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Sound Solutions: Accessories Enhance the Hearing Aid Experience

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Good afternoon everyone. My name is Marjorie Klaskin and I'm an education and training audiologist here at Starkey and I'm going to go over our Patient Focused Accessories today and I'm really excited to talk to you about all of our different offerings for both our Genesis AI Wireless hearing aids as well as our new Edge AI Wireless hearing aids and also how you can help your patients hear better in any types of situations. But before we get started, I just want to go over a few quick housekeeping notes, so if you would like to ask a question during the presentation today, please click on the Q and A area and type in your question and then click Send and I plan to answer all of the questions at the end of the session today, but you are invited to enter questions as they come to mind and I'll be able to scroll back through them and address them later on and a PDF handout of this presentation is available for you through our pending courses on Audiology Online or by clicking on the link in the chat within the classroom Today one CEU Hour is available for this session with a paid Audiology Online, unlimited CEU Access membership and after completing the course, just go to your pending courses on Audiology Online and pass the short multiple choice exam. And keep in mind that you have seven days to complete the quiz when viewing live courses and then 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 email Audiology Online.

And we do have somebody live from AO to watch out for that.

And so we have three learner outcomes for today and they are to you will be able to, after this course state at least three wireless accessories compatible with the current products with our Genesis and our Edge AI products, list at least two benefits of wireless accessories compatible with current products and identify one key learning to implement in the clinic to improve patient outcomes and I'm going to start with a quick short video introduction to our Starlink 2.4 GHz accessories for our Genesis AI.

So there are five Starkey Starlink 2.4 GHz accessories which are compatible with the Genesis AI hearing aids. And these are the remote control, the TV streamer, the multifunctional remote microphone plus the mini remote mic and the table microphone. And we will be discussing our starlink accessories in correlation with our Genesis AI hearing aids today. But these accessories are also compatible with our older generation hearing aids, our EVOLV AI and Livia wireless product families as well and we also have our all new Starlink Edge TV streamer designed to support the new 2.4 GHz radio with LE Audio in Edge AI hearing aids. And the remote control is also compatible with our new Edge AI hearing aids as I will discuss in a little bit.

But before I go over all of the accessories, I do want to briefly discuss connectivity and how Starkey Wireless hearing aids connect to our wireless accessories. And so one of the great things about hearing aid connectivity is that it is always evolving. And we have seen a massive growth in hearing aid technology in the last 20 years, with advancements in signal processing and also connectivity occurring in just the last 10 years. And let's take a very quick look at this timeline. So in 2000, oh my gosh.

In 1937 the first telecoil was invented. And in 1968 the first personal FM product was released. And this was revolutionary at that time because it was fully wireless, enabling people to move around a physical space but still hear the speaker clearly. And of course in 1990 and FMI was introduced. This is what allows ear to ear communication between devices, also for Cross Systems and Bicare systems.

And then in 1999 the first ever Bluetooth device was revealed which was a hands free mobile headset. And then the following year the first mobile phone to use Bluetooth technology was released. And then in 2012, which really isn't that long ago, Apple developed their proprietary Low Energy Audio or LEAH protocol that allowed for direct Bluetooth connectivity. And then in 2021 it was their LEA2, which it was an updated streaming protocol. In 2019, Google released their audio Streaming for Hearing Aids protocol, which is Asha.

And then in 2023, AuraCast recommendations were published by the Bluetooth Special Interest Group or SIG as you might have seen it in articles. And then finally in 2024, the first Bluetooth LE audio products are in the midst of being introduced to the market. And there are a few of these available now, with many more expected to be released in the coming year.

But now Bluetooth is used by most of us every day. I know I use it every single day. But yet few people understand what Bluetooth is. And so Bluetooth is oftentimes an overarching umbrella term. But Bluetooth can be separated out into Bluetooth Classic or Bluetooth Low Energy.

As a Bluetooth Classic is a low power radio that streams data in the 2.4 GHz frequency band. It has become the industry standard radio protocol for devices such as wireless speakers, headphones in car entertainment systems and more. Bluetooth Classic allows for wireless communication between two devices in hearing aids. The stream signal is sent to one primary hearing aid and then input is then streamed to the other. Bluetooth Classic allows for continuous wireless connection and was primarily designed for data transfer, but it also supports audio streaming and although designed for relatively low power consumption for use in hearing aids, it can have a significant impact on battery life. And then Bluetooth Low Energy, which frequently is shortened to BLE, was introduced in 2009 and it was designed as an alternative to Bluetooth Classic with a priority of minimizing power consumption and maximizing battery life in wearable devices.

