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Better Hearing for All: Choosing the Ideal Starkey Product for the Patient

Presenter: Natalie Hein, AuD

My name is Dr. Natalie Hein and I'm a member of our Education and Training Department here at Starkey. I'm excited to be with you today to introduce and highlight many of our game changing products and solutions. But before we get started I do want to review a bit of housekeeping. Please use the Q and A feature for any of your questions.

Those questions will be answered at the end of today's presentation. As a reminder to earn CEUs for this course, you must hold a paid audiology online membership and pass the exam. The handout for today's class can be found below in the Resource section. If you run into any issues, three helpful options for tech support can be listed on this slide. You can call, email or please use the Q and A window.

I would also like to note the risk and benefits of today's presentation. Give you guys a few moments to read through those and again you can find that in the handout as well.

What I hope you gain from today is a highlight of what Starkey has to offer. Our agenda will cover Edge AI products, sound quality enhancements, connectivity, profit updates and custom solutions.

Starkey's mission is to lead the world in better hearing and help people live better lives. You've probably heard the phrase hear better, live better from us at Starkey. That is the goal we try to achieve day in and day out. We want to be thinking about the entire patient, their quality of life and how it relates to not only their hearing but other areas of life as well. Today's patient, when they come in to see you, not only want to hear better, but they are concerned about staying active, staying relevant, being connected to the world around them and the people around them.

Independence is key with today's technological achievements and advancements. They want their hearing aids to play an active role in that.

So how do we accomplish our mission? Here at Starkey, we employ over 5,000 professionals, have 27 global facilities and partner with several tech giants. We do business in over 100 countries. We are still the only privately held American owned and operated hearing aid manufacturer and our leadership second to none. There is no other company that knows this business like we do with our global expansion.

We have research facilities not only in Minnesota but but in Silicon Valley as well as Tel Aviv. We've been pushing the edge of what's possible, fortified by groundbreaking innovations with teams of scientists, researchers, engineers and might I add the most on staff audiologist of any manufacturer. We are the industry leader in artificial intelligence, creating hearing aids that are fastest, easiest to use and strongest on the market so that your patient can easily go about their day, all while getting the best sound experience. Pushing the Envelope of Hearing Technology Today's hearing aid wearers are as individual as their hearing loss. What they share is what they're not going to let their hearing loss hold them back.

They simply just want to hear better, live better. And that means something different for each patient. For some, it's being able to easily communicate with their loved ones. Others want to be able to active in conversation in large crowds or restaurants. And some want to hear something as small as birds chirping when they're outside.

As a hearing care professional, you always want the best technology to treat your patients with hearing loss, regardless of the degree, improving their health and wellness while enjoying every minute of it. We have curated a suite of products to cater to every one of your patients Unique needs At Starkey, the patient is the center of everything. We do what's good for the patient, good for the professional, good for Starkey. Making it good for all.

With that, I am thrilled to talk to you about the Edge AI family. Starkey Edge AI is a hearing technology built to help every unique hearing loss and unique patient goal giving every patient truly an edge.

And the Edge AI products are built off of our G2 neuroprocessor, the next generation of advanced technology from Starkey. This processor features the industry's only neural processing unit. You might see it called the npu. It is fully dedicated specifically to our deep neural network. You'll see that abbreviated as dnn and it's fully integrated into the chip.

So I think that's a really important piece here. The processor features the industry's only neural processing unit that is dedicated specifically to the deep neural network and 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. The G2 Neural Processor is designed not only to give your patients improved sound quality, but in every environment, but also work more efficiently than any other hearing aid. And we're able to offer that game changing battery life for your patients so they can easily go about their day not worrying about battery life, all while providing 100 fold more deep neural network processing than our predecessor.

Our new Edge AI devices are also incorporating the latest 2.4 GHz radio with LE audio streaming delivers the next generation connectivity standard across the industry.

Now, studies have shown that people with hearing loss wait an average of seven years before they come into your office. I'm sure many of you heard of that one sitting in front of you wanting to treat their hearing loss? Seven years now we know how much it takes to get these patients to this point. So when they do decide to pursue hearing aids, you want them to be easy to use for them and easy to wear.

