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Neuro Sound 2.0: Simplifying the Complex Process of Hearing Better

Presenter: Rachel Barrett, AuD

All right, we are going to get started today. Hello everyone and thank you for joining me. My name is Dr. Rachel Barrett and I'm really excited to spend some time with you today to discuss Starkey's NeuroSound Technology 2.0 simplifying the complex Process of Hearing Better before we get started, I do want to cover a couple of housekeeping notes. If you would like to ask a question during the presentation today, please click on the Q and A area, type in your question and click Send.

I will address all questions at the end of the session today, but please feel free to enter questions as they come to mind. There is a PDF handout of this presentation that is available for you through the pending courses on Audiology Online as well as by clicking on the Resources tab within the classroom. Today, one CEU Hour is available for this session if you participate in the CEU program offered by Audiology Online. After completing the course, just go to your pending courses on Audiology Online. Pass the short multiple Choice exam. Keep in mind that you have seven days to complete the quiz when viewing live courses and 30 days when viewing recorded courses.

And finally, if you need any technical assistance, please stay logged in and request help by using the Q and A window or by calling or emailing Audiology Online.

After this course, participants will be able to discuss how Starkey utilizes DNN in their current Edge AI products, identify at least two updates to the profit software, and explain how DNN relates to artificial intelligence.

At Starkey, the patient is truly 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 that they share is that they aren't going to let hearing loss hold them back from anything. They just want to hear better and 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 through their day.

And that being said, I am thrilled to talk with you today about our new Edge AI technology and what makes it our most powerful and innovative platform to date. We are pushing the edge of what's possible in hearing and in living, all to provide you with a product family that caters to each of your patients unique needs.

Now we know that sound quality is king when it comes to that patient's initial first impression of a hearing aid. The best sound quality has to be accompanied by a device that meets the demands of life because to your patient, every little sound matters.

In 2023, our Starkey Neural processor helped redefine what a hearing aid could do. Smaller, faster and more powerful than every chip before it. Edge AI features the new G2 neuroprocessor, the next generation of advanced technology from Starkey. By far the most advanced integrated circuit in any hearing aid available. The G2 Neuroprocessor features the industry's only neural processing unit, or NPU, that is dedicated to deep neural network processing and is fully integrated into the chip.

Our engineers have truly pushed the edge of what's possible when it comes to performance, connectivity, reliability and automation. We want your patient to be able to hear their best in every environment. With this common goal in mind, we designed our DNN processing to not only work more efficiently, but it is always on in order for your patients to get the best sound quality because your patients deserve nothing but the best.

With Edge AI, we've integrated the benefit that comes from the industry's only NPU into our everyday noise management system. NeuroSound Technology 2.0 is our proprietary best in class sound experience system. It does what all other sound processing systems can only dream of. Make the complex process of hearing better. Simple NeuroSound Technology 2.0 encodes Aware's acoustic environment.

It senses movement, digitizes intent, and then adapts to it all at the speed of subconsciousness, delivering a sound experience only rivaled by perfect hearing. Similar to 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 AI at the edge, 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 and listening intent and then processes them via three distinct areas, sense, adapt and Intent. Designed to provide increased clarity, comfort, spatial awareness and sound quality, Sense involves sensing the environment, taking in all of that acoustic information adapt, referring to the process that occurs in the background based on what IT senses without needing any effort from that listener.

And finally, intent, where the listener is able to provide more information of their intent to tailor the listening experience.

Working in conjunction with our G2 neuroprocessor to deliver the best sound quality for your patients is the use of our additive compression architecture.

Our additive compression architecture consists of two independent compressors that run in parallel and calculate gain independently. The two gains are then added together and allows us to maximize the potential for increased audibility, intelligibility and comfort. Both compressors operate differently and Therefore provide different benefits to the listener. Slow compressors account for the audiogram and ensures that the environmental input is within the patient's dynamic range, meaning that soft sounds are soft but audible, average sounds are comfortable and loud sounds are not too loud. The fast compressor operates on the dynamic fast moving broadband components of an input signal, providing better audibility for soft components while reducing the contrast between the louder and quieter portions of the speech signal.

This means more gain for soft sounds like consonants. The key driver behind this new compression system was to leverage the benefits of the two compressors that each process sound differently with a goal to achieve better perceptual outcomes than we've had before.