And it offers the same functionality of Bluetooth Classic but with low power demands, making it ideal for those small devices with limited battery life and then accompanying Bluetooth Low Energy each phone manufacturer uses their own Bluetooth Low Energy streaming protocol and as we discussed, Apple's proprietary streaming protocol for hearing aids is called Low Energy Audio or LEA and it uses the same Bluetooth Low Energy radio and one of the main features of this protocol was Live Listen, which essentially allowed the user to use their compatible iPhone or iPad as a remote microphone without the

need to buy any additional accessories. And then Audio streaming for hearing aids, otherwise referred to as Asha, is a well known solution that works with Android devices and in hearing aids. We discuss radio options in a few different ways and we are looking at how we can connect hearing aids to accessories, how we can connect them to cellular devices and we also look at radios that are used for communication between hearing aids and then wireless hearing AIDs have a 2.4 GHz radio within them that allows the user to have direct connectivity to smartphones and manufacturer specific accessories. The high frequency nature of the 2.4 GHz signal results in a short wavelength that does not propagate well through and around head and body. However, 2.4 GHz has many advantages such as data transmission while maintaining that low power consumption.

And in addition to this it has excellent stereo sound quality and a signal transmission range of about 30ft when in line of sight.

And another term that is used quite often is streaming. So what is streaming? It is defined as receiving audio from an electronic source including phone calls, music or podcasts as well as accessories. And of course today's focus is on our accessories as Rastaki's wireless protocol. In relation to accessories, we use a proprietary 2.4 GHz protocol to pair our accessories to our hearing aids as well as to Bluetooth devices.

And as seen a few moments ago, there are five Starkey 2.4 GHz accessories that we will be discussing in correlation with our Genesis AI hearing aids today. So let's take a Look at our 2.4 GHz Starlink accessories and when these accessories might be necessary for your patient. No conversation and versatile connectivity would be complete without mentioning our family of Starlink accessories which is a collection for both you and your patient when your patient is looking for additional ways to stay connected or to have extra help in those challenging environments. So we offer an array of accessories to help them do that. Our Remote Mic options include the Remote Mic plus, the Mini Remote Mic and

the Table microphone and with the Remote Mic plus patients can enjoy one on one conversations in noisy environments and also easily stream binaurally from four different audio sources which are Bluetooth, Telecoil, FM or line in and I'll go over this in more detail in a bit and then with eight built in microphones.

Our Table microphone is designed to improve listening and noise by allowing the hearing aid wearer to focus on the primary speaker in a multiple speaker environment such as a meeting, family gathering or even a noisy restaurant. And it also functions as a body worn remote microphone or even as a TV streamer. And the last of our remote mic options is the Mini Remote Mic which is great for those who desire the most simple remote mic options. It's small and easy to use and it can be clipped to clothing of the person being spoken to. And it can also be used as a TV streamer by placing it near a sound source.

And our dedicated TV streamer allows patients to stream audio from television or other electronic audio sources directly to our Genesis AI Evolve AI and Livio family of wireless products and it offers excellent sound quality, it's easy to use and it supports both analog and digital input sources. And then lastly, Your Remote Control 2.0 offers maximum simplicity and it lets your patients easily control volume change programs and quickly access a favorite feature such as Edge More plus and it comes with a replaceable cell battery and convenient pre attached wrist lanyard. And this is a great solution for those who do not use our mobile app or maybe they have dexterity issues preventing them from being successful with the hearing aid user controls. And it's also compatible with our new Edge AI hearing aids. And all of our accessories are easily paired to hearing aids either within the PROFIT software but can also be programmed outside of the software as well.

Now let's take a moment to talk about some obstacles that your patients encounter. So understanding speech and the presence of background Noise consistently rises to the top of challenges for those with

hearing loss. Remote microphones have demonstrated significant benefit in enhancing speech understanding in a variety of environments. Starkey is pleased to offer several remote microphone solutions designed to meet those specific needs. So what would you do if say, a patient says they can't hear in restaurants?

Or if a student is struggling in hearing in the classroom, maybe the patient is struggling to hear their spouse in the car. So for this I would recommend a remote microphone. So the mini remote microphone would be perfect in these scenarios. It streams audio simply and easily to all Genesis AI wireless hearing aids.