Edge AI products are an industry standard. By delivering superior wireless performance, long lasting battery life, it's got to be easy on the ears and the ability to address the patient's needs for battery life

and for better hearing. Sorry. We have multiple hearing aid style options from custom to ric. As you can see on the screen there, we offer devices that come in rechargeable form as well as zinc air battery.

In addition, products in the Edge AI family are fully wireless and come in three technology tiers and we've redesigned our RIC devices with the goal of patient comfort and durability in mind. Our RIC devices feature the unique V shaped case which moves the thickest portion of the case to the top of the ear. This allows the hearing aid to sit more comfortably on the ear and removes the additional touch points or I like to call hot spots. Another big win of our new product design durability. We have made these devices incredibly durable.

Being waterproof, sweatproof, everyday proof for your patient better tomorrow than today continues to be Starkey's focus and accomplish this by striving to exceed the expectations except expectations sorry words today of both patient and professional when it comes to product design, durability, performance, performance features and we put our rechargeable devices through extensive testing beyond the IP68 standard in our quality lab or as I like to call them the hearing aid torture chambers. The team has carefully designed tests to stimulate the realities when your patients put their device through day in and day out. Through the suite of expansive tests, we can confidently say that our rechargeable devices, both the RIC and the custom are waterproof up to 1 meter. While waterproof, we do not recommend swimming or showering in the hearing aids, mainly for retention or comfort purposes for the patient. Rather, the patient can be confident going throughout their day knowing that while life happens such as a rainstorm falling into a pool, living in a humid location, perspiring heavily in a pickup basketball game, their Starkey rechargeable hearing aids are up to the test and the Starkey's team dedication to durability and reliability shine with The Snap Fit 2.0 receiver which offers a secure connection with a 10 pin connector, greater flexibility to sit comfortably on the ear, exceptional moisture protection and that Kevlar reinforced cable and what has been loved by many clinicians including myself is that Our Snap Fit 2.0 receiver cables are still easily changed in office with no additional tools.

So as you can see in the video, short and sweet, easy to do for a walk in clinic visit. We have several matrix options to meet the patient's audiological needs as well as my favorite custom cased receiver option. They're great for hard to fit ears retention needs which I use often or when 70 gain is required. And I should note the custom case can be used for any audiological matrix.

As mentioned earlier, our Edge AI family consists of wireless products that feature the new Bluetooth Low Energy 2.4 GHz radio with LE Audio. Currently the Edge AI products are compatible with the My Starkey app, our new Starlink Edge TV streamer and the Starlink Remote Control 2.0. Both the RIC RT and the RIC312 products are cross by cross compatible. The RIC RT has a telecoil on board and as you can see are available in a variety of colors. On this slide here, Starkey's Edge AI RIC devices have everything a patient could desire superior sound quality, long lasting battery life and incredible wireless performance.

For rechargeable RIC products we offer the RIC RT which has 51 hours of battery life as well as the loved and discreet Microric where you're getting 41 hours of battery life. As a reminder, since both of these devices are rechargeable, they are considered waterproof up to 1 meter. And for those patients that can't quite give up that zinc air batteries, we offer the RIC312 where we see up to six days of battery life. These products are available in the 24, 20 and 16 levels of technology, select styles in the Cross and the Bicos and can come with a telecoil on board. All of our Edge AI products feature the always on Deep Neural Network processing, an embedded sensor technology you've learned to love with Starkey no matter the technology tier.

And it wouldn't be a Starkey product line without a suite of industry leading custom products. Edge AI custom products provide patients with all day wear convenient and comfortable. When I say all day, I mean all day with insane battery life on such small devices. Our Edge AI custom products feature the new Bluetooth Low Energy 2.4 GHz radio with LE Audio. These are compatible with the My Starkey

app, our Starlink Edge TV streamer and the Starlink Remote Control 2.0 and available to order in a variety of faceplate and shell colors that again you can see on this slide the needs for custom technology continue to grow and who better to trust in than the company that's been revolutionizing custom devices for over 50 years?

Starkey offers the most expansive custom product styles in the industry with all day wear in mind for your patient. Edge AI wireless custom devices are available in the rechargeable ITE and rechargeable ITC, both of which offer 42 hours of battery life. In addition, we offer that CICIC does take a 312 battery and that's going to last about seven days. All styles are available in a variety of matrixes to account for your patient's unique audiological needs. Our Edge AI custom devices feature the always on Deep Neural Network and Embedded Sensor technology.