In addition to our additive compression architecture, Edge AI also features our extended dynamic range. We continue to have the highest input saturation level in the industry of 118 DB SPL. This allows us to have a much cleaner input and therefore after processing occurs, we have a much cleaner output. It also features our lowest noise floor, which means that the hearing aids truly sound quiet when patients are in a quiet environment and this improves their access to soft speech. Both of these improvements combined lead to an improved and more natural sound quality for your patients.

A new compression algorithm can often require a new fitting formula or changes to a current fitting formula because they need to work well together. The value of proprietary fitting formulas is their ability to optimize fittings and deliver sound quality with consideration for the manufacturer's approach to signal processing. E STAT 2.0 is Starkey's proprietary fitting formula that was developed to work in conjunction with our additive compression architecture. This fitting formula was designed to provide more gain for soft speech, better audibility at high frequencies with a broadened response curve and of course to achieve the best performance of Starkey hearing aids.

Using our E Stat 2.0 proprietary fitting formula, we are able to achieve 4 to 6 db more gain for soft sounds. We also see 10% higher speech intelligibility scores for soft speech compared to our previous evolve AI technology. This is thanks to that decreased noise floor from the extended dynamic range. And not only that, but we are now also providing more gain at higher frequencies. That again is more of a broad response resulting in better perceived sound quality for patients.

And finally, we have made an update to our vent modeling. We give you a best fit target and frequency response that we always set based on hearing aid style, audiogram, receiver matrix and venting. We will talk about this more in depth later on in our talk today.

Now, in just about every industry nowadays, the use of artificial intelligence or AI is becoming the standard in technology, especially in our field of audiology. In fact, for a few years, AI has been discussed in conjunction with our hearing aid features. But what does AI really mean? Artificial intelligence is defined as the overarching discipline that covers anything related to making machines smart. Think about artificial intelligence as a more broad term for programs that can sense reason, act and adapt.

Now, taking things one step further, we have machine learning. This is another term that is becoming more commonly used to discuss the hearing aid features. And this is defined as a technique for training a machine to do a particular task. So the machine learning algorithm takes in data, it learns from that data and applies what it has learned in order to make informed decisions. Now, taking things even deeper than that, we have deep learning, or what we call Deep neural network, or dnn.

This is a subset of machine learning that is all about using a more complex layered structure of algorithms that can learn and make intelligent decisions on its own. Based on the vast amounts of data that it has collected, our G2 neuroprocessor was built for efficiency, speed and growth. Thanks to this solid foundation, we've been able to add even more complex features with more complex processing strategies. In order to help patients hear their best in every environment. Starkey's Deep Neural network operates on an integrated neural processing unit that is dedicated specifically to DNN processing.

This allows DNN to run in parallel with our sound management system for more efficient processing, both in speed and in battery life. Using the industry's only npu, our Edge AI RIC RT device can continue

to offer patients up to an incredible 51 hours of B life, all while providing 100 fold more DNN processing than its predecessor.

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 compared to speech signals that are not, such as multi talk or babble. With 30% more accuracy than its predecessor, using DNN to identify speech versus speech noise elevates Starkey's sound management system to be more accurate and provide the patient an easier listening experience. This processing is available on all technology tiers of EDGE AI and is always on 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 being reduced, all while maintaining the signals of interest.

AI has always been integral to the sound management system to make it more precise at detecting different noise and sound sources. And thanks to the G2 Neural Processor as well as the dedicated DNN processing The speech and noise system harnesses the power of DNN while processing and analyzing speech sounds for an overall better experience for your patient.

Edge Mode plus is the industry's first of its kind intelligent on demand noise management and comfort feature that was created to provide the listener with alternative enhanced hearing aid settings in situations where they decide they could use the most help. Once activated, the patient can further clarify their intent within the My Starkey app to either enhance speech, reduce noise, or leave the Edge Mode plus settings as is.

Edge Mode plus is a phenomenal tool that you can offer to your patients that not only helps them to customize their listening experience in an environment, but it truly helps them hear better. As previously mentioned within the My Starkey 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 was positive 1.13 dB. This indicated that edge mode plus enhanced speech improved or reduced listening effort on average.

Note that a difference of approximately positive 1dB is associated with an approximate 13% increase in speech understanding on the English Matrix test.

