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On a Mac

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- Click layout
- Choose # of pages per sheet from dropdown menu
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- Click Print
- Choose # of pages per sheet from dropdown menu
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A solid red square is located in the bottom left corner of the page.

Signia IX: Introducing Connectivity Transformed

Lisa A, Perhacs, Au.D.



Webinar FAQs

- **How to ask a question:**
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Risks/Benefits

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.



Learning Outcomes

Upon completion of this course attendees will be able to:

- 1) Describe the benefits of the IX platform.
- 2) Identify the new Integrated Xperience additions and features.
- 3) Discuss the wearer benefit of RTCE (Real Time Conversation Enhancement)



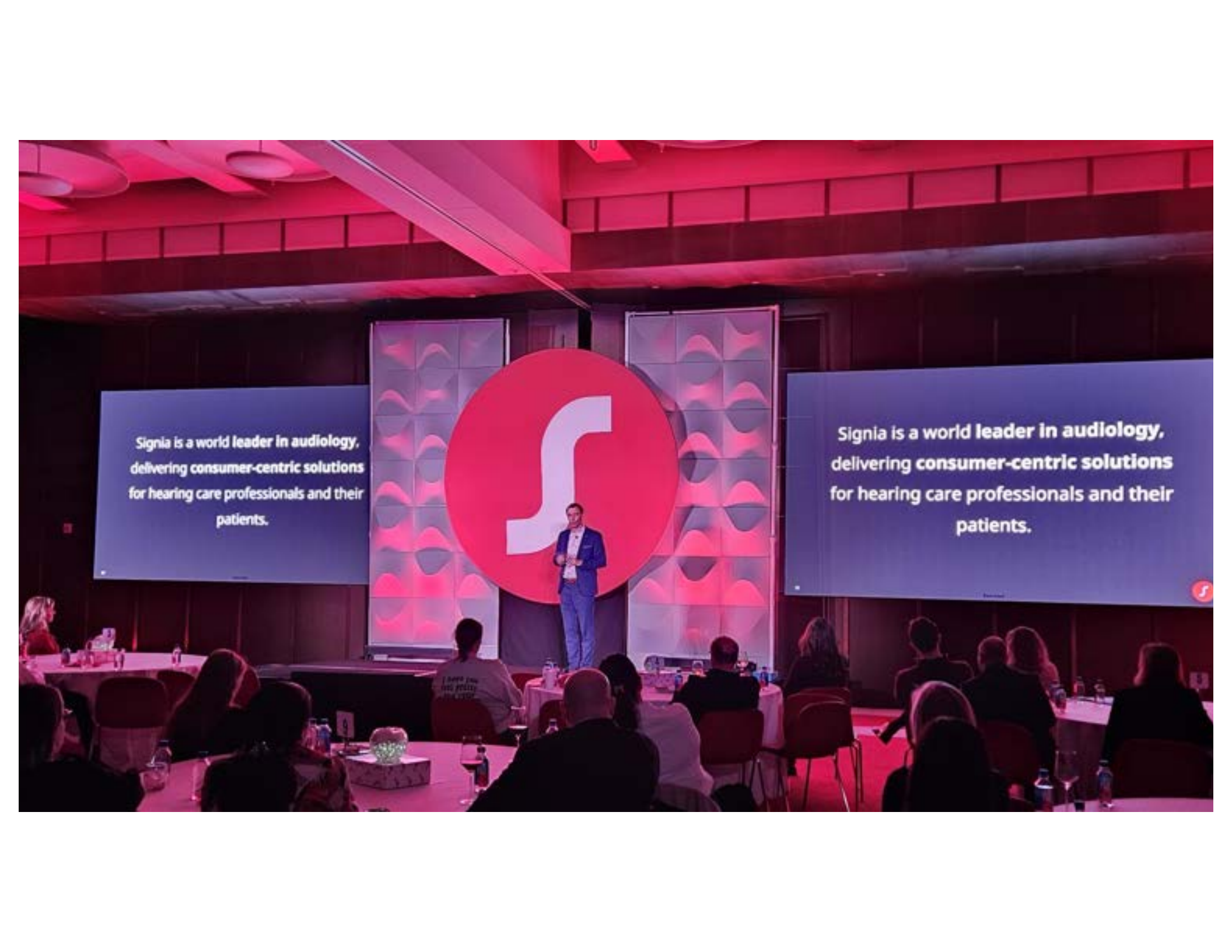


Signia IX: Introducing Connectivity Transformed

Lisa A. Perhacs, Au.D.
Signia Sr. Manager, Clinical Development

Connections Matter





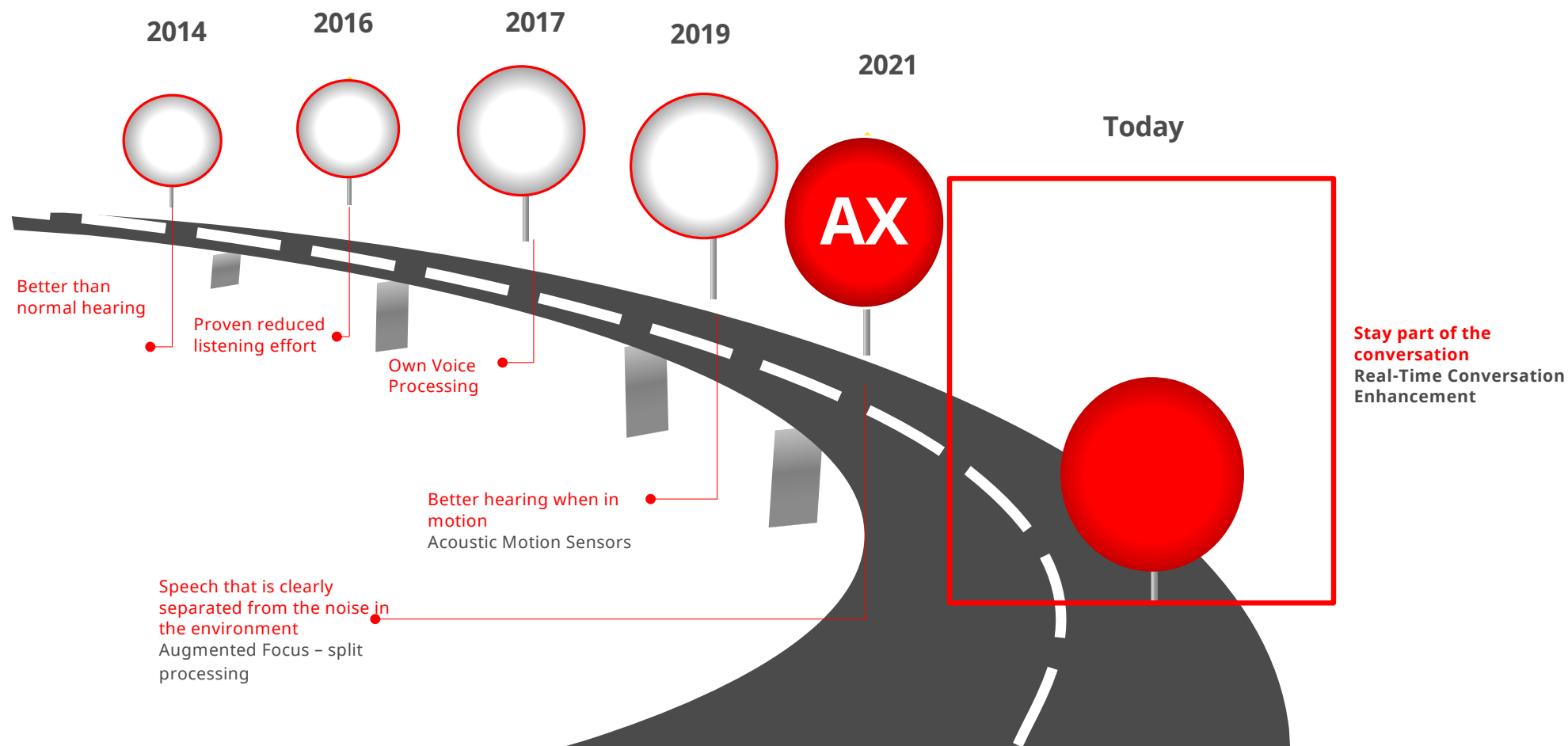
Signia is a world leader in audiology,
delivering consumer-centric solutions
for hearing care professionals and their
patients.

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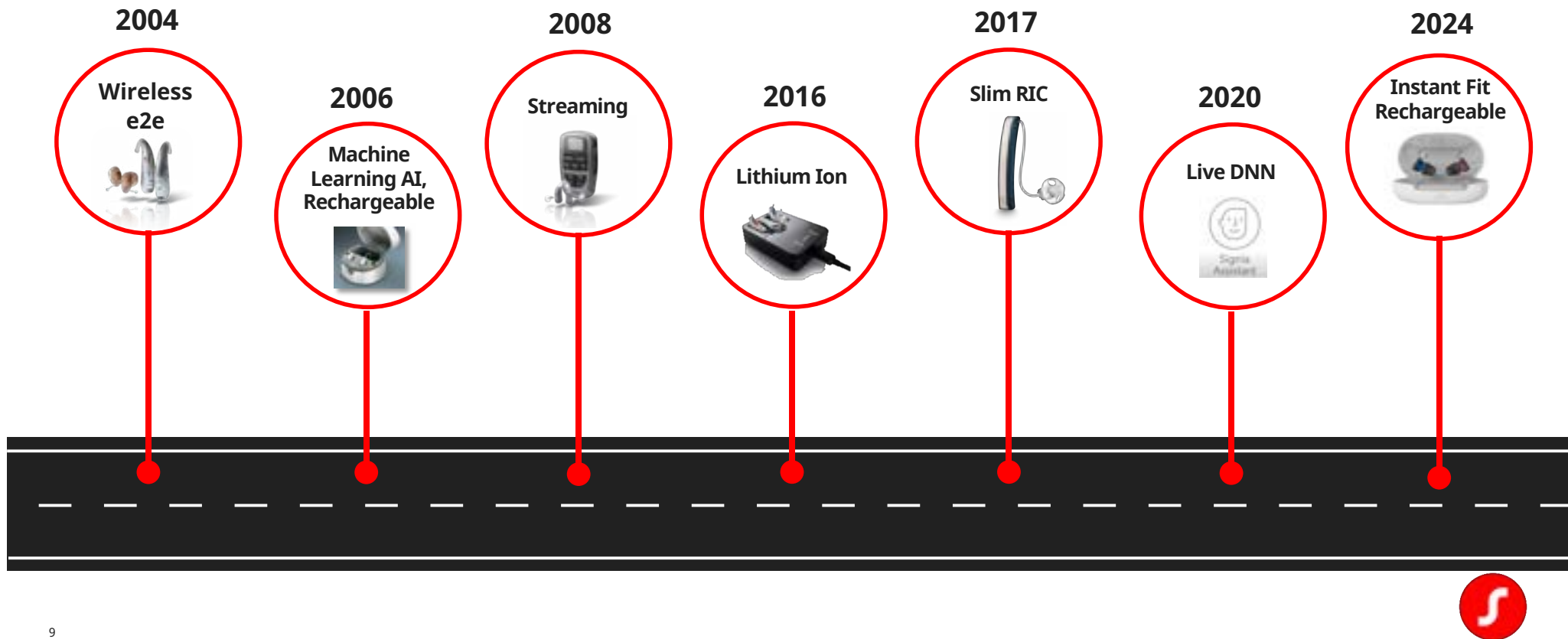
Signia is a world **leader in audiology**,
delivering **consumer-centric solutions**
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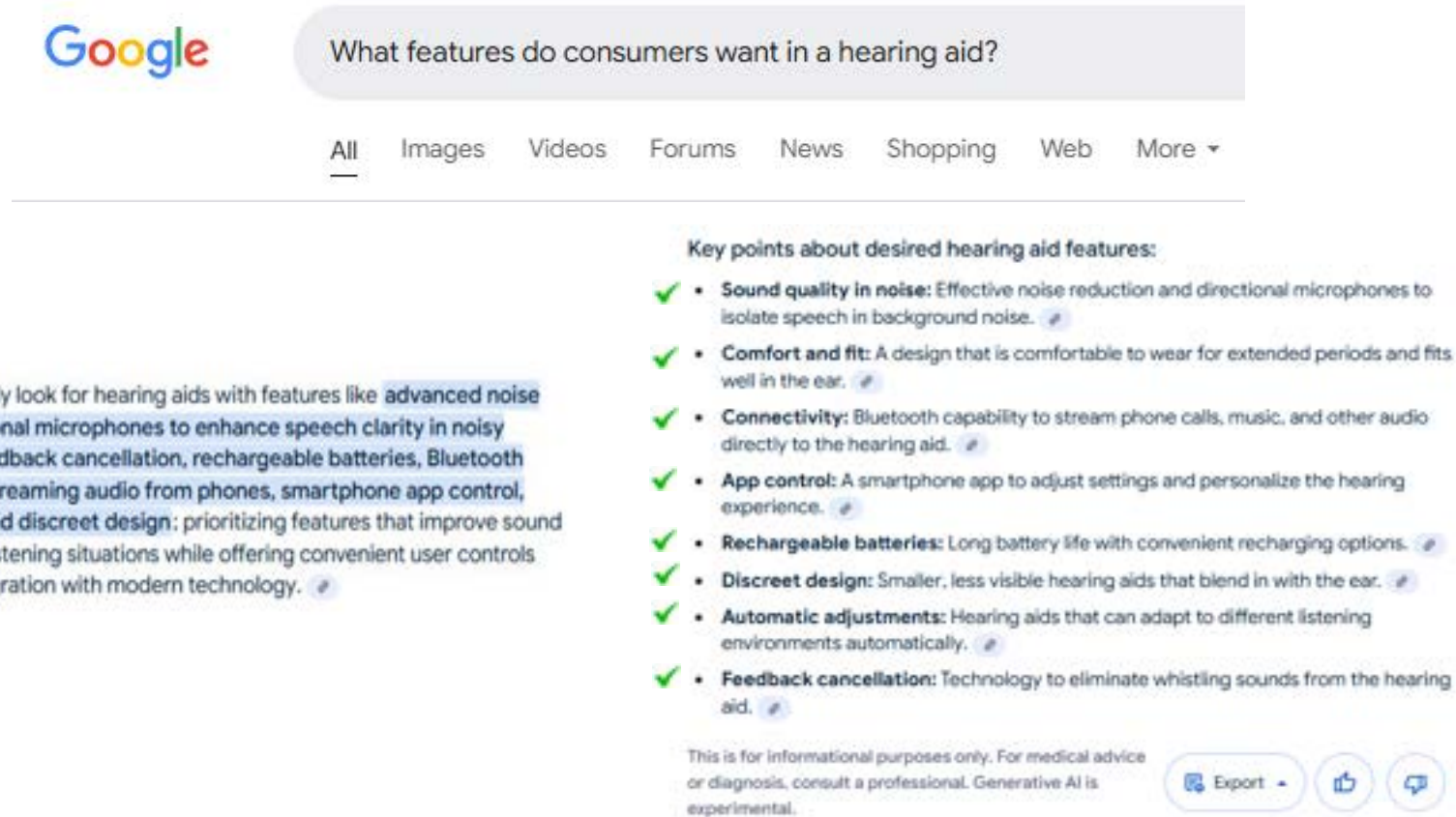
A Decade of Audiology Leadership