Again, no matter the technology tier, the battery life in Starkey products is truly second to none. You've heard me count off numerous wild numbers and that's really what shines through the efficiency of the new radio. Working in conjunction with the neuroprocessor, Edge AI products provide phenomenal battery life. The industry's longest lasting battery life on the market, a ric RT with 51 hours, custom rechargeables with 42 hours and a mind boggling 29 hours for a CROs device. What stands out is the long term benefits of having such incredible battery life for our users.

And the sleek Starlink charger 2.0 has increased space inside for cables in those large molds, a universal USB C port for charging, LED lights inside, as well as turbocharging. For those of you guys that need the reminder of turbocharging, what that is is it's providing approximately three hours of charge in less than 10 minutes of charging and this can be found in both chargers on your screen. The charger on the left is our Starlink charger 2.0. That's the default with orders. It does not include an onboard battery.

It is designed to be plugged in at all times if your patient needs a portable charge or charging ability on the go. We do have a Premium Starlink Charger 2.0 that does feature an onboard battery and allows for three full hearing aid charges before needing that power source. For my patients that live in areas with storms or frequent power outages, this is a great option for them and all rechargeable chargers and hearing aids, both RIC and custom are delivered to you in what's called ship mode. This feature is to prevent the devices from turning on in transit to your office prior to the first use. The Starlink Charger must be plugged in to a power source.

Once plugged in you will place the device, either the RIC or custom in the appropriate section for three seconds. When you remove them from the charger, they will have exited ship mode and you can start the fitting. A helpful tip for the clinic is that you can put the devices into ship mode through both Inspire and Profit say if you're ever mailing them to a patient and as the leaders in the industry for custom technology, we have crafted a product family that is dedicated to the smallest of the small. The Signature Series is our family of non wireless custom products that come in three offerings.

The Starkey Signature Series delivers the size, performance and personalized fit that patients can only get when they're working with hearing professionals. This family includes our non wireless custom devices for patients who want the smallest custom device without skimping on technology. It was featuring our highly requested Rechargeable CIC Non Wireless. It's the world's smallest custom rechargeable hearing aid that is extremely discreet, provides patient with 38 hours of battery life and waterproof. For patients who prefer flexibility of visync air batteries, we do offer the battery operated CIC Non Wireless where you can see up to seven days of battery life on a size 10 battery.

Both of the CIC products in the Signature Series family are available in three technology tiers and finally we have our Signature Series IIC Non Wireless. This device was introduced to establish the industry's premier choice for an invisible custom device. This device will receive up to seven days of

battery life on a size 10 battery and will be exclusive to only the top tier technology. I should note, with this family consisting of non wireless devices, it is important to remember they will not be compatible with phones or accessories. However, your patients are still getting an incredible sound quality and the best battery life on the market.

So now that we've discussed the hardware specifics, let's take a moment to discuss how we are able to achieve this game changing sound quality Here at Starkey, sound quality is job number one. It always has been and always will be.

And in 2023, our Starkey Neuroprocessor helped redefine what a hearing aid could do smaller, faster and more powerful than every chip before it. Edge AI features the G2 neuroprocessor, the next generation of advanced technology from Starkey. By far the most advanced integrated circuit of any hearing aid available. The G2 Neural Processor features the industry's only neural processing unit that is dedicated specifically to the deep neural network processing. And again, I told you this before.

The best part fully integrated into the chip, truly pushing The Edge of what is Possible Edge AI utilizes our proprietary best in class Sound experience. Neurosound technology 2.0 encodes Aware's acoustic environment, senses movement, digitizes intent and then adapts to it all at the speed of subconsciousness, delivering sound experience rivaled by only normal 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 the advanced and powerful AI, our Neuro Sound Technology 2.0. Powered by our groundbreaking 7th generation AI technology, Edge AI delivers unparalleled speech enhancements and noise reduction. It's delivering a 30% increase in accuracy when it comes to identifying speech, providing that cleaner, purer signal when amplifying soft speech sounds.

One might think that such a gain increase would also increase low level signals that are not of interest. However, thanks to the enhancements to a few more audio signal processing algorithms, the hearing

aid will quickly analyze the signal to noise ratio and attenuate sounds like equipment or speech babble by about 6dB. In addition to all of this, patients get up to 13dB of signal noise ratio improvements in noisy environments, which is oftentimes the most troublesome for my patients.