Edge Mode plus uses AI to take a snapshot of the environment that the patient is in and then it instantly optimizes sound quality to that specific place and that specific time. And with patient driven controls in the mobile app, we put the power in the patient's hands by allowing them to change Edge Mode plus settings to either further enhance speech or reduce noise for the top two technology tiers. It's important to know that Edge Mode plus can apply even more aggressive changes to gain directionality and noise reduction than what the professional can do in the fitting software or what patients can do in the mobile app. In current products. If a patient engages Edge Mode plus in one environment and then moves to another environment, such as going from a noisy restaurant to their car, for example, they may want to Disengage and Reengage EdgeMode plus to experience the best adaptation for their car.

If they were to leave EdgeMode plus on, the settings would remain optimized for the restaurant setting that they had just left.

Exclusive to the 24 level of technology. Once Edge Mode plus is engaged, it will continually scan, adapt and optimize as the environment of the listener changes. As previously discussed, Edge Mode plus has the ability to use more aggressive noise reduction than what may be needed for regular day to day use. Once the listener leaves a noisy environment. After engaging Edge Mode plus, it is recommended that they switch back to the automatic processing in their personal program.

Here you'll see the tech differences between the Edge Mode plus feature as displayed in the My Starkey app. Edge Mode plus with the automatic adaptation is exclusive to Edge AI24, but the user also has access to those additional patient driven controls. Edge AI20 has Edge mode plus with those patient driven controls, but it is not continually adapting with that automatic feature. And finally, the Edge AI 16 features Edge Mode plus with no further adjustments available. Edge Mode plus also has been shown to provide up to 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 and purer signal for your patient. 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 more 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 6 dB.

Another unique feature that contributes to the best sound quality for your patients is motion based optimization. Using the power of the sensor technology embedded inside Edge AI devices. Our adaptive directional microphones can distinguish activity based motion versus small movements with this feature. So this feature works in two ways. The first is a situational awareness aspect.

When activity based motion such as walking or running is detected, the microphones will switch to omnidirectional to ensure more awareness of the patient's surroundings and the best listening experience. This is exclusive to the 24 and 20 levels of technology.

Now the second way that this feature works is for reduced feedback. Small movements that impact the hearing aid placement, such as chewing or putting on glasses, could be movements that can cause feedback chirps or squeals. When detected. The hearing aids will automatically switch to the strong

feedback canceller adaptation settings for as long as that motion is detected, reducing the risk of feedback and promoting an optimal hearing aid experience when patients are going about their day. This is exclusive to the 24 level of technology.

The motion based optimization feature can be found on the sound manager screen in the Profit software. This feature will default on in both the 24 and 20 levels of technology. Please note that this is a global control, so if you choose to toggle this off, it will turn off for all programs we designed Profit hand in hand with professionals and we've continued to do so to ensure that the software is convenient and easy to use as we move forward and make continuous improve. PROFIT was truly designed for professionals by professionals to easily fit within your daily clinic flow to optimize the hearing aid fitting process.

You all know from firsthand experience that most of your days are jam packed with patients from 8am to at least 5pm it is because of this that it is paramount that when you are using any fitting software it is as fast and intuitive as possible so you can efficiently maximize your time with patience. Profit features an organizational style to provide quick and easy access to the most used fitting screens. We have also minimized the number of mouse clicks that you have to make in order to get around where you can go from box to best fit in just four clicks. And overall our software was designed to be more intuitive, especially when it comes to assigning RIC hearing aids as right and left. No more reading serial numbers, which is exciting.

And lastly, we know that there are days where you need support either with a complex fitting or you just have a simple question. We provide easy access to several support tools from any screen, so when you need assistance you aren't using up any of your valuable time. Looking for what you need, we collected feedback from professionals around the world to find out when they were going into the software and what screens were being used. This has resulted in our Smart Connect and Smart

Session types. Within each session, type providers will have quick access to the most commonly used screens within that particular session.

After completing the minute fit on a new set of hearing aids, Profit will navigate you to the preparation workflow session. The second time you are connecting the hearing aids, Profit will navigate you to the fitting workflow session and the third and all subsequent times you connect Starkey Hearing aids to Profit, you will land in the follow up workflow session. Again, these smart sessions were designed so they could easily be implemented and follow the typical flow in an office.

Profit requires the use of Noah link 1 or 2 when programming all wireless hearing aids. Please note that The Starkey proprietary 2.4 GHz programmer is no longer compatible in the Profit software and for non wireless products they are compatible with the wired programmers that you see here on the screen along with Starkey's purple cables and orange flex strips. So again I want to reinforce that The Starkey proprietary 2.4 GHz programmer will no longer be compatible in the Profit software. You will receive a pop up message if you have it plugged in and open up the software alerting you that is no longer compatible.