1st-to-Market Consumer-Centric Solutions



We listen to what consumers want...



The screenshot shows a Google search interface. The search bar contains the text "What features do consumers want in a hearing aid?". Below the search bar are tabs for "All", "Images", "Videos", "Forums", "News", "Shopping", "Web", and "More". The "All" tab is selected. The search results are displayed in a clean, modern layout. On the left, there is a section titled "AI Overview" with a blue star icon. The text in this section is highlighted in blue. On the right, there is a section titled "Key points about desired hearing aid features:" with a list of eight items, each preceded by a green checkmark. At the bottom of the search results, there is a disclaimer: "This is for informational purposes only. For medical advice or diagnosis, consult a professional. Generative AI is experimental." and three icons: "Export", "Like", and "Share".

Google

What features do consumers want in a hearing aid?

All Images Videos Forums News Shopping Web More ▾

◆ AI Overview

Consumers typically look for hearing aids with features like **advanced noise reduction, directional microphones to enhance speech clarity in noisy environments, feedback cancellation, rechargeable batteries, Bluetooth connectivity for streaming audio from phones, smartphone app control, comfortable fit, and discreet design**; prioritizing features that improve sound quality in various listening situations while offering convenient user controls and seamless integration with modern technology.

Key points about desired hearing aid features:

- ✓ **Sound quality in noise:** Effective noise reduction and directional microphones to isolate speech in background noise.
- ✓ **Comfort and fit:** A design that is comfortable to wear for extended periods and fits well in the ear.
- ✓ **Connectivity:** Bluetooth capability to stream phone calls, music, and other audio directly to the hearing aid.
- ✓ **App control:** A smartphone app to adjust settings and personalize the hearing experience.
- ✓ **Rechargeable batteries:** Long battery life with convenient recharging options.
- ✓ **Discreet design:** Smaller, less visible hearing aids that blend in with the ear.
- ✓ **Automatic adjustments:** Hearing aids that can adapt to different listening environments automatically.
- ✓ **Feedback cancellation:** Technology to eliminate whistling sounds from the hearing aid.

This is for informational purposes only. For medical advice or diagnosis, consult a professional. Generative AI is experimental.

Export Like Share



People value the ability to participate in conversations



	HA Owners (n = 1,061)	All Non-owners (n = 1,040)	Difference between HA users and non-owners
When following conversations in the presence of noise	72%	25%	47%
In conversations with large groups	72%	27%	45%
In conversations with small groups	78%	38%	40%
In a larger lecture hall	72%	34%	38%
In a store, when shopping	72%	41%	36%
In school or a classroom	70%	34%	36%
When talking to children	74%	41%	33%
When talking on a cell phone	70%	47%	31%
When riding in a car	76%	45%	31%
In conversations with 1 person	83%	52%	31%
Outdoors	77%	47%	30%
When talking on a traditional telephone	75%	46%	29%
During leisure activities	76%	49%	27%
When listening to music	70%	57%	21%
At a movie theater	70%	49%	21%
Overall, across all listening situations*	70%	35%	42%

Note: Overall satisfaction is listed in the bottom row. Calculated difference between owners and non-owners is also displayed.

*Significant difference between HA and personal sound amplifier users.