Our proprietary Sound experience system is agile, precise and designed to mimic the way the human brain works. It incorporates acoustic information, motion and listening intent and then processes the via three distinct Sense, Adapt and Intent, designed to provide an increased clarity, comfort, spatial awareness and sound quality. We're going to talk about the components in our product, software and mobile app that correlates to these three areas. While not the focus of today's talk, we have a number of resources on StarkeyPro.com that go into much more detail. It includes white papers, user guides, course offerings and so much more.

With that, we begin with the Sense area of NeuroSound Technology 2.0. It takes the input and maps out a perpetual topology of the listener's environment using the advanced AI that is embedded into the G2 Neural Processor. It knows if the listener is in a quiet or noisy environment, if there are multiple speakers around, or if the listener is in motion and needs to use a different processing strategy.

Products in both Edge AI and Signature series utilize our additive compression architecture, which features both slow compressor and fast compressors running in tandem, each calculating gain independently. The two gains are then added together and allow us to maximize the potential for increased audibility, intelligibility and comfort. Both compressors operate differently and therefore provide different benefits to the listener. Slow compressor accounts for the audiogram and ensure the environmental input is within the patient's dynamic range, meaning that the soft sounds are soft but audible average sounds are comfortable and loud sounds aren't too loud. The fast compressor operates on the dynamic fast moving broadband component 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 the soft sounds like consonants. And since they both have their own strengths and weaknesses as standalone comparisons, compression systems utilizing both compressors together allow us to take advantage of the strengths of each system and mitigate the weaknesses with the goal to achieve better perceptual outcomes for our listeners.

In addition to our additive compression architecture, our products also feature an extended dynamic range. We currently have the highest input saturation level in the industry at 118. This allows us to have much cleaner input and therefore after processing occurs a much cleaner output. It also features our lowest noise floor, which means the hearing aids truly sound quiet for patients when they're in a quiet environment and improve their access to the soft speech sounds. Both of these improvements combined leads to an improved and more natural sound quality for our patients.

And a new compression algorithm can often require a new fitting formula or changes to a current fitting formula. Because they do need to work well together. The value of proprietary formulas is their ability to optimize fitting and deliver sound quality with consideration for the manufacturers who approach to signal processing. Estat 2.0 is Starkey's proprietary fitting formula. It 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 higher frequencies with a broadened response curve and of course to achieve the best performance. Starkey hearing aids. Using our E Stat 2.0 proprietary fitting formula, we're able to achieve 4 to 6dB more gain for soft sounds. We also see a 10% higher speech intelligibility score for speech soft speech compared to our previous evolve hearing aids. This is thanks to our decreased noise floor and not only that, we are now also providing more gain at higher frequencies.

That again is a more of a broad response resulting in a better perceived sound quality for patients. And finally we have made an update to our event modeling. We give you a best fit target and frequency response that we always set based off the hearing aid style, audiogram, receiver matrix and venting. We will talk about this more in depth later in our Talk today.

The G2 Neural Processor was built for efficiency, speed and growth. Starkey's Deep Neural Network operates on an integrated neural processing unit that is specifically dedicated to our deep neural network processing, allowing the deep neural network to run in parallel with our sound management system for more efficient processing both in speed and battery life.

With the dedicated neural processing unit, the deep Neural network processing plus the industry's first speech probability predictor, Edge AI is able to quickly and accurately determine speech signals of interest versus the speech signals that are not of interest such as that multi talker babble or other annoying sounds like that with 30% more accuracy than its predecessor. So using deep neural network 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 process is available on all tech tiers of Edge AI and as I have mentioned, it is always on, thus addressing most patients number one complaint. The speech and noise system adapts on a channel by channel basis to ensure that only channels affected by noise are reduced while still maintaining the signals of interest. AI has always been an integral part of sound management system to make it more precise at detecting these different noises and sound sources.

With Edge AI we are integrating the deep learning into the main audio pathway using utilizing our speech probability predictor to quickly and accurately determine speech signals of interest versus those that are not of interest. Again like that multi talker babble. Using deep neural network to identify speech for speech noise elevates Starkey sound management system to be more accurate and provide the

patient an easier listening experience. Next Next, let's discuss the adaption area of our NeuroSound Technology 2.0 effortlessly processing tasks that happen in the background without needing any input or effort from the listener.

