hearing difficulties. Right? These main challenges that they are faced with. It's how we help people, you know, how we create hearing solutions to help people have something that sounds natural, that feels natural and that can help them connect and communicate as naturally as possible.

All under that organic hearing, doing it the way that normal hearing people listen. We want to follow that as close and mimic that as close as possible. We continue to make improvements in all of these areas and we're going to see today how we're continuing to help patients hear better in noise. With the introduction of our new multimic plus, we're also going to provide new options for patients that have different hearing needs and in terms of new form factors and new cross model offerings. And finally, like when it comes to connectivity, we're going to discuss how, you know, not just Resound, but really the whole world is moving towards this new standard and connectivity that is really going to solve many of the problems that they experience in daily life.

You know, whether it's the patient or whether you and your clinic and just make things more hearing accessible and friendly for everyone.

So Resonexia is powered by organic hearing. It's top rated for hearing in noise. It has the best access to surrounding sound. When we're using our 360 all around in front focus, it provides a natural listening experience with the industry's only Marie receiver. And patients can enjoy all day comfort with this all weatherproof Design, has an IP68 rating and has all day use.

With that rechargeable, you get all day battery use so they don't have to worry about running out of battery. And as far as connectivity goes, we have the first hearing aid in the industry that has the connectivity to the Bluetooth lower energy audio, which is what is that new protocol, that new version of Bluetooth. And that is what enables us to also offer that Orcast Capability, which is the broadcast audio piece of that. So we're going to give patients access to this next generation of Bluetooth connectivity and assistive living tech listening technology. And this is also going to be available in this new Multimic plus, which is going to be the world's first remote microphone that supports this Orcast.

So we continue to provide that same great performance in noise that we reduced that we introduced originally with Resound Omnia. And we now have like actually miniaturized the design of the products

that that comes with with Rezone Nexia Micro Rie. And we've done that without having to compromise on any kind of performance. So we've taken all of our great features, we've actually even added some new features into this really small micro Design. With this Rizonexia, patients can expect a 4.3dB signal to noise ratio improvement in noise compared to our previous platform, which translates into a 150% improvement in speech understanding.

So they're getting great directional features in this product and just an improvement in the ability to understand speech and noise.

So one of the reasons that we can perform so well in noise is because of our environmental classifier. So if we think of the environmental classifier as the, it really is the heart of or foundation of hearing aid processing to be able to actually correctly identify the environment that you're in. So that when we have all of these automatic features that are happening, that they're actually happening the way they should happen. So if you can't classify the situation well, you probably aren't applying the right kind of technology in those situations for you to hear your best. So we did do an evaluation of our environmental classifier compared to other brands environmental classifiers in in their premium products.

And you know, it's pretty easy to do. We just put them in a test box and we looped a sound file and then we read out data logging from the products to see how the products really evaluated and thought what type of file it was that was being played. So we used all different kinds of sound files, some that were quiet, some were there were noise only speech babble, you know, conversations with and without background noise. And then the background noise being in a lot of variable types of background noises like a party and a train station and a grocery store. And when we read out the data logging and then kind of compared all those results across the brands, what we noticed is that, you know, all hearing aids really do a great job of classifying quiet.

Right? You know, it's very easy to classify quiet or speech only Types of situations. And when it comes to noisy situations, you know, it's a little bit more difficult. Some do, there's some variation between the brands on how they classify some of the noises. But for most part, when it's just noise, you know, the hearing aids do that pretty accurately as well.

But where it gets really challenging is when we get those more complex speech and noise environments. That's where we see larger differences between how classifiers work. And in particular, when we did ours, there were a couple files that cause kind of the most problems. One of them was a cafe with a lot of drinking or clinking cups and spoons in the background. And then those clinking cups and spoons was basically a lot of modulation in that background noise.

That caused some of the systems to classify that environment as a speech only and then apply what they would in that situation. And then there another one that was kind of troublesome was a supermarket background because it had some soft music playing in the background. And some of the hearing aids that classify music or have that class music classification as part of their classifier, they classified it as a music environment. Despite that, there was a really dominant conversation going back on with a positive signal to noise ratio really was a very, you know, speech and noise type of situation. And so how they classified this was, you know, vastly different in how accurate it really was to what type of file it really was that was being played.

And of course, this affects how all these automatic algorithms steer and process, you know, sound for these different particular environments. So at the end of the day, what we found with this, looking just at that speech and noise type of situation, is that Resound really had a very, very accurate environmental CL classifier, which is good for us because it means that when we are in these different environments, our system is doing what we think it should do and what it should be doing to accommodate those different types of environments. And we were at a 91% accuracy. And that was at least 50% more than

the least accurate system that was out there. So we're feeling pretty good about being able to have our hearing aids be able to detect what kind of algorithm should be going on and at what time.