When designing Profit, we knew that Bluetooth interference can often cause problems with connectivity to the software for programming. We have made significant enhancements so that this is no longer an issue. The first time you connect hearing aids to the PROFIT software, Bluetooth will need to be turned off. During this time, you are building a relationship within the hearing aids for that specific programmer and that specific computer. Now the hearing aids can remember five of these relationships which we know that oftentimes at offices there are more than one fitting rooms in the office space.

Now, once the relationship is formed between the hearing aids, the programmer and computer, Bluetooth may remain on for future sessions.

Firmware updates are a big part of the hearing aid fitting process. Different providers access the fitting software in many different ways, some of which bypass the original connection screen within Profit. Due to this, there are multiple options for accessing and performing firmware updates for Starkey Hearing aids. When providers are connecting devices from the Connect screen in the software, there will be an icon alerting the provider of a firmware update. Prior to these updates, this was the only way within the software that you would be alerted for firmware updates.

However, thanks to input from professionals, we have expanded the number of screens that showcase the alert for firmware updates. These screens now include the retrieve session screen as well as the alert icon bell within the PROFIT software.

Now I want to take some time to highlight one of our special features that allows you to fit Starkey hearing aids with ultimate precision. Earlier, when we discussed the updates to Our E STAT 2.0 proprietary fitting formula, we said that we have made improvements to vent modeling. This is referring to our Optimize Acoustic model feature that runs simultaneously with our feedback canceler. Now, Starkey's Feedback cancellation system automatically suppresses feedback before it happens, with the primary goal of maintaining audibility. Running the feedback canceller initialization is recommended at every fitting to ensure the personalized settings are unique, unique to that patient's ear canal.

The amount of maximum stable gain or MSG is measured at each frequency while automatically applying the best settings for the patient's fitting to mitigate the risk of feedback. The MSG measurements help the professional to gauge how much room there is prior to feedback concern in each frequency channel.

The Optimize Acoustic model feature runs alongside the feedback canceller initialization. The stimulus measures the amount of leakage coming from the hearing aid vent going back to the hearing aid microphone. If the measured leakage falls outside of the expected acoustic parameters, for example,

the acoustics are set to be an open fitting. However, due to ear canal size and perhaps the fit of the dome, it may measure to be a more occluded fit. If this happens, the fitting targets are automatically updated to match the most current measurement.

However, the software will then prompt the professional if they would like to update the hearing aid frequency response to match the newly measured fitting targets. So I'm now going to show you what happens when you select yes versus when you select no.

So once again this feature is running at the same time when you run the feedback canceller. If those measurements are different than what was expected, you'll get that pop up asking if you would like to match the frequency response to the fitting targets. If you select yes, then when you move to either Quick Fit or Fine Tuning, you will see that the gain and targets fully match. This is truly the best option for an optimized fitting because again you are accounting for the accurate leakage within your fitting.

Now if on the other hand, you select no when you see the pop up message and once you navigate to either the Quick Fit or Fine Tuning screens, you will see that your fitting targets have changed to accurately show the leakage, which is an automatic process. But because you indicated that you did not want gain to change, you can see that there is a slight mismatch between those two responses.

To control the frequency response of the hearing aids, you have access to both Quick Fit and Fine Tuning controls. Quick Fit is within the fitting session workflow while Fine Tuning is found within the follow up session workflow. However, you can easily toggle back and forth between the two using the controls found on each screen. In addition, each individual screen can be accessed from the flyout menu as well. Quick Fit allows for global quick gain changes, while Fine Tuning allows for precise frequency and input controls as well as visuals for the MPO controls and compression ratios.

As discussed earlier, our G2 Neural Processor has a neural processing unit or NPU that is specifically dedicated to DNN processing. This runs in parallel with our sound management system for an accurate and sophisticated sound experience for your patient, thus truly making better hearing a no brainer.

The Sound Manager screen within the Profit software is where we house our noise control algorithms. This screen can be found in the Quick Access toolbar for both the fitting and follow up workflows and in addition it can be found in the Fly out menu as well. The four different categories, if you will, are Consonant, brightness, Sound Enhancement, Situational Sound management, and directionality. So we'll talk about each of these and when manipulating the Sound Manager algorithms, you want to remember the phrase four is more so as you move closer to the number four, you are making a feature more aggressive or introducing more processing within the hearing aid fitting. As you move closer to one, you are decreasing that sound processing.