The sound manager screen in our profit software houses our noise related algorithms as well as directionality. At Starkey, we designed our hearing aids and fitting to be the best fit from the first fit and it shines. In fact, 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 the directionality for their patients to be successful with their hearing aids for feedback. Starkey has been an industry leader in allowing for a true feedback free start to every fitting. Our feedback cancellation systems works automatically, suppressing feedback before it happens with the primary goal of maintaining audibility.

The amount of maximum stable gain is measured at each frequency while automatically applying the best sitting settings for the patient's needs in order to mitigate the risk of feedback. The maximum stable gain measurement help the professional gauge how much room I know when I'm in the software I always take a peek to see how much room I'm going to have before feedback can occur. And this again is in each frequency channel. To get the most personalized settings unique to each patient's ear canal, we do recommend that the feedback canceller is initialized and be run at every first fitting and the last few features highlighted how sound quality for everyday enjoyment but today's patients stream now more than ever before demanding a best in class streaming experience. And here at Starkey we've delivered with Edge AI we utilize a streaming configuration that is uniquely created for each patient based off their audiogram and acoustic options.

These streaming targets can be adjusted by the hearing care professional in the Profit software for further personalization. In addition, your patients have the ability to further customize the sound in their My Starkey mobile app. All of this combined gives the patient the best in class streaming sound

experience that they deserve.

We know that technology has come a long way, but we also know that algorithms cannot determine listening intent. Because of this, there are many ways for hearing aid wearers can provide or adjust their intent such as the features listed here. We have User Controls, Multiflex Tinnitus Pro and then the Starkey app. The world is their oyster. We've got Self Check, Telehear, Balance Assessment, Fall Alert, Find My Hearing Aids, Reminders, Smart Assistants, Translate, Transcribe.

We're going to go into a few of those features here momentarily starting with Multiflex Tinnitus Pro. This is our personalized sound therapy for tinnitus management. Because we know that every patient is unique, we offer a variety of personalized tinnitus options that can be enabled within the Profit software and these options continue to grow and grow year after year. Our white noise weighted options, including our traditional white noise is based off the patient's pure tone average audiogram shaped noise that is based on the audiogram out to 10k. It also has the option of the custom shaped noise which considers the patient's personal perception of tinnitus through the measurements of the minimum detection level as well as the minimum masking levels.

This stimulus is available in both Edge AI and Signature series with varying availability based on technology level. In addition, we offer low frequency weighted options such as those listed as Ocean noise, Red noise and Pink noise. We also have the low frequency weighted options and they're available in all styles and those low frequency weighted are Blue Noise and Purple noise. It's available in all styles and technology chairs of Edge AI and Signature Series. I find it always helpful when we're talking about Tinnitus to remind healthcare professionals of our Relax app.

I use this one heavily when traveling with my toddlers because it can be played through the phone speakers or streamed through hearing aids. And it's a great second option with that. That brings me to apps. So with this new wave of patients, many want control and convenience when it comes to their

hearing health and overall health. Edge AI combined with the My Starkey app gives them that and much, much more.

The improved My Starkey app provides a main control center for patients hearing aids. They can change programs and adjust volume quickly, easily from My Starkey dashboard on their smartphone and now on their Apple watch as well. Users can quickly change their programs, adjust their volume just from the watch. Our Starkey app is compatible with Edge AI devices where it acts as a control center for their hearing aids, allowing for easy access again to that control of volume programs and much, much more. And if any of you guys have not noticed when you're signing in, you do not need to sign in anymore.

You can skip that sign in process, which is a very big time saver. And these days with so many smartphones on the market, it's become harder and harder to determine which phones are compatible with which hearing aids and which aren't. Starkey has created a QR code available on the StarkeyPro.com website, on the compatibility page or via the business card assets, which I do highly recommend. One can simply scan the QR code with their phone in question and select which hearing aid the patient is wearing. Quick and glanceable feature letting you know the compatibility, saving the clinician patient many compatibility headaches.

I love this QR code, so if you do have your phone sitting near you right now, I'll stay on the screen for a few seconds longer for you to give the QR code a try. So I'd love for you to see how fast it truly is.