The mini remote mic is designed to provide a simple solution for one on one interactions in quiet or noisy environments. You simply attach to the companion's clothing or place close to the desired audio source, such as a TV speaker or create a portable TV streamer for best performance. The mini remote microphone should be within 12 inches of the sound source, making it less optimal for use, say on a tabletop. And it does not offer Bluetooth streaming capability. And so this is the anatomy of our mini remote mic.

You can see it has a power button, the status indicator light, the microphone micro USB jack and the clip to be clipped onto the clothing.

The single microphone and onboard noise management algorithm combined with proximity to the sound source provides that one on one benefit to enhance quiet or noisy environments. And there is no need to be concerned about the orientation of the microphone placement.

But now I want to go over pairing the mini remote mic. And so here's a short video. And so you power on the remote microphone. So first actually you turn the hearing aids on so this is rechargeable. And so you take it out of the case power on the remote microphone by pressing the on off button.

Press that button two times to get it into pairing mode and then the LED lights will flash. You want to make sure that the hearing aids are close to the remote microphone within 6 inches. Although closer is always better. So the closer it is to the hearing aids is always better. And it's now pairing to the hearing aids.

You can see that blue light going around the circle now and then when the flashing lights are solid green. There we go. We now have a successful pairing. So this is how you would pair it outside of the software.

Here are three different patients who need something to help them in three different situations. So going to live theater, spending a lot of time gaming or taking meetings from the computer, using an FM system in school, and also having trouble hearing play calls while playing football.

And for these three scenarios, I would choose the remote mic plus and this is one device that really does a lot. So you can use the Remote Mic plus to stream from phones that do not offer direct streaming. It can be used as a companion microphone and it connects to a loop system via induction coil. This is great for any place that is looped, has analog line in and on the bottom. It has a Europin Jack and 3rd Party FM receiver port for FM system connectivity.

Starkey's remote microphone plus has excellent sound quality and it even momentarily mutes when it is dropped. It's easy to use. It has onboard streaming volume adjustability. It has an integrated easy grip clip. The automatic microphone directionality for voice pickup which is good to place on the table.

And the streaming time is up to 10 hours, approximately three hours it takes to charge the companion microphone. Input mode provides enhanced communication for a variety of use cases for omnidirectional listening improvement. So you simply place the Remote Microphone plus flat on the clip

in the microphone mode to orient the onboard microphones for that omnidirectional benefit.

And not only can it pair with cell phones that don't offer direct streaming, but it also pairs with other Bluetooth devices to stream audio to hearing aids such as laptops, smart speakers. What about the patients who desire better hearing in a looped environment? So the remote microphone teleloop mode offers enhanced listening enjoyment in any looped environment. Many churches, theaters, performing arts venues, etc. Are looped.

And even here in New York City where I live, there are even taxi cabs that are looped.

And then the Remote Microphone plus FM mode enhances speech understanding in those challenging environments for wearers using an FM system. So it offers that Europin jack compatible with many universal Europin FM receivers. So you would just clip it to the bottom.

And what about the patient who would like to connect and stream via a non Bluetooth device? So the remote Microphone plus line in mode offers streaming from any non Bluetooth device with a headphone jack.

And the multifunction button and status indicator light are the same as on the mini remote mic. But we see multiple microphones on the remote mic plus the FM receiver jack is on the bottom. We see the clip on the opposite side of the on off button and number six and seven that you see here are the input mode lights and buttons that I will go over in a moment. And the Other side is 8 and 9, the micro USB jack and those volume buttons.

So the input mode button provides access to the five audio input modes offered by the Remote Microphone plus to view the current audio source simply Press the input mode button and it will temporarily illuminate the LED to indicate the selected mode and to change to a different audio source,

simply press the button to move to the next available audio source. The input mode will only rotate between the first three options. The FM and line in modes are only available when the actual input is physically connected to the remote microphone. Plus, the input mode remembers where it was prior to being powered off and will return to that same mode once it's powered back on. The key benefit of the remember function is the ease of use it provides for patients.

Most will use it for maybe one function since it remembers the last use setting. They might never have to advance the input mode button, and the input mode LED will rapidly flash green when the selected input mode is missing. For example, maybe Bluetooth is selected by pressing the input mode button. Yet a Bluetooth signal is not currently available from a paired accessory, and these ranges here assume line of sight and no interference and follow typical Bluetooth behavior. And note that this is still dependent on the environment and interference still does apply, such as walls, outdoors, body interference, et cetera.

But now let's talk about how to pair the remote microphone and to the phone and outside of the software. So to pair the remote microphone plus to the hearing aids and also to the smartphone, we start by turning on the hearing aids and then turning on the remote mic. And so we want to press the volume down and the input mode at the same time until you see the LED light flash. Make sure that the hearing aids are close to the remote mic plus. And then you wait for the LED to stop flashing and turn solid green.