So remember, four is more.

One thing to keep in mind is we truly design our hearing aids and fittings to be the best fit from the first fit, 85% of professionals leave all of the Sound Manager settings at their default and 99% of professionals do not have to make any changes to directionality for their patients to be successful with the Starkey hearing aids.

The first of the categories on the Sound Manager screen is Consonant Brightness. This feature specifically controls the fast compressor of our additive compression architecture that we talked about earlier. With the use of the fast compressor, it can accurately identify consonants in speech that can oftentimes easily miss by the listener. This feature can be made more aggressive which controls how fast the compressor is working. If a patient can hear the compressor working, consonant brightness may be turned down to provide a more seamless listening experience.

Moving on to the next category within the Sound Manager screen is Sound Enhancement. This is comprised of binaural speech and loud noise, Speech in Noise and Quiet.

Our Speech in Noise algorithm is working to address your patient's number one complaint by adapting on a channel by channel basis to ensure that only channels affected by noise are reduced, all while maintaining the signals of interest. Thanks to the power of the G2 neuroprocessor as well as the dedicated DNN processing in our Edge AI devices, the Speech and Noise system harnesses the power of DNN while processing and analyzing speech sounds. With the power and sophistication of our proprietary DNN algorithm, NeuroSound technology 2.0 is precise enough to classify multi talker babble as noise, not speech, and then attenuate it, mastering one of the most difficult situations for hearing aid wearers. Also, utilizing the industry's first speech probability predictor within our DNN algorithm, we are able to detect speech 30% more accurately than our predecessor. Our Binaural Speech in Loud algorithm uses the Near Field Magnetic Induction Radio, or NFMI to have a true ear to ear streaming comparison in loud environments made to work like the auditory cortex in noisy situations.

Each hearing aid compares the time and level of the input signal to determine if it is a signal of interest or not. If the signals between the hearing aids are drastically different, the hearing aids will reject it. If the signals are similar, however, the hearing aid will amplify. This feature defaults off in the personal program unless programmed otherwise. It will default on only for the restaurant and crowd programs.

And finally, our quiet system using expansion adapts to low level noises that many hearing aid users, especially new hearing aid users, may find bothersome, such as air conditioning, paper rustling, or perhaps even feet shuffling on carpet. Adjusting quiet to a higher setting if a patient is perhaps more bothered by these low level noises is a suggestion. Or on the other hand, for long time hearing aid wearers, they may be used to those noises and perhaps they even enjoy those everyday sounds. If that's the case, you can choose to turn off the quiet algorithm.

Now moving on to situational sound management. This consists of transients, binaural wind and binaural machine algorithms. So let's take a look at each of these. The transient algorithm was made to combat sharp sudden sounds like the slamming of a door or perhaps getting ice from a bin. Transient noise reduction attenuates transients in a level dependent manner with more attenuation applied in quieter environments and less attenuation given in louder environments.

This is important for user comfort as transient noises are typically more bothersome in a comparatively quiet environment. So this feature will vary by technology tier in terms of how much attenuation you can have. This, for example, that you see on the screen here is showing a level two. This is a level one. You see how much that went down and then this is level four, which is the most amount of attenuation.

And then you'll also have level three depending on the technology tier.

Our binaural wind algorithm quickly identifies and tackles continuous wind noise. This algorithm can reduce wind noise by up to 35dB in order to preserve listening comfort in any challenging outdoor environment. Machine noise can be classified as a steady state repetitive noise. Think of this like road noise, a vacuum cleaner or perhaps a blow dryer. Our binaural machine noise reduction can reduce noise by up to 22 dB.

Now both binaural wind and binaural machine utilize ear to ear communication to ensure coordination between the two ears for a seamless listening experience for your patient.

The final category on the sound management system is directionality. We have both automatic and fixed settings, so fixed settings you have either omni or fixed directional. Omni of course, measuring all around the listener and fixed directional either in front of the listener or back. Automatic settings consist of adaptive and dynamic. Dynamic directionality automatically adjusts between omnidirectional and fixed directional microphone responses depending on the environment.