And along with this, so with that automatic kind of feature, you know, thinking is our 360 all around. So this is our automatic directionality that you find in the all around program. It is meant to just kind of have the patient put these hearing aids on and it will adjust those microfiber phone modes according to what's happening in that environment. So whether it needs to be omnidirectional on both sides, or our asymmetric directionality, or our bi directional, it will switch between these modes automatically based on what's happening around that patient at the time. And one thing that's kind of unique like we, that we do at Resound, is that we not only provide this really great speech understanding with our 4 mic binaural beamforming, but we also include the ability to have access to surrounding sounds even in those directional modes, which is really important because if we think about how normal hearing people listen, right, we don't get rid of all the noise when we're in noisy situations.

We're able to focus on a conversation, but we're still able to monitor what's going on around us. So we want to give that really natural experience and continue to do that even in our hearing aids.

So a few of the things that were new or brought in with the 360 all around, these key improvements as we like to call them is the first one is a wider sound environment mapping. And what we mean by that is that we're removing the blank spots that are created when you go into directionality. They're created due to that head shadow effect. So now to kind of eliminate that, what we're doing is using ear to ear audio streaming to make sure that we're providing that sound and that they're not missing those things that are normally in that head shadowed region. Another thing that we're doing is we're doing a faster detection and selection and adaptation to the environments.

So we've really redesigned this brain of the hearing aid, so to speak. So it's now able to make those more accurate decisions in less time. So it's able to identify what kind of environment it is much more

quickly and be able to switch the modes to accommodate that. So kind of compared to previous legacy technology, our transition times are about 1 to 7 seconds faster, depending on which listening mode you're in. So this is going to be really fantastic, especially for those people who are active lifestyles in very dynamic and challenging listening environments.

And truly, yeah, for most listeners that that's, we're in those at least part of our days all the time. And then the third area is this narrower beam former for the best speech clarity. So this is where we're using this for microphone beam forming to be able to better separate sounds that are the ones that we want to focus on and that require our attention from those that we want to ignore. So the good thing about these three modes is that they're working all at the same time across any kind of sound environment. So it just naturally transitions, allowing that patient to automatically tune into what they want to listen to in a very natural way.

So with our beamformer, you know, certainly we always like to evaluate, you know, we have all this technology, we think this is what we're doing. Is it doing really what we think it is. So we did do some testing on our beam former. And you know, we know that all companies, right, we are using, you know, most companies out there anyway are using beam forming techniques because, because we know that if we can create that, you know, narrow directional beam in the front, that's just going to, you know, provide better speech understanding and improve that, you know, especially one to one conversations in noisy environments. But across manufacturers, there's certainly different techniques that are used within their beamforming approaches.

So just to kind of give the details of what we do at Resound, we kind of have a unique approach which we can see on the screen here where we are processing, we have a multiband approach where we are processing the low frequencies in an omnidirectional manner. And we do that so that we can basically maintain this very natural sound quality. It's not, there's not really any directional processing going on

there. It helps maintain, you know, that kind of that natural voice. It helps maintain those, you know, low frequency timing cues, all of those sorts of things.

When we just leave it in that omnidirectional mode, then in that middle frequency band, that's where we're applying this very, this four microphone beam former. So that's where, you know, our speech is happening. That's where we want to improve that signal to noise ratio and we want to put, put that directionality mainly there for that very narrow beam. Then in our high frequency band, we still apply directionality, but we're doing an independent directionality up there. And the reason we do that is because it actually better preserves spatial cues that are in the high frequencies.

So if we added that beam former, that adaptive beam former, that can actually kind of mess up some of those high frequency localization cues. So we want to avoid that if we can. And we do that by applying this independent directionality there. Instead we get that preservation of those interaural level difference cues that are up there. And that helps people to be able to maintain again that awareness of what's going on around them, even when they're in this directional mode. So when we tested this, we have white noise that we presented from a speaker.

We Had a binaural set on. Because with this, you know, certainly in the beam form, you have to have a binaural fitting. But what we did was we just really measured, did the measurements for the right ear just to simplify how, you know, to show what's happening. So we took those measurements on that right ear and we rotated the mannequin head 360 degrees around and did these measurements. And the way we collected this to take a look at it was in the form of a spectrogram, which we see on the screen now.

And just to kind of point out, to orientate you, high frequencies on the spectrogram are the ones that are closer to the head. And as you go out is the lower frequencies for this right ear, the red intensity or red. The red areas indicate where that sound is most intense. The blue indicates where the sound is least

intense. And we can see when we measure our beamformer that we have this very narrow area to the front.

So that's set for microphone beamformer. And then we have this area of red that's kind of off here to the side. This is that high frequency directionality that's a little bit more broader. Right. It's not as narrow as that beam former, but that's what's allowing us to get in that spatial cue information.