So once you've downloaded the app and you are in the home screen, you're in the My Starkey app. With a simple design, the tools necessary to optimize hearing right at the hub of everything you're doing. And that's job number one for Starkey and the patients wearing our technology. The main screen is focused on hearing features starting at the top left hand corner, battery status, working our way down programs Edge mode plus volume control, which I love now allows monaural and binaural control and

much, much more. As you can see, the app again can be downloaded from the Apple and Google Play store for free.

And those links as if you tried. And when you did try, that QR code you saw was really simple and a touch of a button. Now we have several cherry on top features within the My Starkey app that can help make every day healthier for the patient, including the Activity Tracking, Engagement Tracking, Fall Alert and our New Balance assessment that we have introduced with the Edge AI devices. We also have a feature focused on making every day easier, including Smart Assistant, Self Check Reminders and Find my hearing Aids. I often use the reminder feature in my hearing aids for pickup of school.

What doctor's appointments are coming. Many of my patients use reminders for cleaning their hearing aids. I even have a few that also use that as a reminder to drink water, which is definitely important as we age. All of these features were created with a patient in mind to make it so that they are truly hearing better and living better.

Give me one second. PowerPoint has decided to not There we go. Might have jumped a few pages. Let me backtrack a little. I think it got mad at me for clicking buttons.

All right, so next up, Telehere. This is another one of those cherry on top features. Telehere is Starkey's solution to providing remote care to all patients, truly meeting the patient where they are in a convenient and flexible manner. Synchronous remote Programming Called Live Sessions use a live video chat between you and your patient at a pre scheduled time. You can think of synchronous communication to be similar to a video call or facetime where you are actually live on the call with someone.

Because it is live, the hearing aid fitting or adjustments needs can be addressed in real time.

Asynchronous remote programming allows for the patient to submit a help request through the mobile app. As you can see on the screen there, it's the lower portion of the Telehear page and they can

request that adjustment whenever and wherever they may be noticing the issue. Asynchronous communication would be like sending a text message. With this mode of telehear, you as the professional can address the patient's needs and concerns at your convenience using your home computer, tablet or even phone.

Since this is a web based, it does not require fitting software, making it a very convenient choice for both you and the patient.

Here at Starkey, we know that every patient's needs are different. Because of this. There are many ways that the hearing aid wearer can provide or adjust their intent, specifically with Edge Mode plus. 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 enhanced hearing aid settings in situations where they decide they could use a little more help beyond what is programmed for their everyday settings. When I'm working with patients, I like to call this my easy button.

An Edge Mode plus can be turned on in the My Starkey app and from there patients with the 24 or 20 level technology can select User Intent options where they can choose to either further enhance speech or reduce noise. It really puts the control back in your patient's hands for ultimate customization, resulting in the best listening experience without the need for additional manual programs.

And as mentioned before, 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 their default hearing aid settings. In addition to compared compared to the default settings, the average mean signal noise ratio benefit with edge mode plus enhanced speech was 1.13 dB. This indicated that edge mode plus enhanced speech improved or reduced listening effort on average. I do want you to note the difference of approximately

1dB is associated with approximately 13% increase in speech understanding on the English Matrix test and Hear Share it's the world's first app that lets patients who wear hearing aids easily share certain health and wellness information with people they choose, their loved ones or caretakers.

This is one of my favorite apps. I used it heavily with my grandmother during COVID She was living in a nursing home and we were unable to enter as many of you guys recall. And so using the Hear Share app provide us my family with that peace of mind. So our Hear Share app works together with our hearing aid app to enable and easily share information about the patient's hearing aid usage and battery levels. The battery level part that's my favorite social engagement, health activities and more.

The patient controls what they share and who they share it with so everyone can be comfortable with the use of this app. This provides peace of mind for caregivers and loved ones as well as independence for the hearing aid wearer.

Arguably, the biggest reason people seek out hearing help is the desire to stay connected to family, friends and the world around them. Our new radio makes that more intuitive, universal and reliable than ever before. Streaming is now more seamless and easier to use for the things that they enjoy like music, podcasts and movies. And with Edge AI devices, we have integrated the all new Bluetooth LE audio streaming protocol which provides an exceptional streaming experience, consumes less power and delivers the next generation connectivity standard across the electronics industry. The new radio is capable of streaming to more devices, reduces drop rates easier, pairing quicker connections and robust streaming to multiple devices.