Adaptive directionality has multi channel null steering and speech identification to reduce noise and protect speech from all angles around the patient. Our directionality has continuous independent adaptation in all channels, pointing the null toward the biggest noise source, prioritizing conversations with up to 6dB of speech enhancement so patients can better hear and participate in conversations from all directions. This provides the best performance in any environment and we highly recommend that it be left as the default in most programs.

Now as we touched on briefly, the level of manipulation of each noise control algorithm will vary based on the technology tier that you're working with, with the 24 level technology giving you the maximum amount of control. It is important to note that no algorithms will be hidden in lower tiers of technology, but the level of aggressive management will decrease as you step down in technology level. So certainly something important to note and something to keep in mind when you're discussing options with your patients.

So we are going to talk briefly about some updates that have been made to our profit software with the release of our Edge AI products.

The accessory screen features a new layout for providers. There is now a section for broadcast devices which includes the new Starlink Edge TV streamer. The section for Bluetooth devices is where providers can control different settings for Bluetooth enabled devices such as tablets, phones, computers and so on. We also have a new audio streaming configuration screen within our software. We will talk about this next, but know that you can access this screen at the top of the accessory screen here as well as from the flyout menu.

Broadcast Start Stop User Control has been added as a favorite option for the Starlink remote control. Your remote control options will differ based on how the hearing aid is configured, meaning that if a

patient doesn't have a tinnitus program, the option for tinnitus on off will not be shown. However, the full list of availability is Broadcast Start Stop Edge Mode plus Jump to Program four and Tinnitus on Off.

Now exclusive to Edge AI devices, we have a new audio streaming configuration that the listener will automatically be switched into as soon as they start streaming. By having a separate streaming configuration, it allows the professional to make adjustments for the streamed signal that is separate from the patient's regular frequency responses. This was highly requested by providers as patients have different sound preferences when it comes to streaming compared to everyday listening. So this is a very exciting feature that we're going to be talking about.

So the audio streaming screen can be found within the flyout menu or as we had previously discussed, it can also be found at the top of the accessory screen. Providers will have the ability to make both quick fit and fine tuning adjustments to the streamed signal from this screen. Once again, adjustments on this screen will not be reflected in the patient's regular frequency responses. You'll also see on this screen that there is a selection for Stream Target Match that can be found in the middle of the fitting screen. By clicking this, it will set the streaming configuration back to the original targets that are generated based on the patient's audiogram and acoustic coupling.

This can be useful for providers if there has been so many changes made to that signal and they just want an easy way to get back to default. Select Stream Target Match when the hearing professional makes adjustments to that streamed configuration, either through Quick Fit or fine tuning adjustments, or they select Stream Target Match, this message will appear on the screen. It's informing the professional that if the patient has customized their equalizer controls within the My Starkey app, those controls will now be reset. So this can be very beneficial for the patient. For example, if they have their equalizer settings set to always boost the low frequencies and they come into your office and say could you adjust that for me so I don't have to adjust the equalizer settings?

You then can go into the audio stream screen and you can customize that in the office so the patient has a new default when streaming. The equalizer settings that they had previously used will not be applicable because that updated customization was made by the professional.

Now, when streaming is initiated by the listener, the home screen of the My Starkey app will automatically become the streaming audio screen that you see here on the screen. While streaming, the patient still has access to adjust sound or that equalizer, as well as the My Hearing section and hearing aid volume control using the slider down below. However, it is important to note that they will not have access to any other program while they are streaming, so they will remain in that streaming audio screen until the streamed signal ends.

Another new and exciting feature that is exclusive to Edge AI is the ability to demo and make live adjustments to the audio streaming configuration Response. The professional can have the patient actively stream music, a podcast, an audiobook, or whatever they desire from their mobile phone, and the professional can then make adjustments to that signal in the office. So this is also applicable for the new Starlink Edge TV streamer as well, where you can adjust that stream signal.

Once you click Start Demo mode, you will see green lines going across the screen above the frequency response controls. This indicates that you are in demo stream mode. From there, providers have the ability to make either Quick fit or fine tuning adjustments to the signal while the patient is streaming. When providers want to get input from the patient regarding the adjustments that they had made, it is recommended that the provider click Mute Stream next to the Starter Stop Demo mode to enable the hearing aid microphones once again. To reiterate, when the hearing care professional clicks Start Demo mode from the audio streaming screen, the patient can then begin streaming from their phone.