So. So what we think is happening, yep, we're providing that nice directionality to the front and that awareness off with those other high frequencies in that independent directionality. So we can say, yep, that is doing exactly what we think it's doing.

All right, well, we. We have to talk about Marie a little bit. So Marie is unique to again, resound. It's our microphone and receiver in the ear receiver. And this is the only one in the industry that incorporates this additional microphone on the receiver that sits inside the ear canal.

And we do this because it's a way that we can capture the natural shape and all those pinnacles of the patient's actual ear. And that ends up allowing us to provide a more natural sound quality. It also helps with a natural wind noise protection and overall less listening effort. So we've done studies on it, and these are the things that we have found. But what is nice is that these benefits have now been confirmed by the National Acoustics Laboratory.

So they wanted to take a look at our Marie and see, like, you know, how. How does this really work? So what they found really mimics kind of what we found in our studies on it is 80% of listeners were better at localizing sounds. So they were better able to tell where sounds were coming from in a very natural way. And 80% of listeners preferred Marie in background noise.

So the sound quality in these noisy situations they had significantly improved. Preferred the Marie over the other receiver types for that naturalness of sound and the quality of speech. And a 90% of the listeners experienced less listening effort. So it was just easier for them to listen while wearing that Marie receiver. Additionally, they looked at another study, looked at the Marie and its ability to reduce wind noise naturally.

So in this case, what they looked at was omnidirectional program with basically wind noise reduction algorithms. So if you think about kind of in the other products, right, we have a wind guard, right, algorithm that you can turn on or off. So they did that comparison between the wind guard on and off. And that does the job, right? It does do attenuation of the wind noise about 16 dB.

But then when they measured that with Marie, which does not use any kind of extra wind guard wind noise reduction algorithm, they found a 22dB reduction of wind noise. So even better with Marie. So having that just that natural ability without having to have any other processing take place to take care of the wind. So if you haven't tried Marie and you have those patients that are suitable for this type of technology and may benefit from it, you know, I certainly encourage you to give that a try. Okay.

Another area with Resoundexia is our maid for Bluetooth low energy audio and that AuraCast connectivity. So this is the first hearing aid that works with oracast. And really, you know, this new Bluetooth technology is going to transform how we interact with world. Not just the hearing impaired, not the people wearing hearing aids, but actually everyone. Because this technology is going to apply to any kind of hearing device.

So it could be earbuds, headphones, cochlear implants, and also just devices that might transmit Bluetooth low energy audio and orcast signal. Could be TVs, computers, things like that. So how we all connect up to this is going to be using this new technology. It's going to allow us to, you know, in conference venues, doesn't matter what kind of device you're wearing, you'll be able to connect into

that oracast stream. If you're at an airport or on a bus or some kind of public transport, you'll be able to connect into a stream and be able to hear those announcements.

You'll be able to share audio via electronic devices. So kind of a good example of this one is like sometimes if you're on you know, maybe you have kids, you're on a plane and you have one iPad. And before you used to have to connect up a splitter and then that would connect into, you know, each of their, you know, headphones and then they could listen to the same movie on the airplane. Well, now they will just use their wireless headphones, connect to that or cast signal and be able to share that experience without having to have any kind of wires or anything. And you know, TVs, whether it's a home TV, whether it's, you know, TV out, you know, like in a public place like a sports bar or gymnasium, you have those silent TVs they'll be able to connect into directly into that audio and listen to it.

And then there's also, you know, like movie theaters, you know, they'll if when they have these systems installed. And kind of all of this has the capability of offering, you know, multiple language options, right? So you'll be able to even choose the language that you want to listen to this audio in. So there's a lot of things this is very emerging. I know that it's not widespread maybe today, but this is what's coming.

And the good news is that the Resound Nexia is already ready to connect into this technology.

So turning our focus on products, we have more styles, new accessories and a new fitting software. So here's a kind of a lineup of what we already have available with Resoundxia. So we have non wireless CIC, we have rechargeable customs, we have a rechargeable micro re. We have standard RIES, we have rechargeable BTES and power BTES. We have that cross micro ire, we have the TV streamer plus.

Now with this November launch, what we're adding in here is going to be the new Multi Mic plus accessory. We also have a new non rechargeable ITC or custom custom non rechargeable because it actually comes in different shell styles. We'll talk about that. And then we have a new cross BTE option. And then along with the new resound SmartFit 2.0, just to quickly review some the fitting ranges.

So these are haven't changed everything. Ries still use the SureFit 3 receivers. They come in the 5 different receiver options. LP, MP, HP UP and the Marie. You see those fitting ranges there.

And that is applicable to all the RIE hearing aids that you have available. And then of course the SureFit 3 Domes and Ear molds go along with that. For customs, we have that non Rechargeable non wireless CIC that's going to be available in a low power, medium power, high power option. We have the new non rechargeable custom. It's going to be available in all four power options.