MarkeTrak 2022: Insights into the Evolving Hearing Market: Hearing Aid Benefit and Satisfaction Results from the MarkeTrak 2022 Survey: Importance of Features and Hearing Care Professionals - PMC (nih.gov)



**Bluetooth
Hotline January
2025
6822 calls**



We also listen to what you need...



And knew that we needed to do **MORE** for **ALL** of you.



Simple and effective hearing care.

Save time and ensure patient satisfaction with seamless connectivity solutions.



Introducing Signia BCT IX

Powered by our **custom-designed
binaural communication chip.**

Signia BCT IX delivers seamless connectivity and unmatched audiological performance. Combined with an enhanced user experience for simple control and wearer peace of mind.



Signia BCT IX is THE PERFECT CHOICE for you and your patients!

Universal
Connectivity

Enhanced User
Experience

Revolutionary
Speech
Processing

Simple and **effective** hearing care.



Signia BCT IX is THE PERFECT CHOICE

Universal
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Processing

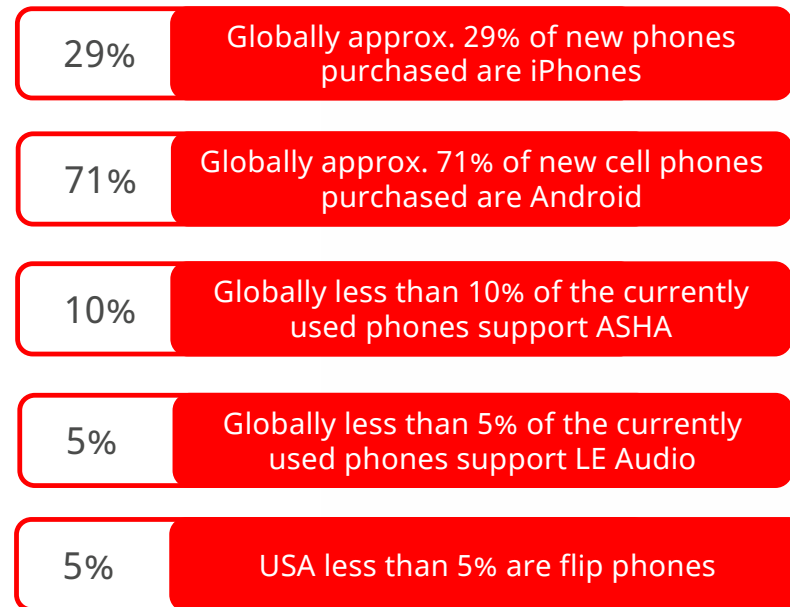


Universal Connectivity

- Easily connects to 99% of devices
- High quality audio-experience
- Hands-Free calling and tap control
- Integrated telecoil



Easily connects to 99% of devices including cell phones, tablets, laptops & TVs



High quality audio-experience streaming music, calls and entertainment

Ultra HD e2e Plus Bluetooth

The only wireless system Ultra HD e2e & Bluetooth for the highest hearing performance & convenient streaming

- Signia IX provides a natural sounding own voice and better than normal hearing
- Continuous full-bandwidth Ultra HD e2e binaural link
- Highest quality stereo streaming from smartphones and TV



Hands-Free calling and tap control

Stay connected on the go

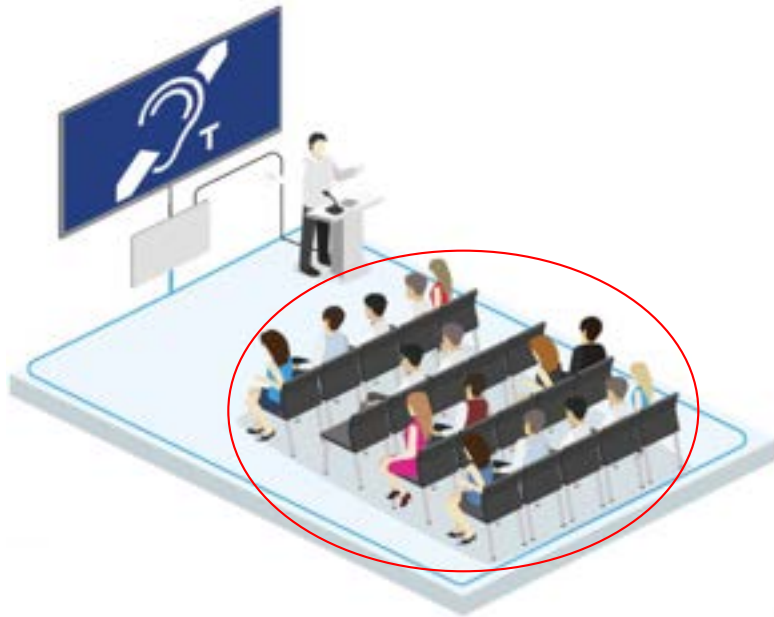
Hands-Free uses the hearing aid microphones to pick up the wearer's voice during phone calls

Call Control allows wearers to answer or end calls directly on the hearing aid

Keeping wearers connected with iPhone, Android LE Audio, and Bluetooth Classic



The Power of Telecoil



- Currently in thousands of public places (US & Globally):
 - Theaters
 - Places of worship
 - Meeting rooms
 - Airports and more!
- Enhanced sound clarity¹
- Convenient
- ADA Compliant
- Verification possible
- Greater hearing aid satisfaction²
- Battery efficient

1. Burwinkel et al., A Sound Investment: Hearing loops and Induction Coils in Genesis AI Yield Dramatic Improvements in Public Spaces

2. Kochkin, S., Sterkens, J., et al. (2014). Consumer perceptions of the impact of inductively looped venues on the utility of their hearing devices. Hearing Review, 21(10), 16–26



Why Telecoil? Integrated Telecoil for Assisted Listening Systems TODAY

- Auracast broadcast for Audio Sharing
 - Situations with no live sound
 - Need appropriate hardware upgrade
- Auracast audio streaming used as part of an Assisted Listening System (ALS)
 - Live sound from PA system mixer or dedicated ALS microphone
 - Requirements for Auracast as ALS are yet to be written – **slated to be finalized November 2027**

Assistive Listening Systems Quick Guide

	Hearing Loop	FM	Infrared (IR)	Wi-Fi	Auracast as ALS*
Easy to use	✓				In development
Needs no equipment check-out†	✓				In development
Used at service counters / help points	✓				In development
Used in public transport	✓				In development
Used outdoors	✓	✓		✓	In development
Low overspill	with phased array design		✓		In development
Meets ADA standard 	✓	✓	✓		In development
Does not need a smartphone or app	✓	✓	✓		In development
Susceptible to electromagnetic interference (EMI)	✓	✓**	✓**	✓**	In development
Minimal latency (sound delay)	✓	✓	✓		In development
Available now	✓	✓	✓	✓	In development

* The full technical name is "Auracast™ Broadcast Audio used as part of an Assistive Listening System (ALS)" and is simply identified as Auracast streamed ALS in this document.