And so you can see here by the blue circle that is moving. It's very quick. It takes 10 to 15 seconds maybe, and then we'll see the solid green light. There we go.

Great. We now have a successful pairing, but now we want to pair the remote mic plus to the phone. So to do that, we're going to turn the hearing aids off. We do that by putting the hearing aids back on the charger on the remote microphone plus press now the volume up and input mode until you see the LED

light flash. So this is volume up.

Where to pair to the hearing aids, it was volume down. So the phone is volume up. The LED light, you wait for it to flash. I mean, the input mode, you wait for the LED light to flash. This is an Android phone.

For our example, go to Settings, then connections, then toggle on Bluetooth. Then you tap on Bluetooth. When the remote microphone plus pops up, you tap it and Then tap pair and there you go. That easy. It's very simple.

A common question we get is patients wanting to stream their virtual meetings or maybe listen to music or podcasts or anything from their computers. And so let's ask Bruce, one of our tech support specialists, how a patient can do this with the Remote Mic Plus. To sync the remote mic to a computer. And we understand that settings can be different from computer to computer. You can go into the Settings screen and click on the Devices icon.

In the Devices screen, click on Add a Bluetooth or other device. The system will detect the Bluetooth broadcast from the remote mic when it appears. Click on it once. The Remote mic will appear as an audio device in the Bluetooth and Other Devices screen. In the Audio Devices screen, you'll notice that the speaker is set to the remote mic hands free.

The microphone setting defaults to the microphone name of the computer itself. But the Remote Mic plus microphone itself will pick up the speaker's voice and port it into the Bluetooth conversation.

Genesis AI hearing aids can be paired with up to five streaming accessories in any combination. And the remote mic pairs with up to eight Bluetooth devices. And the Remote Mic plus supports up to two simultaneous Bluetooth connections.

So now what would you do if a patient says they have trouble in large family gatherings or in meetings? Maybe they are someplace where they don't have their hearing aids but need help hearing, such as hospital setting.

Starkey's table microphone would help those patients in their difficult listening environments. It has eight directional microphones and utilizes a beam forming technology to help those patients in challenging environments. The table microphone can automatically determine and follow primary speakers in quiet or noisy backgrounds. It can focus on two speakers via a tap to particular segments. And it can listen to multiple speakers in a quiet environment.

And it also allows the patient to choose which two microphones the patient wants to focus on. Furthermore, the table microphone works as a companion mic and it does come with a lanyard that automatically can beam up to pick up the speaker's voice. It can also stream audio from any device via a 3.5 millimeter audio out jack. And it can even benefit those who do not wear hearing aids but struggle in situations via headphones.

The table microphone can stream up to 12 hours. It takes about two hours to fully charge, and it has an operating range of about 50ft, which is huge, or up to 50ft. And they can stream and charge simultaneously. And here's a graph just showing the speech understanding and noise benefit using the hearing aids alone versus using the hearing aids with the 2.4 GHz table mic with directional microphones. So specifically, the table microphone uses eight directional microphones and beamforming technology to enhance those listening in challenging environments.

And let's watch a video on pairing the table mic to a set of hearing aids. So again, we take the hearing aids out of the charger to turn them on and put them into pairing mode. And on the bottom of the table mic, press the chain link button to put the table mic into pairing mode. There we go. I forgot the part about turning the table mic on.

So there's the chain link on the bottom. And so now the table mic will be in pairing mode. The table mic will flash blue while it's searching for the hearing aids and then it will flash solid green as it finds the hearing aids. So it will find one first and then the other. And the hearing aids only need to be paired one time only.

And when it comes to accessories, it's very important to listen to what our patients are telling us throughout their appointment. And so what would you do if a patient tells you that they have dexterity issues and also do not own a smartphone? And what if that patient wants multiple programs or the ability to easily change volume? What if you have a patient who wants to be able to make adjustments but doesn't want to always use their phone? And so when patients mention these sorts of situations or issues, I almost always recommend a remote control to them.

So the remote control provides simple control of our genesis evolve and Livia wireless families of hearing aids as well as it's compatible with our new Edge AI wireless hearing aids. The remote control is very versatile. It allows patients to make changes to their hearing aids on the go. It's small. It can easily fit into the patient's pocket or purse.

It has a replaceable cell battery that can be changed out in your office or even by the patient. And each set of hearing aids can be programmed with one remote control.