And then we have still the rechargeable custom. And so that's available with the four receiver options if you're getting that ITC version. The ITE is available with the MP, HP and up.

Then we have BTES in the Nexia family. So we have the standard 77BTE that can be fit as an open or closed. So if you're using the thin tube and dome, it's going to be open. If you use the plastic ear hook with the ear mold, you got that closed fitting. It's configurable in the fitting software to choose which way you're fitting it.

And then the power BTE with that standard plastic hook, or if you add change to that metal hook, you get that additional gain for a high power BTE option. And again configurable in the fitting software.

Our rechargeables provide all day power. So 24 hours on a battery charge if you choose the premium charger that comes with an onboard power bank that also provides three additional charges. So you're, if you're on the go or you don't have access to power, you can still charge your hearing aids up.

And really great 20 hours of battery life when you're streaming audio for 50% of the time. So if you have patients who are really heavy streamers and half their day they're streaming, they're still going to get a full day battery life with the resound next to your rechargeable.

So we know chargers and how they work. They're unique to a particular hearing aid or collection of hearing aid. So sometimes it can get a little bit of a matrix on deciding, you know, which charger goes with which. So we have this guide that outlines for the various products what charger number you would be looking for. So we identify within the charging bay of the charger there's an inscribed number that you can see kind of right there as an example.

And we call that a charging form factor. It's related to that specific hearing aid. And as you can see on the chart on which one you'd be looking for. The box that the charger comes in also will reference that number kind of just so that it matches up there. One thing to note with the customs, they are actually custom inserts, right?

So we're making those inserts specifically from the ear molds that we make the hearing aid with. So that's that nice perfect match that you have going on there. So those are unique to each individual. And we offer these different charger options. So we have a premium and a desktop charger that are available.

So you can get either of those for the RIE devices. When you're looking at BTEs that is only available in the desktop charger version. And then of course, the custom charger is a separate unique charger.

So we know that research shows that size and comfort are two very important factors that influence decision making when somebody is considering hearing aids. And actually what the research shows is that about 70% of patients will actively choose the smallest size possible when they're presented

different options in front of them. So we have really concentrated on trying to provide products that meet that need for that small hearing.

So with our micro Rie, it is designed to actually be the smallest rechargeable Rie. It's actually 16% smaller than our mini Rie and 25% smaller than our standard Rie.

And it actually keeps getting better because we've carried all of our full features into this really small Micro RIE design. But we've also added some features. So we have Tap Control with that Micro Re where patients can double tap the hearing aid to answer phone calls. One thing to point out with Tap Control is that you are the decision maker on that. So this is a software configurable feature so you can decide which patients may or may not benefit from it.

You can give them the feature or not give them the feature. So we really like that because it should be. We know that not everybody maybe can either handle this feature or would benefit those that do. Great, we can give it to you. But you're as the HCP or as the hearing care professional are completely in control of who gets that feature and who doesn't.

We also have what we talked about, that wireless cross by cross with the rie and now we're adding that BTE version which we'll touch on in a little bit here. And then again that made for Bluetooth Low energy audio and AuraCast broadcast audio. So it's going to be across all of the wireless Resound Nexia options.

So let's focus now on really going into some of the more specifics about these new items that are added into this Resound Nexia family. So that non rechargeable custom that we talked about, the Cross BTE, the Multimic plus and the Resound SmartFit 2.0 so staying with that whole idea of we know people like things that are small. This is our smallest custom that connects to oracast. So this non rechargeable custom, it's actually a really great solution for those patients who want something small,

but they also want to have that ability to connect to the latest and greatest in connectivity options. And this is exactly what this brings.

So it gives a really small design. Due to a new hybrid design, it's 39% smaller. We've actually designed it with rounded corners and it kind of results in this really unique dimensions that are optimized to fit into the custom shell and still deliver all those latest in connectivity capabilities. It is offered in three styles as we see here. So the in the canal, the half shell and the full shell shell styles.

Note that all of those will all be equipped with a 312 battery. So there's the one 312 Zynka battery size that's used in all of them. But the shell style you can choose with that ITC that in the canal being the smallest, we make it the smallest possible. And then that half shell and full shell, you know, for those patients who either maybe prefer that style option or you maybe need it for a little bit more retention or dexterity concerns, we offer that ability to choose that style as well. One thing to note is that all of these non rechargeable customs are recognized as an ITC in the fitting software.

So a couple things on here, the non rechargeable customs, they come with synchronized push button and volume control wheel options. So that has that ear to ear capability. So if you're making a change in one side, it's going to make it in the other side. The programmable push button and volume control can be ordered on the same device if you choose. I don't show the wheel here, but it would just be a, you know, rotary wheel which you're used to seeing.

But one thing to note is that that push button option, it is programmable, right? So you can make that push button into a program change and a right raise left lower volume control. So you don't actually need to add the wheel. That would be more of. It's just a preference for your patient to have that type of control.