† For telecoil-enabled hearing instruments (hearing aids, cochlear implants, and bone conductive devices).

** When used with a neckloop.

© 2023, 2024 Center for Hearing Access

Figure 1. Assistive listening systems quick guide.



Signia BCT IX is THE PERFECT CHOICE

Universal
Connectivity

Enhanced
User
Experience

Revolutionary
Speech
Processing



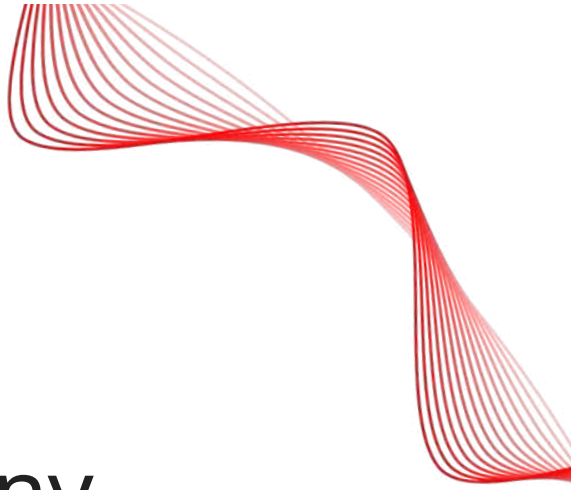
Enhanced User Experience



Enhanced User Experience

- **Industry leading 36 hrs of runtime
With 5 hours of streaming**
- **The smallest Bluetooth Classic-BT
compatible RIC***
- **LED indicator light**
- **Dual push buttons**
- **Convenient visibility window**





The **longest battery** runtime of any
rechargeable Bluetooth® Classic
compatible hearing aid ever made



Signia BCT IX – Industry leading runtime

- Up to **36 hours** of runtime **including 5 hours of streaming**
- Up to **54 hours** of runtime **without streaming**
- Up to **43 hours** of runtime **after 3 years** of normal use
- Fully charged in 4.5 hours
- 30 min charge provides up to 6 hours runtime



Signia BCT IX – Size

The **smallest** hearing aid with
Bluetooth® Classic available
today*

*In a comparison of RIC hearing aids based on the manufacturers' newest platforms



Signia BCT IX – LED light



LED light offers power status at a glance



Power on via push button or removal from charger –
LED is solid green for 6 seconds 



Power off via push button –
LED flashes green for 3.5 seconds 



Power off by placing hearing aid in a charger –
LED does not activate

LED behavior is not configurable and cannot be disabled



Signia BCT IX – New enhanced design



New dual push buttons*
Volume and program control
Distinct buttons help dexterity

Convenient visibility window
Easily identify the serial
number and performance level



IP68



*Button behavior is the same as the rocker switch for Pure C&G T IX

I – 6: dust tight, no ingress of dust after 2h

P – 8: still functional after immersion in 1 meter of water for 1h



Signia BCT IX is THE PERFECT CHOICE

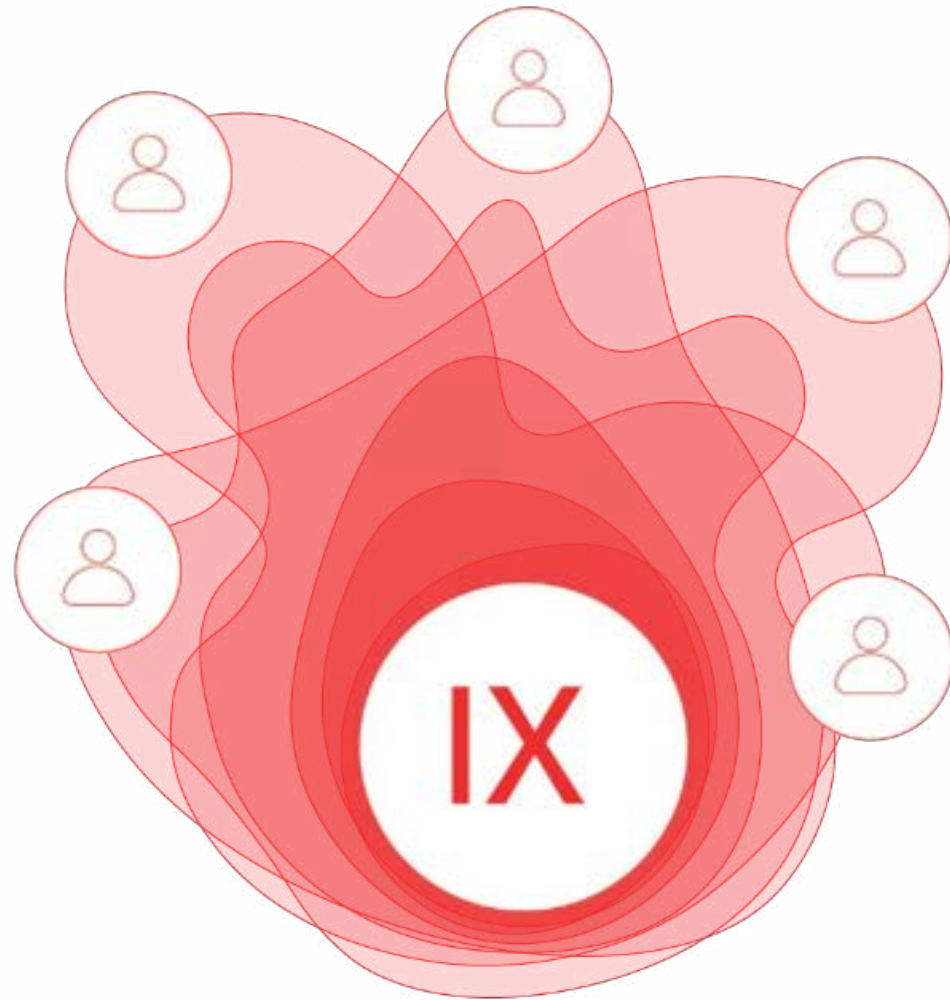
Universal
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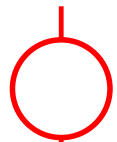