In order to easily communicate with the patient without stopping the stream entirely, the professional can click Mute Stream to enable the hearing aid microphones for easy conversation. This is

recommended as opposed to stopping the stream altogether. By muting the stream then you're able to have that conversation and you can easily toggle it back to enable the stream again. The professional also will not have access to any other screens within the profit screen or software. Excuse me, until they end Demo mode, so they have to end the stream before they are able to go to any other screen within the software.

To ensure the best results from the Demo stream feature, the patient should ensure that the stream from the phone is set to a comfortable volume before they begin. While in Demo mode, the My Starkey app cannot communicate with the hearing aids and in addition, the user controls on the hearing aid will be disabled as well during this time.

Now we know that no two patients are the same even if they have the exact same audiogram. The same certainly can be said for tinnitus patients, as I'm sure you all can attest to. This is why Starkey continues to work to enhance the patient's experience and provide a personalized relief for every individual. We are excited to introduce five new stimulus options to cater to each of your patient's unique needs.

Now, historically we have had three different white noise based tinnitus masking options available. These included White Noise, Audiogram, Shaped Noise and Custom noise. The White noise signal uses the patient's pure tone average to calculate equal energy distribution across channels. The audiogram shaped signal uses the entire hearing loss to automatically shape the stimulus for a more tailored response. And the custom stimulus adds an even greater degree of masking efficiency by using the audiogram and considering the patient's personal perceptions of tinnitus through the measurement of minimum detection levels and minimum masking levels in order to configure that signal.

The White noise and audiogram shape noise options are available in every style and technology tier of both Edge AI and Signature series. The custom noise stimulus will only be available in the 24 and 20

technology levels of both Edge AI and Signature series.

Now we are introducing three new low frequency weighted masking options with Ocean Noise, Pink Noise and Red Noise. Ocean Noise is designed to mimic the sound of ocean waves and is an alternative option for traditional noise maskers. Pink noise shifts more low frequency compared to white noise, with red noise shifting even lower in frequency weighting compared to pink noise. So all of these are available on all Edge, Eye and Signature series styles and technology tiers.

In addition to the low frequency weighted options, we also offer additional high frequency weighted options as well. Blue Noise uses more high frequency energy compared to white noise and Purple noise features even more high frequency energy compared to blue noise. Once again, these options are available in all styles and technology tiers of both Edge AI and Signature series.

And finally, I do want to share with you some Profit tips that you may or may not have been aware of. Regardless, I think they are certainly worth a mention. I first want to highlight our Help for Profit menu. Whichever screen within the Profit software you are in and you launch Help for Profit, it will customize the information that you see first. So this is a very handy tool.

When you select Help for Profit, you'll be brought to a webpage with different topics in a search bar. From there, providers can search for specific information that they are looking for on various screens and tools for the Profit software.

The troubleshooting icon along the side allows you to make targeted changes to the hearing aids based on specific patient complaints. If the patient is not satisfied with the change, you can always use the Undo icon to undo those changes made directly from the screen. This is really helpful, especially for students or perhaps even new professionals working with our products. And these troubleshooting suggestions not only include Starkey specific suggestions, but also feature a lot of general hearing aid

programming solutions.

Audiology on Demand allows you to connect with one of our audiologists to get a quick solution to a technical problem. By clicking on the Audiology on Demand button within Profit, you will be directed to the Audiology on Demand portion of Starkey Pro. From there you can follow the prompts to connect with one of our audiologists who can then remote live into your fitting session and help with any complex fittings or answer any questions that you may have.

Now, I've given you a lot of information today, so I want to wrap up with some resources. For helpful resources on everything Starkey product and software, please visit Starkey Pro to visit both our quick tips as well as research based white papers. Excuse me, associated with different features and tools within the Profit software. Profit also gives you the option to generate and print different reports related to your patient's fitting. These reports can be accessed and printed when needed, and many of the reports, such as the Device Guide, can be customized to fit your patient's specific preferences.

This is really handy to use in the clinic because it will show what the user controls are programmed as, as well as what the speech indicators are programmed as as well. Provides that more personalized and customized experience for your patient.

Also found on Starkey Pro, along with the white papers and quick tips are also videos that can be helpful as well as access to training opportunities that will come available.

All right, so this completes our course today. I do want to check to see if any questions had been asked and it doesn't look like there was. So thank you all so much for spending your day with me. I really do appreciate your time and attention. If no one else has any questions, we will go ahead and close out this session.

Thank you everyone.