The StarLink Remote Control 2.0 anatomy can be seen here. It includes a lock unlock switch on the side, a single white LED indicator, volume up down, which are tactile to promote accessibility, a program change button and a favorite feature button. And the pre attached lanyard can be worn around the wrist to keep the remote secure.

And so I'm going to go over now a short video on how to pair the remote control. So you want to make sure of course, that you turn the hearing aids on and ensure that the remote control is in the unlocked position. So you want to switch to the left right, place the hearing aids within 6 inches of the remote control and place the remote control in pairing mode, which is pressing the home button for five seconds and waiting for the LED light to flash. There we go. And then when the LED light stops flashing, we know we have paired the remote control to the hearing aids successfully.

We're going to see this in just a couple of seconds.

There we go. We now have a successfully paired remote control. But now what do you do when a patient says that they are fighting over the TB volume with their significant other? Oh, what if the patient spends a lot of time watching television? And what if it's something special that maybe they do with their grandkids?

What if they are still struggling to hear, to hear voices in their favorite program? I mean, what would you do for these patients? So typically, I would recommend a TV streamer. Starkey's 2.4 GHz Starlink TV streamer provides direct audio streaming to TV, MP3 players and more. Genesis AI wearers can enjoy unparalleled sound quality over an up to 45 foot range.

And it can also pair to an unlimited amount of Genesis AI devices.

Let's take a closer look at the TV streamer. So we wanted to make this really very easy to use device for your patients. So on the streamer there are only four buttons. There is a power button, a Bluetooth pairing mode button, and then buttons to change the streaming volume. And you can also change the streaming volume via the remote control or the My Starkey app.

And on the back of the TV streamer you will find your audio connections. So you have the power supply jack, which comes with the streamer, the tosling jack, which is the optical cable. And this also comes with the streamer. This is very common for those newer televisions. An analog 3.5 millimeter jack.

And then we also have a mono stereo switch. So if a patient is in a CROs system or is fit minorally, make sure to keep the switch on mono so that the patient gets the full signal. Stereo is meant for binaural wearers to give them that stereo sound. But now let's take a look at how to pair the TV streamer to the hearing aids outside of the profit software. So of course, we take the hearing aids out of the charger to turn them on.

We want to make sure that the TV streamer is powered on and within 6 inches of the accessory. Closer is always better. Place it in pairing mode, which is pressing that Bluetooth button. The light will flash as we see here, as we wait about 10/12 for that Flashing light to turn solid. And then we know we have a successfully paired TV streamer and you compare multiple hearing aids to the same TV streamer.

But now that we've learned a lot about the TV streamer, I want to talk about a common question our tech support team gets often and we get quite a few calls from providers and patients who are having trouble connecting their TV streamer to their television. And so Bruce again has some advice for us today. So let's take a listen to Bruce. When it comes to the TV accessory, we often get questions about how to set it up. I recently had a call from a hearing aid wearer's daughter who was helping to set up the TV accessory with a new TV that her mother had purchased.

There are actually two different ways to connect the TV accessory to a television. The method I used when I spoke to to the daughter was the typical setup so that they could quickly start using the TV accessory. I first want to make sure they have everything needed, which for this setup included the TV accessory, the optical or sometimes called the toslink cable and the power adapter. The first step is to remove the plastic caps from both ends of the optical cable. Attach one end of the cable into the audio

out jack on the television, then attach the other end of the cable to jack B on the rear of the TV accessory.

Next, insert the power adapter micro USB connector into jack A on the rear of the TV accessory and then plug the power adapter into the wall socket. Then press the power button on the TV accessory to turn it on and also on the television with the goggle that I had. The patient wasn't hearing anything in their hearing aids after everything was set up. So our last step is to always ensure that the hearing aids have been paired to the TV accessory. Often the professional takes care of this, but in this case the hearing aids had not been paired.

So after I walked the daughter through that, everything was working as expected. If there isn't a toslink audio out jack on the television, you'd need to try another method to connect. In place of using the optical or toslink cable, you can use a 3.5 millimeter to RCA cable. This cable plugs into jack C on the rear of the TV accessory and then you'd plug the other end into the red and white color coded RCA jacks on the back of the television.

And just to quickly review, these are the different cables so that toslink jack cable is pretty typical in those newer televisions and sound Systems. For older TVs you may need an RCA analog cable, and this comes with the TV streamer. And if you want to hook up the TV streamer to the headphone jack on a device, you can use a 3.5 millimeter male jack to 3.5 millimeter male jack cable.