Revolutionary Speech Processing

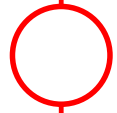


Revolutionary Speech Processing

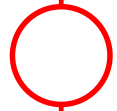
→ Delivers 22% better speech understanding than leading competitor*



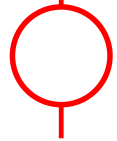
RealTime Conversation Enhancement



4th Gen e2e binaural synchronization



Ultimate own voice comfort (OVP2.0)



AI Driven Live DNN



*In a comparison of RIC hearing aids based on the manufacturers' newest platforms Citation: Jensen NS, Mohnlein-Gilbert K, Wilson C, Berwick N, Kamkar Parsi H, Best S, Samra B & Taylor B. 2024. Signia IX with pioneering multi-stream technology delivers 22% better speech understanding in noisy group conversation than a competitor with an AI co-processor-driven platform. Signia White Paper.



Signia IX with RealTime Conversation Enhancement (RTCE)



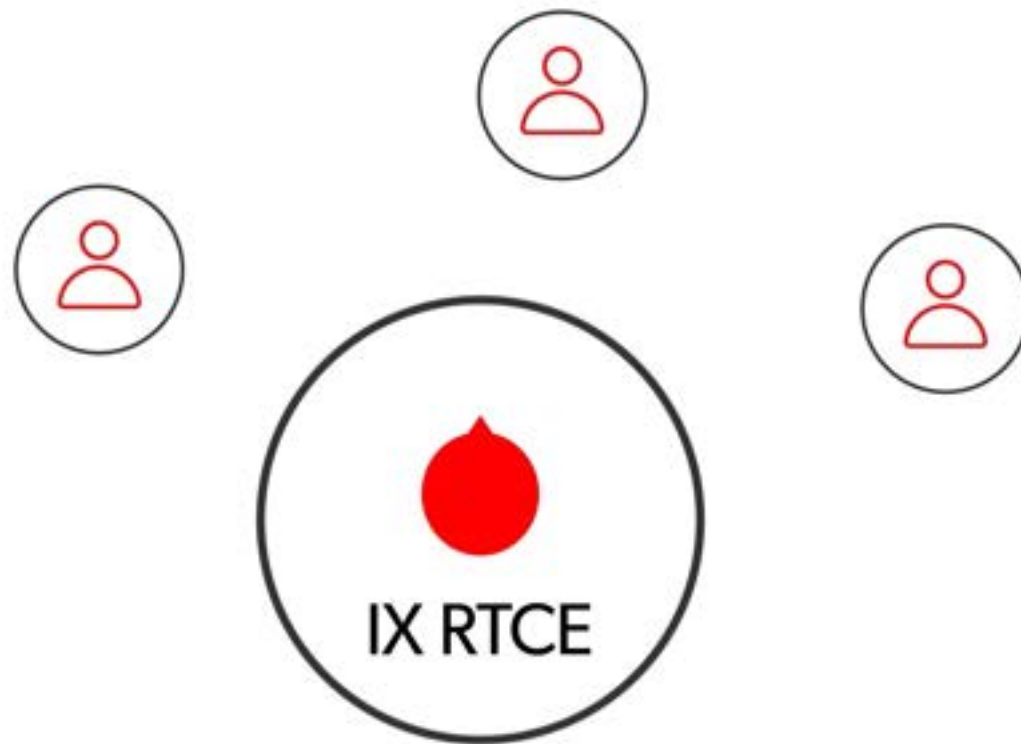
A live auditory space

- Sampling 192,000 data points per second
- Adapting 1000x per second

Smoothly enhancing multiple speakers
while staying immersed in your
surroundings



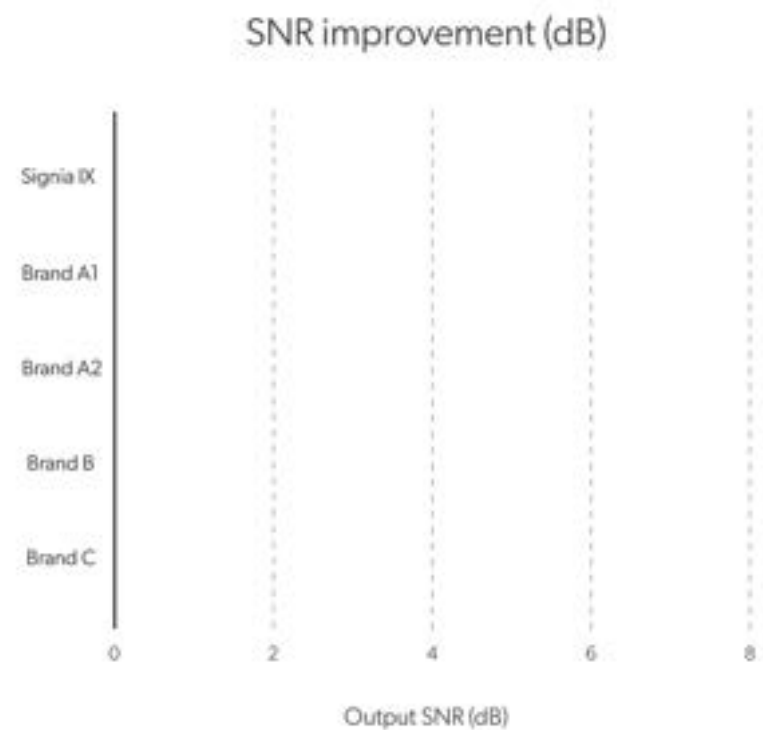
Signia IX with RealTime Conversation Enhancement (RTCE)



Integrated Xperience is an industry breakthrough*

Signia IX delivers over 8 dB in SNR improvement over Kemar open ear

- 3 dB increase in SPL corresponds to a doubling in loudness intensity
- ***Signia IX delivers more than twice the speech enhancement benefit in a noisy group conversation scenario than all competitors on the market today.***



* Jensen NS, Wilson C, Kamkar Parsi H, Samra B, Hain J, Best S & Taylor B. 2024. Signia IX delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors. Signia White Paper.