But really that programmable push button takes care of all that functionality and you have the control over how you want to program it in the fitting software.

All of these are equipped with dual microphones and they have the microphone protection system. So, so what that allows for is that field replaceable microphone Filters to keep things nice and working. And they all have a 312Zinc air battery. And with this, the chip that we're using in there, we get 35% longer battery life compared to legacy wireless customs that use that 312. So you're going to get longer battery life with this new non rechargeable custom product.

They are available in the same six colors that all of our customs are available and certainly in shell color. I don't show here but you have, you know, red, blue, clear options that you could choose for a shell color option if you wanted.

So it's a very discreet, nice small, you know, hearing aid. It sits at the entrance of the ear canal and so it can capture, you know, those that true pen to provide that clear natural sound quality. And even though it's that small design, we still have those two microphones for directional processing to help them hear better in noise. And your directionality options are going to include adaptive directionality. So that's going to, you know, be something that's preferred over like a fixed directionality.

It's really designed for environments where patients have multiple or moving or simultaneous noise sources. So it's going to focus on that or be able to detect those loudest sounds from the rear and reduce them. And it can kind of change where adapts to those different noise sources that are out there. It also has soft switching as an option. So that's going to be making that change between both hearing aids being an omnidirectional versus directional again automatically depending on what happening in the sound environment.

According to our environmental classifier, it will automatically change that for the patient as needed.

So besides directionality, this non rechargeable custom still has all the other great features that you're used to with Resonxia. So, so you have the DFS Ultra 3 for feedback control, you have Noise Tracker 2 and that can be per environment. So it can make automatic noise reduction adjustments per environment. You have wind guard, you have impulse noise reduction, you have expansion and then environmental optimizer too which is kind of the volume piece of that automatic volume control across those seven environments.

So for our cross solutions, you know single sided deafness patients, we know they have difficulty hearing speech. From the impaired side, we know they have difficulty understanding speech and noise difficulty with sound localization and auditory fatigue. So we want to make sure we provide more solutions that meet more of your patients needs. And along with we're already familiar with that Resound Nexia Rie Cross, we have that product, it's the industry Smallest cross with low transmission noise and that's compatible with all of the Resound Nexia RIE models. So if you're fitting a Resound Nexia RIE and you're looking for a cross solution, this is what you'd go with.

New is this Resound Nexia BTE CROs. So this is just going to allow you to fit more patients. This BTE CROs is going to be available with the Resound Nexia Rechargeable customs and the BTE models.

Both of these CROs Solutions offer a 16 hour battery life, which is really astonishing considering that this is really an all day streaming, all 100% streaming kind of thing going on. Right? Because we're streaming that CROs signal that from the Cross transmitter over to that hearing aid side. So they're going to get a nice all day battery life, nice performance with this cross solution.

All right, connecting made for oracast. Let's dive into this a little bit more specifically. We know why do we want to provide new options for connectivity? Why is this one of those problems that we have to solve? Well, we know from research tells us that it's among the top three key satisfaction drivers for

people using hearing aids.

We also know that you guys can spend a lot of time connecting patients to their smartphones, right? So it's, you know, more than 50% of the patients are kind of looking for this type of connectivity or on a daily basis you're spending time in this situation. But we also know that connectivity can be frustrating, right? I mean outside of hearing aids, you know, any kind of connectivity, sometimes you update your operating system on your phone and you have to, you know, repair your Bluetooth speaker. It happens not just in hearing aids but really all around.

And it can be challenging. And sometimes because of it is challenging that there could be a preference not to recommend it for patients just to sort of avoid that complexity that's involved with it. And we know like this landscape, it's not simple, right? You guys have to know a lot of different types of connectivity and how do these things work and what works with what. And it is a huge landscape.

So we know that we still have telecoils and FM systems out there. I mean this is old analog technology, but they're still out there being used. Then you know, there's classic Bluetooth that was introduced in 99 and this actually was kind of a huge revolution from the FM and the Tylo coil because it allowed for the connectivity to electronic devices within a short range. But you know, there Was, you know, wasn't perfect solution either. A lot of times you had to wear, you know, an extra device in order to make that communication process, you know, happen between the hearing aid and whatever device device you're trying to connect to.

This led into proprietary protocols. So now pretty much all manufacturers have some sort of proprietary protocol. But in resound back in 2010, this is when we introduced our first truly wireless hearing aid. And this is when the Bluetooth low energy protocols started. Right.

And this benefit of that was that they used much lower battery consumption and they were a lot faster. So we didn't have latency issues like we did with the previous types of like, like a classic Bluetooth. We didn't have the battery power that was really kind of too much for maybe a hearing aid to handle by itself type of concerns. And then with this low Bluetooth low energy, you know, and then we started getting new, new other, you know, connectivity options we had made for iPhone, we had have Android streaming for hearing aids. Again all using Bluetooth low energy, but all using it kind of somewhat differently.