And when it comes to pairing hearing aids to these accessories, the number of devices that hearing aids can be paired to will differ by manufacturer. Starkey's Genesis AI hearing aids can be paired with up to five streaming devices in any combination, whether that is with a smartphone, a tablet, or even wireless accessories. And the Genesis AI hearing aids can support up to two simultaneous Bluetooth connections and only one active stream at a time.

And now that we've taken a look at Our family of 2.4 GHz wireless accessories compatible with Genesis hearing aids, let's take a look at the compatible accessories with our new Edge AI wireless hearing aids. So we have our Starlink remote control 2.0 for those who prefer remote control for ease of use or with those dexterity challenges challenges or discrete adjustments without the necessity of that smartphone.

And we also have our all new Starlink A streamer to support the new LE Audio. The Starlink Remote Control 2 remains the same as what I discussed a few moments ago, but there's an additional feature available for wireless Edge AI hearing aids. So new to Edge AI will be an additional option For a long press to the remote's program button. It will have the same behavior as Home. A long press on the program button will move the aids to personal program and reset the volume to default.

It will also stop a stream. This will be the same action as when the favorite button is assigned to Home. This way you can use the favorite button for start Stop a broadcast access Edge Mode plus because Home is always attainable with a long press of the program button. So it essentially frees up the favorite button for something else. And before I go over the new Starkey the new Starlink Edge AI TV streamer, it's important to discuss the new Bluetooth streaming protocol called LE Audio.

Bluetooth LE Audio this operates on the current Bluetooth Low Energy radio and it was actually released in 2020, although devices compatible with the new LE Audio are just now beginning to come on the market. And our new starlink Edge AI TV streamer supports the LE Audio. So LE Audio operates on the BTLE radio as is part of the Bluetooth core specification version. And I want to point out that LE Audio is not a new radio. It is simply a new protocol on the same BTLE radio as previous low energy streaming protocols, and so there are enhancements of the LE Audio which allows data to be transmitted with better fidelity and low power consumption.

It has multi stream support which allows hearing aids, earbuds and other devices to receive that audio via this protocol and it allows for better voice control. This will allow for standardization of hearing aid protocols so Apple and Android phones worldwide will all work on the same protocol, all while using less power. And finally it allows for broadcast audio which will improve accessibility for people with and without hearings.

And there are a number of benefits of using that LE audio. The LE audio will have much wider range than the previous BTLE protocol and will have greatly improved sound quality. The radio also has very low power consumption while providing that better audio, so we do not have to be worried about increased battery drain with hearing aids that are using that LE audio. And this connection will be universal and this means that compatible Android and Apple devices will use the same protocol. And additionally wearers will be able to connect their hearing aids to more than one outside device like an iPhone and a compatible PC.

And using LE Audio will allow wearers to use Auracast, which is a broadcast that allows connection to audio sources in public places, improving accessibility and participation. But not just public places. So Our Starlink Edge TV streamer is over 60% smaller than our previous TV streamer, the one I just showed you. This TV streamer is tiny and it's more intuitive and easier to use. It has a wireless range of up to 50ft.

An unlimited number of users can connect to the Starlink Edge TV streamer and it supports the Edge AI wireless hearing aids, but it is not backwards compatible with Genesis AI wireless hearing aids.

So the Starlink Edge TV streamer which supports that new LE audio and Edge AI is not only small, but its simple design also means that it will be intuitive to use. On top of the device you'll find the power button indicate a light and pairing button. Connection ports are found on the side of the streamer and it offers a USB C power jack and the option to connect via an analog jack or an optical toslink jack which

is the recommended connection. And then when streaming sound will be automatically optimized for both monaural and binaural hearing aid use. So there's no more need for that binaural monoral switch.

The TV streamer can access assets sorry can know if the hearing aids connected are binaural or monural and it reacts accordingly to provide the appropriate stream sound and then the laser etched label on the base of the TV streamer that you see here will display the unique broadcast name and broadcast code for connecting the TV streamer with LE audio enabled hearing aids. So this means that it will allow an Unlimited number of 2.4 GHz or cast enabled hearing aids when used along with a compatible LE Audio smartphone to connect at one time, allowing hearing aid users to share their same listening experience. So the listeners don't necessarily have to have the Starkey hearing aids in order to use and connect to the TV streamer. The user will need to search and accept the broadcast streamer every time they wish to stream audio from the TV streamer. Again, this is for other AuraCast enabled hearing aids.