Split processing and RTCE power the Signia difference*

A remarkable **3.2 dB SNR** technical improvement compared to our competitor using an AI driven co-processor.

Signia IX with RTCE remains unmatched in real-world, noisy group conversation – doubling the ratio between the intensity of the speech and the intensity of the noise.

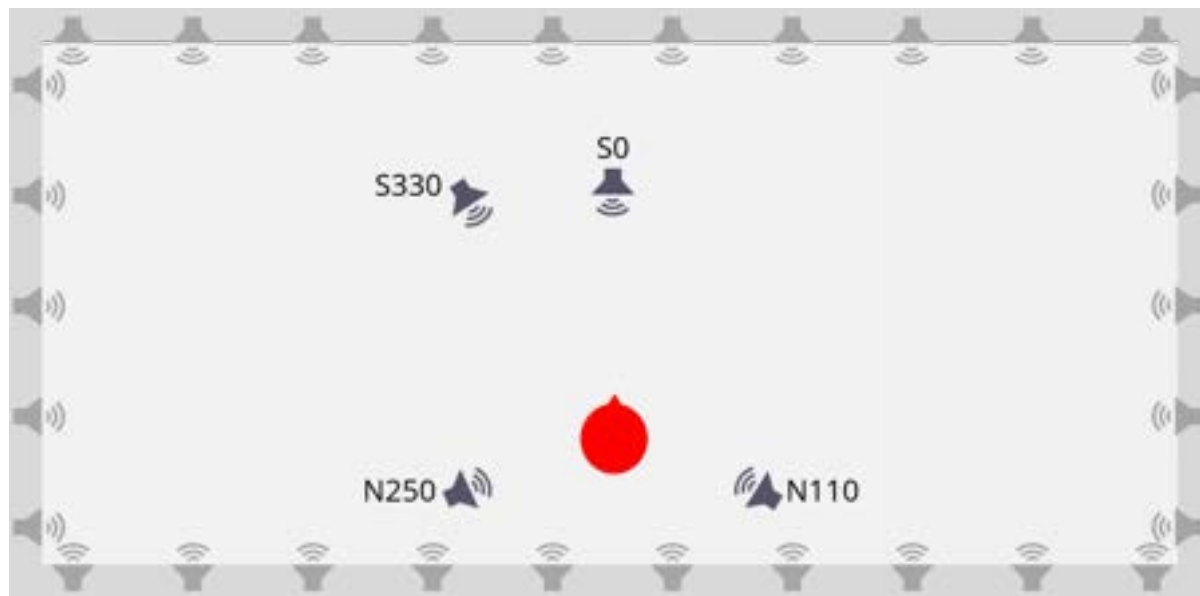


Only Signia independently process speech and environmental sound with split processing

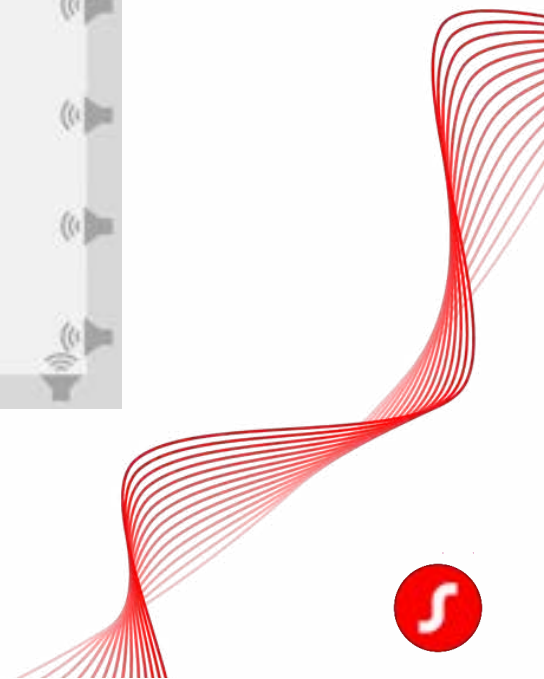
* Jensen NS, Wilson C, Kamkar Parsi H, Samra B, Hain J, Best S & Taylor B. 2024. Signia IX delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors. Signia White Paper.



Building on technical results with human performance data*



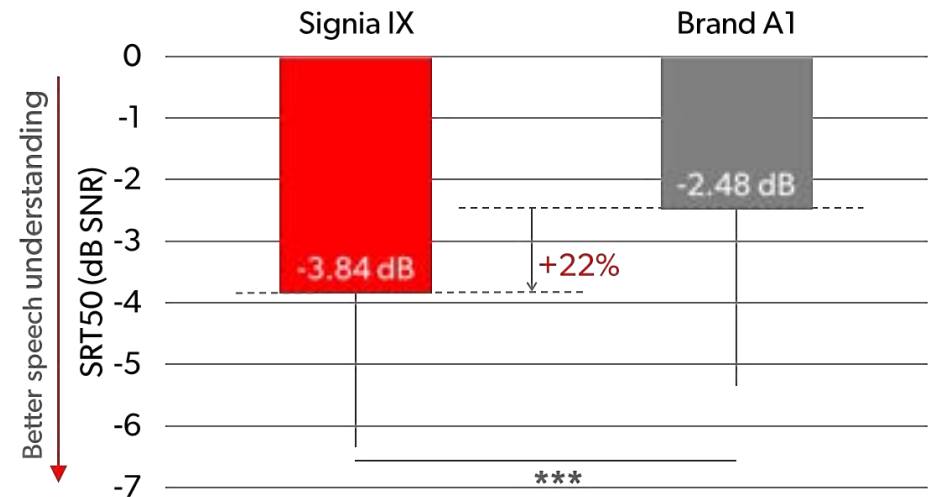
* Jensen NS, Mohnlein-Gilbert K, Wilson C, Berwick N, Kamkar Parsi H, Best S, Samra B & Taylor B. 2024. Signia IX with pioneering multi-stream technology delivers 22% better speech understanding in noisy group conversation than a competitor with an AI co-processor-driven platform. Signia White Paper.