Nothing universal, right? Nothing that just worked across the board. So that's why with this new Bluetooth low energy audio and with oracast, this is what's going to change, this is what's going to make things more basically universal. So if you have, have the ability to connect to this new Bluetooth and the AuraCast with your hearing device, you'll be able to connect to things that can transmit that same kind of signal. And it doesn't matter what kind of device it is.

Right. Again, it could be whatever kind of hearing aid, it could be whatever kind of earbud, headphone, et cetera, as long as it's compatible with that technology. So this is really going to make things, you know, much easier for people in terms of connectivity. So again, connecting anything anywhere, this could be, you know, any kind of electronic device. It's projected that by 2027, 3 billion Bluetooth LE audio enabled devices will ship every year.

So that's a huge number. So while it might be just emerging now, this is going to be what this new standard is. And here's just kind of a quick overview of different Bluetooth versions, just maybe a summary of, you know, what are some pros and cons. Right, so we have the Bluetooth Classic, you know, does have good sound quality, it is widely used because it's been what's been around for a long time. But some cons are that it's really battery hungry, it uses a lot of battery and it's not ideal for like hearing aid battery sizes.

There's higher latency associated with it. And this is, you know, soon to be obsolete because this is kind of a couple generations old because we've now evolved into the Bluetooth low energy area and that includes the made for iPhone, the Android streaming for hearing aids which continues again with that good sound quality. But now we're getting lower battery consumption, lower latency. The con being, hey, it's not universal, right? We know that it's always very specific to whatever you're connected to.

And now with Bluetooth low energy audio we actually have enhanced sound quality even compared to the other Bluetooth low energy, we still have low battery consumption, low latency. This is a universal protocol. We'll work across platforms and kind of future proof that connectivity it's easy for developers to be able to implement and design and will allow for new experiences and applications such as oracast. The biggest downfall of this is that it's emerging technology, it's not broadly implemented yet. So until that happens, right, we're kind of in this limbo area a bit.

But again it's coming. This is the new standard and you're going to see more and more of this. So benefits of Bluetooth low energy audio, we have an improved codec, provides richer sound quality, lower power consumption, we have multistream and the ability to connect to multiple devices at the same time. This also enables hands free for Android phones. And then we have that Auricast, the broadcast audio sharing, the new Kodak.

What that does is it provides higher sound quality with lower power consumption. So this is kind of a from Bluetooth Sig where they compared their standard classic Bluetooth, which is the SBC, to this new Pro LC3 codec and we can see that basically this was a sound quality test where people rated it was either very poor at the zero or really excellent sound quality at the five. So we can see that we're getting better sound quality with this LC3 compared to the previous classic Bluetooth and this is at higher bit rate. So this again, you know, only can Bluetooth Classic can only be done at those higher bit rates.

With LC3 we're able to actually implement that at lower bit rates which again just makes battery consumption even less.

And we're still getting that same high sound quality even at those lower bit rates. So this is definitely a better preferred sound quality compared to what's out there right now. So we know Oracast is new, people are still confused about it. So in an attempt to kind of simplify things. You know, we know classic Bluetooth and we know how that works, right?

It allows a one to one communication between devices. So you have a phone and it's connecting to some sort of device and it's one to one and that's it. With AuraCast Broadcast Audio, this new technology is going to allow for simultaneous connection to an unlimited number of devices. So now you're going to have that phone, you're going to have an oracast broadcast that any of these devices that have that Orcast or capability will be able to connect to that stream at the same time.

And it's going to be actually available in both kind of a personal electronic device and public places. So when we talk about like here's your phone, you're going to be able to go in and you could choose to allow that broadcast to be picked up by other people. You can put a password on it so that you can be very selective of who you want to hear that broadcast. They'd have to have the password to join it. And then public places, sort of like airports or any, you know, anything in the public will most likely be that very open experience where people can search for the, the stream and connect to it.

So it's expected that by 2032.5 million places are going to offer Orcast. So you'll start seeing this in public places more and more. How to join an oracast. You know, most often you're just going to use your. Probably most commonly you're going to use your phone.

So when it has this capability you'll be able to search for a broadcast just like you do WI fi. You find it, you connect to it and it'll start streaming to the hearing aids.

And again just that ability to connect and share audio kind of wherever you may be.

And what's good is that Resoundia, right? We're ready, we're ready for this new protocol. We can connect to things today with it, but we're not taking anything away either. So we realized that not everybody is going to have a smartphone that has this right now. But we still have all these other connectivity options that are supported by Resoundia.

So you can kind of just going to meet the needs of whatever the patient is where they are at this time.

So new wireless accessories. This is going to be our Multimic plus. So this is going to be new generation accessories. They work with Resoundia. You're already familiar the TV Streamer plus has been out there.