In addition, hands free phone calls have up to twice the connectivity range for Apple users.

Edge AI is ready to connect to any AuraCast broadcast, a new Bluetooth capability that will soon become the next generation assistive listening technology implemented in a growing number of

devices. Already, Starkey stands ready to connect Edge AI products to the wireless world as a new avenue opens. I like to think of it as we're dressed for the party and waiting for the car to arrive and the new accessories that are compatible with the Edge AI devices include the Starlink Edge TV streamer, the Starlink Remote Control 2.0. These devices provide convenience, versatility and ease of use for your patients. They allow your patient to be connected to the things they care about the most with the best possible sound quality.

Now this is where it does get cool. The Starlink Edge TV streamer supports our Edge AI products and is over 60% smaller. This thing is like a deck of cards. It's awesome than its predecessor with intuitive controls and a sleek design with an improved wireless range for up to 50ft. The best part is an unlimited amount of edge AI users can enjoy this device.

I've had numerous patients that live in nursing homes and they all get to utilize the TV streamer in the main area and watch sporting games together, which has been a lot of fun and helpful for those living there. The Starlink Remote Control 2.0 is compact, easy to use, provides flexibility in adjusting hearing aids whenever and wherever the patient needs they, can manage volume and program buttons through its remote control and in addition, the favorite button, which I like to call the Star Key, as you can see circled on the slide, can be programmed as several different functions within the software.

At Starkey, selling hearing aids has never been our focus. Helping people always has been. Edge AI continues to prove that it gives every person with hearing loss an exponentially simpler, better and more reliable way to hear and live a healthier, more connected life. Making the professional job easier too by providing them with a hearing ecosystem built for the future. The industry's best technology, along with the accessories services software that give them and their patients that extra edge.

We've talked about connectivity from the patient side. Now let's highlight our programming software, Profit, which is the fitting software for the Edge AI and Signature series. Profit was truly made for the

professional by the professional. We gathered input from hearing healthcare professionals across the country in different settings to find out how we can make our software more intuitive and easier to use for you. Starkey continues to make improvements in the software based on your feedback.

While not the focus of today's course, we do offer several basic and advanced courses on the Pro Fit software that you can take and truly see how easily and efficiently you can fit the Edge AI and Signature Series products on your patients. I always like to recommend as well. If you reach out to your Starkey account managers or representatives, they are more than happy to join for fitting sessions. Your first fit if you're getting used to Starkey products, to really give you that catered approach and that extra tlc, hearing care professionals strive to ensure patients are connected and fully engaged in their lives. Starkey's full portfolio of hearing solutions ensures that you have that leading edge of technology to fit your patient's unique needs and lifestyle products that are built to last, allowing listeners to access everyday sounds that matter the most easy to use features, apps and accessories to hear better and live better.

Going beyond what is offered in our hearing aids, I do want to touch on some of our custom solutions. From specialty products to our hearing protect ear molds. At Starkey we understand impressions and custom products. It's truly an art. It's a masterclass.

When you head to headquarters in Minnesota when they build and design these hearing aids and ear molds, we do have that ear mold lab in Eden Prairie, Minnesota where we make everything from specialty molds to RIC and BTE ear molds and my favorite of course the custom cased mold. Starkey has a number of custom solutions available for your RIC and BTE patients in a variety of styles and material choices to make them suitable for a wide range of hearing losses and many unique ears. We can see many going across the slides here and I do want to highlight on our Starkey Pro website they do have the ear mold guide. I love love love this guide. It's really nice to have on hand on your desk or

in the booth to make sure you're choosing the best option for your patient's needs and I do want you to please consider Starkey as your premier ear mo.

One of my favorite sections in the Earmold guide highlights our earpieces available for professionals in your community who may or may not have hearing loss, which helps to expand your reputation as the ear expert in your community. I always had to giggle in clinic when I knew it was almost about to be summertime when everyone would be ordering their swim plugs or those sleep plugs when someone was having trouble sleeping. Being in the hospital settings we had a lot more anesthesiologist molds features like that, which is really cool to order and we haven't forgotten about you. The professional you can order yourself custom aid and listening to, which is great to have. I think I've had mine for far too long.