It's automatic with Starkey connection can be easily managed from the oracast broadcast assistant on an LE compatible smartphone and the unique connection broadcast name and broadcast code is found on the laser etch label on the base of the TV streamer shown on the previous slide.

But now let's see how we pair the Edge TV streamer to the Edge AI wireless hearing aids.

I went a little too fast there, sorry, foreign.

So the video isn't playing. But I'll tell you how you do it. It's very simple. So you want to make sure that you take the hearing aids out, turn them on, turn the TV streamer on and you want to place the hearing aids very close to the TV streamer. Again, the closer the better.

Press the bluetooth pairing button on the TV streamer just once and then the LED light will flash and again when the LED light turns solid. The hearing aids are successfully paired to the TV streamer.

But now how do we set up the accessories within profit? So under user controls you can program the onboard user control to start stop accessories or adjust accessories volume if the patient wants.

In the accessory screen within profit you can pair different accessories, delete pairings and set the hearing aid microphone volume while streaming. There are three mic on which is 100% gain, microduced which is 50% gain which is the default and you can turn the microphones completely off. If the patient has a remote control, this is where you would program the favorites button.

The hearing aid frequency response can be customized for each streaming accessory. For iPhones we have dropdowns for streaming sound under each accessory and streaming sound next to the phone. Options are treble boost, equalized and bass boost. We also have an overall boost not seen here. But for example if a patient were using the TV streamer they would start a stream and the hearing aid would provide an extra treble boost Bass boost.

We'll Keep the frequency response as is, which is equalized and then the same options are available for an iPhone phone call and for Android users. Their settings will be what the streaming sound selection is to the left. For Edge AI devices, the accessory screen features a new layout for hearing care professionals. So there is now a section for broadcast devices which is where the professional will pair the new Edge TV streamer if they're doing it through the software. The section for Bluetooth devices is where providers can control different settings for Bluetooth enabled devices such as phones or tablets.

When the Edge TV streamer is paired with in profit, a yellow bell icon will appear in the left menu bar suggesting that the hearing care professional program user control to Start Stop a broadcast. So this is

suggested for those possible instances. So remember there's up to a 50 foot range, so maybe the hearing aid wearer walks out of the room and they don't necessarily want to be listening to the TV streamer. Maybe they're answering the door or talking to somebody in another room. So we want to be able to give the patient a user control so that they can adjust, turn on Start and stop the broadcast from the TV streamer.

So this way they have that ability to start and stop easily. But they can also use the My Starkey app and the Remote Control 2.0 which is effective as well to start and stop that broadcast. Once the TV stream is manually stopped, it will need to be manually started again to receive that stream again.

And then lastly Broadcast Start Stop has been added as an option for the favorite button on the remote control and other options for the favorite button will be based on how the professional has programmed the hearing aids and the software and so the full list of availability is Broadcast Start Stop Edge Mode plus Jump to Program four and Tinnitus on off and a patient can also make adjustments to their accessories via the accessory screen in the My Starkey app. From the app the patient can choose which accessory to stream from Start Stop Streaming Adjust the hearing aid mic volume and the streaming volume as well.

To navigate to streaming options, tap on the icon on the bottom left underneath the volume slider. This icon is always visible for Edge AI and is only visible for Genesis AI if an accessory has been paired to the hearing aid. So let's take a look at the differences in accessories screen for Genesis AI and Edge AI. So for Genesis AI hearing aids you will see what accessories are paired and can start and stop the accessory as well as adjust the streaming volume and hearing aid volume individually for streaming options. With Edge AI when the accessories Icon is tapped, the Streaming options page appears and this screen is where you can start and stop the Starlink Edge TV streamer audio, as well as adjust the volume of the streaming devices and the hearing aids individually.

Just note that the streaming device is a generic label for a device such as a computer or phone. So while your patient is streaming, maybe from their phone, that will appear to initiate streaming manually. This can be done via a user control setup on the hearing aids in Profit through the My Starkey app or the Starlink remote control favorite button. And this is the same as in Genesys AI hearing aids.

So here is a quick reference table for you of connectivity and compatibility. What's compatible with our Edge AI hearing aids? What's compatible with our Genesis AI hearing aids and also our legacy hearing aids as well, which would be our Evolve AI and Livio Edge AI hearing aids.