So we have that accessory still available and now we have this new Multi Mic plus, which is going to be again, the first remote microphone with AuraCast. It's a new design for ease of use. It has longer battery life, 15 to 20 hours depending on which mode you're in. It has 82ft of streaming range and it uses one touch pairing. So one touch pairing is you basically place the hearing aids within 2 inches of the multi mic and press the pairing button on the back and they pair right up.

So there's no more selecting a channel or anything like that.

So to give an example, traditional technology with, you know, we've had had, you know, previous generations of remote microphones, right? The Multi Mic Resound Multi mic and the Resound Micro mic. And yeah, they could stream to multiple devices at the same time. The problem is, is that it's unique to the brand, right? So our, our Multi Mic would work with our Resound hearing aids, but it wouldn't work with other manufacturers hearing AIDS.

Now with AuraCast what'll Happen app, what it allows for is the ability to broadcast a signal. And again, no matter what kind of device you're trying to connect to, if they have that oracast connect technology in the device, they'll be able to connect to that oracast stream. So now you could have a presenter wearing a Multi mic plus they can broadcast the signal and everybody in the room will be able to pick up that signal. It doesn't matter what type of device there they're they're wearing. So again, this is just that more universal type of situation.

Now in the resound Smart 3D app, when the accessory is paired to the app, they, you can, the patient can actually go in for their personal use and they can select to do a, an oracast broadcast which would then allow people to connect to whatever they're streaming, whatever kind of audio that they're putting out, but they don't have to, right? So it, you ha. You can have that private pairing between the phone and the hearing aids and the, and the accessory as well. And then it would in that case not be something that's broadcast, but they have control over that in the Resound Smart 3D app.

And the new multimedia actually continues to have all of the multipurpose use that it added. It has always had. So presenter mode, this is where you clip it on the microphone is directional to pick up the voice of the speaker and help eliminate that background noise and can stream to, you know, one or many people, whoever's connected to it. We also have table mode. So this is where when it's placed horizontally.

The microphones will become an omnidirectional mode and allows you to hear kind of sounds from all around the table. And then we still have the various audio modes. So when you're in this table or presenter mode, that's when you're in that microphone mode. But if they, you know, have the need to connect to like a telecoil loop system still has that telecoil mode they can choose has a headphone mode which is that again three and a half millimeter. There's a port for it that you can connect up a cable and connect it physically to something.

Or if you have patients who have an FM system, there's a port for an FM and you could stream it that FM signal that way as well.

So lots of connectivity options when they do use that oracast that capacity to stream is to an unlimited number of people. The pairing when it's they hint you can pair up to 10 devices to the multi mic. So there is a limit there for that personal pairing use. And then overall devices that can connect up to Resound Nexia so you can have these Bluetooth LE devices up to eight devices. Nexia is still compatible with previous generation streamers, the phone Cut plus and that resound remote control.

All right, and then we're going to touch base on fitting software here. So we have a revamped home screen for more intuitive experience and easy access to everything that you need. We have direct access to non fitting tools and links to smart support materials. And we have software that keeps getting smart smarter because it actually will kind of improve and make changes based on how you're using the fitting software. So if you recall from the 1.18, this was what we called like the home screen.

This was the smart launcher screen. And if you notice, you know there was a lot of information on here, it was very busy. Sometimes, especially if you're new to fitting software, you weren't quite sure where you're supposed to go to connect to the hearing aids. So with Resolun SmartFit 2.0 we have revamped this home screen to be 74% cleaner look, you can tell it's a lot less busy. Some of the features here is we have this new navigation bar up here for these different menus.

It's on a black bar. The menu item you're highlighted on is in red. So it's very visible to see where you're highlighted on. And you have access to these different navigation menus if you're connected to a patient, but you also have access, you don't have to be connected to a patient. So if we on the desktop when you install the software, there's a resound Smart Fit icon.

And when you click on that, you still you have access to these, but you don't have a patient selected.

So now you no longer have to go in to the fitting software to use some of these different tools. You can do it from the desktop. And then if you do want to fit a patient, you can still select the patient here. It'll pull up your NOAA patient list and you can select them from there.

But know that you have that ability to select it either way. We have a nice big blue connect to Smart Fit button. So it's very visible on where you go to connect. It's a blue color so that it stands out a little bit from the other color scheme of the fitting software. We also have a button underneath that says remote fitting.

So this would be if you just want to get into the fitting software, gain adjustment screen to do like a resound assistance, live assistance, you can access it that way. And then you can also still simulate a session. And on this, when you have the hearing aid selected, you have the product and the receiver information and the serial number information that you can find all on this home screen. And if you're looking to connect to something that isn't supported in through sound Smart Fit, that's where that resound eventa comes in. And you can still access that right from this home screen.