I don't want to admit it out loud and Sound Gear Shield is a form of our hearing protection designed for anyone who shoots firearms but relies great greatly on their ability to detect softer sounds in their environment. We do offer two types of hearing protection devices. There's the non electric and electric products. Noise Attenuation ear molds are available in variety of custom and universal stock fit molds.

And don't hesitate going back to the hearing protection to reach out to your Starkey rep or account manager to ask what they recommend. For example, if you have a dentist, what's the best hearing protection option for them? If you have a musician that plays the trombone, what is best compared to one that plays the guitar? So the world is your orser when it comes to that. Hearing protection options available with Starkey and I fundamentally know that excellence is never an accident.

Excellence is a result of high intention, sincere effort and thoughtful execution. We have the expert energy and excitement we care about ensuring that you have success and can provide exceptional patient care experiences. There are exceptional sound quality, high quality products and ongoing innovation superior service. We invite you to experience the Starkey Difference.

We've been partnering with hearing care professionals for over 50 years with one goal to serve our customers better than anyone else. So we're here for you. Our sales reps are your personal account experts dedicated to help our sales needs and for in depth discussion about your Starkey business. We provide marketing support with a variety of program offerings, business support solutions offered in the form of proven programs by our dedicated specialists. Starkey has everything you need to ensure your business thrives today and more importantly tomorrow.

Starkey is known for our world class customer service, audiology and tech support. The team will give you the help you need when you need it in a timely fashion. Best part A human voice will cheerfully answer your call and I can't get over it. They're always so happy when I call. And to ensure you are always kept up to date with the latest and greatest from Starkey, we we offer a plethora of courses throughout the year.

If you are ever in need of more in depth training or one on one training on any topic, our education and training team is always willing and able to meet with you virtually or in person. If you are interested, please contact your Starkey sales rep and we'll get that on the calendar for you. And beyond what we can provide you to help you with your business and practice needs. Starkey serves as a strong advocate for both patients and professionals within the industry. Starkey leads the industry with our policy and advocacy team that is committed to educating elected officials as the federal at the state level about our industry.

It's important that policymakers understand the industry and the intended or unintended consequences their actions might have. Finally, we take pride in supporting the future of hearing healthcare through student outreach. From providing students the tools they need to be successful in their future offering students support online learning to enhancing their educational experience, we are committed to supporting students throughout their academic program and of course, beyond.

And as I wrap today, I do want to direct you to our starkeypro.com website or to reach out to your account representatives. They're always happy to help. Here you have a wide access to a number of resources including white papers, quick tips and videos, as well as trainings opportunities. Today was just a highlight, so I do want to note if you want more in depth on what is available with Starkey in the apps, in the software or specific products. This is a great avenue.

So thank you for taking the time to join me today. I really do appreciate it and hope you found the information covered helpful for your clinic and your patients. Rock and Starkey products Thank you again. All right, so let's check to see if we have any questions that have populated. Pull that up.

All right. You said if when you okay well I do have one question here and it's related to the Signature series CIC rechargeable non wireless and it the question says can you program the CIC rechargeable non wireless non wireless wirelessly? Yes, that is the case. You do not have to pull out the wires to to be able to program the Signature Series CIC rechargeable non wireless. So that's a really big win for you in clinic.

Of course they cannot connect to the apps and accessories, but we've made it a little bit easier in programming in office. Another question is how can the hearing aids help with translating? So this is via a team approach between the hearing aids and the My Starkey app. The My Starkey app has a section called Translate and it's working in conjunction with Google Translate. So our Google Translate is embedded.

So in real time, let's say I was in France and I went to order a sandwich. I could use the hearing aids. I could show say in English. I would choose English to French. I would say can I please have a ham and cheese sandwich?

It would translate on the screen, I would show the waitress, the waitress would hit the microphone, respond back to me, and I would hear the translation from French to English in my hearing aids as well as in written form on the screen. So I had a really cool experience when I was working with military professionals going abroad, utilizing that feature to help with different scenarios, which is really cool. All right. No other questions have populated. So I have enjoyed my time with you guys today.

If you do have questions, don't hesitate to reach out again. My name is Dr. Natalie Hein. I'm a member of the education and training team, and thank you again.