And there are a couple things that can interrupt streaming from accessories. So incoming call to a mobile phone which is directly connected to Genesis AI or Edge AI hearing aids, all streaming will stop. And after the phone call concludes, streaming accessory audio stream would need to be manually restarted again. If a user walks out of range of a streaming accessory audio stream, the streaming accessory audio stream will need to be manually restarted. The hearing aids will automatically attempt to recover an unexpected lost audio stream and resynchronize the stream between the hearing aids.

And that's only only about 3 seconds.

So now that we have learned all about accessories, I want to talk about when to recommend an accessory. So there are many ways to know when to recommend an accessory. And the best way to go about accessories, of course is via case history and diagnostic testing. The evaluation will give you a good idea of what is important to the patient as well as limitations that they or the hearing aids may have. So what if the patient tells you that they are not tech savvy?

Or is there an easy way for them to change programs? And the volume? Of course, for this we can offer the remote control. How about the patient that has a severe SNR loss according to the speech and noise testing, Right? So here we would recommend a remote mic.

And remember we have three different remote mics that we discussed earlier. The Mini Remote mic, the Remote Mic plus and the table mic. How about if the patient asks if it's possible to hear better with my flip phone? So remember, the remote Mic plus can offer streaming from phones that do not offer direct streaming.

How about the patient has poor word discrimination scores. Again, remote mic.

The patient who likes to watch a lot of television, maybe they have trouble hearing Their favorite TV shows like here. You could recommend the TV streamer.

How about my hearing aids don't have a telecoil, but many places I go to are looped the remote mic plus because remember this has the ability to connect to a telecoil if the hearing aids do not have a built in telecoil.

How about this one? My father is in the hospital and he doesn't have hearing aids and he is struggling to hear us and the hospital staff. Or maybe he has hearing aids but he doesn't want to bring them to the hospital for fear of losing his hearing aids. This is where I'd recommend the table mic because remember, it can even benefit those who are not wearing hearing aids but struggle in situations because it comes with headphones. So it's almost like a pocket talker.

And now that we know a few different scenarios of when an accessory may benefit the patient. Well, how do we get them to invest in getting an accessory or realizing that they do need that extra help? And there are many ways that we can do this. So we can bundle them. We can bundle the hearing aids.

So after a hearing aid evaluation, it may be pretty clear that a patient would benefit from an accessory. So you can include it in a bundled price for the patient. And there are a lot of offices that always offer an

accessory with a new set of hearing aids as part of the bundled price. And this will really benefit the patient. You can also give the patient a two week trial with the accessory.

Send the patient home with the accessory to demo for a few weeks, market your accessories, talk about them on your social media, send out mailers, write about the benefits of accessories. If you have a newsletter, have them on display in your office, and of course demo. So instead of telling a patient about what an accessory does, show them. Set up a demo station for accessories. Have a TV streamer linked to a television or iPad in the waiting room.

Keep your demo hearing aids paired to accessories and make sure to keep them charged so that you can easily demo it. So let's take a quick look at how to demo the different accessories. Remember, be prepared to demo the hearing aids and the accessories for your patient. So the starLink and Edge TV streamers, you can demonstrate the benefits of the TV streamer by streaming video to the demo aids. And even if you don't have a tv, you can connect it to your computer, show the patient the controls on the moistarchy app for convenient volume adjustment and mute options on the hearing aids.

And of course you can always and also demo connectivity with the smartphone that you have connected to the demo hearing aids, the Starlink remote mic plus and the mini remote mic, either one that you have, you can clip the mic to the companion's collar, have the companion walk out into the hallway while talking in a normal tone. Engage with the patient and the companion on that experience. For the remote microphone plus you can also show all the different input modes. Show how the table microphone works in a noisy environment or group setting. Play a sound clip of background noise from the profit media player that might apply to the patient's lifestyle like restaurant crowd classroom.

Place the table microphone on the table, turn it on and continue talking to demonstrate the automatic functions of the table microphone and the hearing aids. You can also demonstrate all of the functions of the table mic. This was just one example and we know that not all patients use accessories, but they

are important for those that need the additional assistance. And it could be months after you fit your patient with hearing aids when you are going to fit an accessory. And we have many accessory resources that are available to you on starkeypro.com including user manuals, instructional videos which you can use for yourself and the patient.

And we also have our quick tips on accessories and when you need assistance. We're always here to support you and our technical support team is available from 7am to 7pm Central Time. Here is the phone number if you would like to take it down. And we're almost at the top of the hour and before we end the session I just want to take a look and see if there are any questions and I don't see any questions today, but I do want to thank you all for joining me today and I hope you found this super interesting and are ready now to understand when it's time to recommend an accessory for your patients. Thank you everybody.