The catalog button is next and this brings up the product list. This is where you can use a drop down to choose a particular product that you want to view. You can filter it by a family style or features by using that drop down in the middle here you can see the displayed audiogram on the fitting range and the different receiver options. Or if you're using a BTE it would be the open or closed or hook or metal hook type of information there and then features and specifications that would allow you to compare that between products and a simulate button to go and simulate what that would look like. You have resources.

So this gives you one click access to resources. So if you use this first gnhearing.com this is going to take you to the main page of the government Services website. User guides will take you to a place

where you can download user guides in different languages. Support takes you to the products and support page of the government Services website. And the videos button will take you to our YouTube page.

So nice one click access with or without a Patient selected update is going to be for updating the new generation accessories. So the Multimic plus or the TV Streamer plus, you can do that right from this screen.

And then the preferences, the items in the preferences area have not changed, but the look and view and the layout. So you'll notice we now have green for if that preference is enabled or not. You can again access this and make changes to your preferences without launching a fitting. And then also we have some automation kind of built in. So as you use the fitting software, it will learn your preferences.

So even if you haven't come in here and made adjustments to something, if there's something you do all the time for those certain features, it will automatically change that preference and notify you that, hey, you do this all the time, you've done it enough. Now we're going to make that automatic change for you.

What is good is the same fitting screen that you kind of know, just with a slightly updated look. So nothing's really changed with the fitting flow. It's what we've had in the past. But again we're carrying through that black bar with that red highlighted to tell you which item you're on within like an item. So like for example, gain adjustments, you have sub items and those again highlighted in gray is the one you're you're on for like fine tuning.

And again the blue save button to call your attention to when you want to save. It's easier to find. We have a new feature called Use mpo. So Use MPO button. So you could always increase, or I should say our hearing aids go with a prescribed MPO based on the fitting rule that you are using.

And you could always manually have in the past, you know, selected the MPO and increased it to reach what the actual hearing aid MPO was. Now we've added this new Use Instrument MPO button, which is just a quick one click that will take you to the hearing aid MPO if you need to increase that to visualize that the best, we recommend going to the display options and the output view because that's where you can actually see what's going on. So there's a legend in here that will sort of tell you what the different shaded regions mean. I, in this example, I've set the right ear to the prescribed MPO and I've set the left ear to the Use Instrument MPO just so we can see what the differences are. The current MPO is represented by this red line and then the bottom of the gray shaded region.

It represents the hearing Aid mpo. So you can see when we're using that that red line is in line with that hearing aid MPO where in this prescribed, it's below it. The prescribed MPO is the bottom of the light gray shaded region. And you can see in this one, that's where that red line is aligned to. So this gray shaded in between is the amount you could increase to reach that hearing aid mpo.

Why do you want to do this sometimes? Well, we know that with severe hearing losses, sometimes you have more of a chance of distortion. So you can increase, give that a little bit more room between the MPO and the gain curves. This can also help address complaints that they're not loud enough or muffled or unclear if the selected receiver power level is reaching the compression limit and for some reason you can't change it to a higher power level, then you know, this could just give you a little bit more of a room between again the gain and the output curves for that. If you're in that situation, like maybe it's too small of an ear and the high power is not fitting well, this is would be a great case to do like an encased receiver to, to help with that if you need the power or music programs.

We know like music inputs are higher so outputs are higher. So again, just giving a little bit more room to be able to accommodate that. If you do, you know, change to that instrument MPO and you want to go back, you can always use the MPO and do a manual increase or manual decrease with the arrow.

You could do that in certain frequencies or across the board. And this would be a good option if you have done a lot of fine tuning on your gain because it will preserve that fine tuning.

Another option is recalculating and resetting the gain in mpo. But just to caution you, if you do that, if you've done a lot of fine tuning on the gain, it's going to set that gain back to an initial fit too. So I'd only do that if you haven't done a lot of fine tuning.

So just in summary, we have, you know, this new software, smarter software, fewer clicks, revamped home screen, easier for you to access and see things, adapts to the way you work for a more intuitive experience and lets you compare features and specifications to give the patients the best start. Just a couple more things. I know we're a little over, sorry about that. We have a QR code option that patients can find website and they can scan it and check to see if their smartphone is compatible or how compatible it is. We have a really easy way for your patients to get assistance with pairing and connecting and troubleshooting for, you know, made for iPhone or Android or apps or wireless accessories.

So we have a whole group that fields calls specifically to this. If they do get any questions that are audiological in nature, they do refer that patient back to you. So no worries there. And then just some resources here on our website, our YouTube channel, again, our X is our result us and our Facebook page, where you can always get more information. So with that, I'm going to just quickly see if there's any questions that I see here, and I don't see any.

So with that, I will thank you all for sticking with me here. And again, reach out. Here's our website and phone number if you have additional questions. Thanks so much.