A staggering improvement over a key competitor*

Objective Human performance data confirms the **2x the speech enhancement**
Objective Technical data results comparing Signia IX to leading competitors

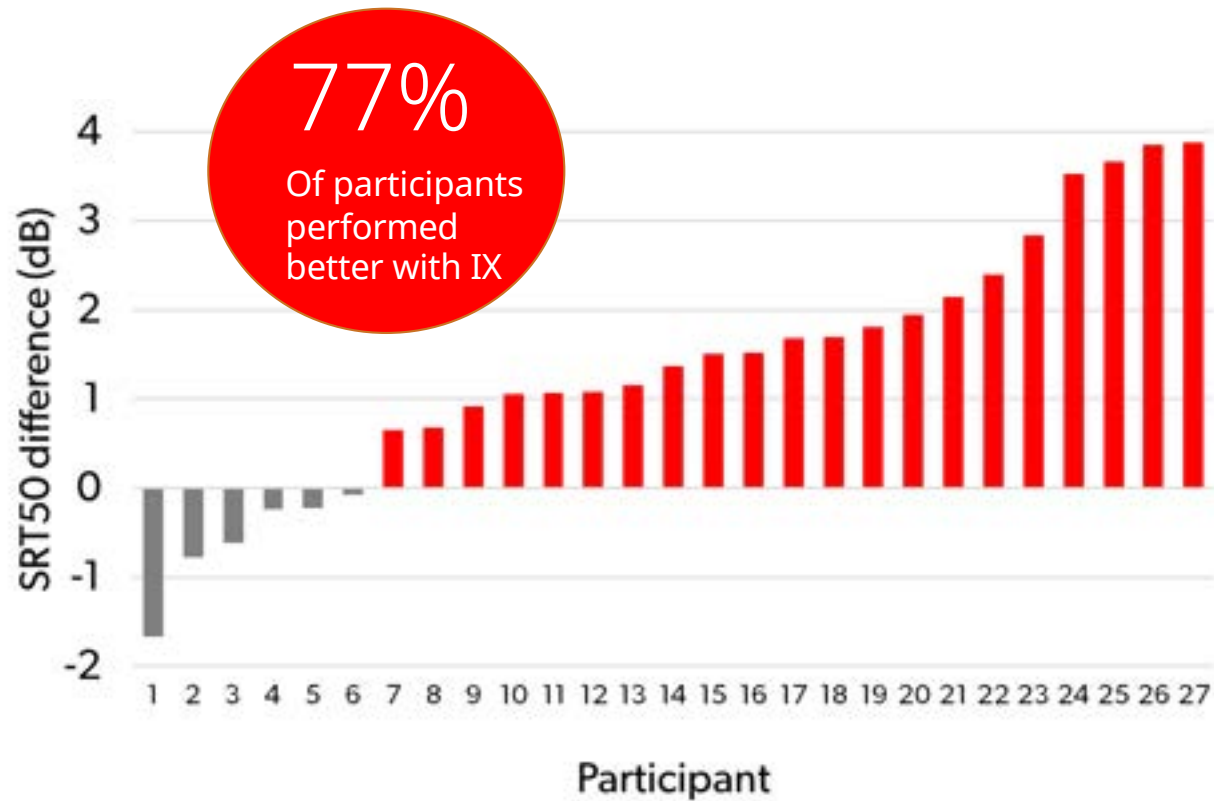
Signia IX delivers a **22% improvement** in speech understanding in a noisy group conversation.



* Jensen NS, Mohnlein-Gilbert K, Wilson C, Berwick N, Kamkar Parsi H, Best S, Samra B & Taylor B. 2024. Signia IX with pioneering multi-stream technology delivers 22% better speech understanding in noisy group conversation than a competitor with an AI co-processor-driven platform. Signia White Paper.

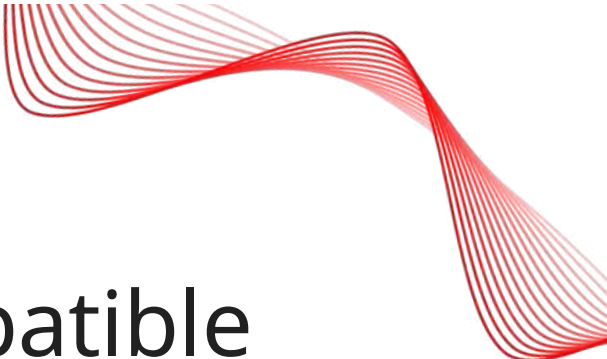


An incredible 77% of participants performed better with IX*



* Jensen NS, Mohnlein-Gilbert K, Wilson C, Berwick N, Kamkar Parsi H, Best S, Samra B & Taylor B. 2024. Signia IX with pioneering multi-stream technology delivers 22% better speech understanding in noisy group conversation than a competitor with an AI co-processor-driven platform. Signia White Paper.





The only Bluetooth® Classic compatible hearing aid with an ultra-fast, always-on **NFMI e2e wireless 4.0 connection** for low latency, high bandwidth binaural communication enabling RTCE*

*ear-to-ear wireless system (e2e 4.0)



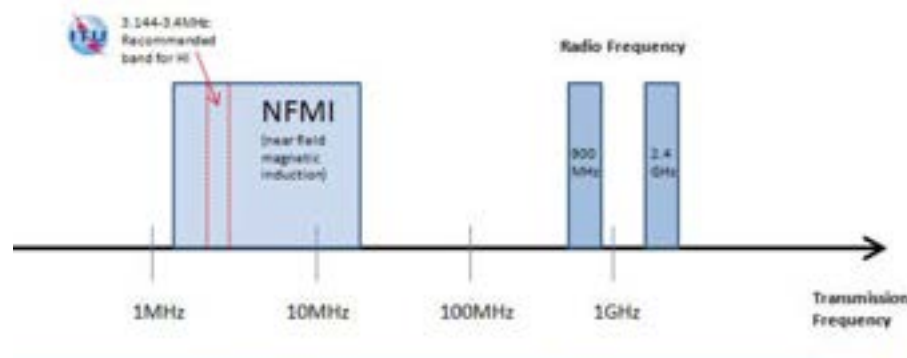
NFMI e2e Wireless 4.0

Near-Field Magnetic Induction (NFMI) transmits information via a localized magnetic field

Signia was the **FIRST** hearing aid manufacturer to bring NFMI to hearing aids

Benefits:

- Low power consumption = long battery life
- Robust against environmental factors
- Easily propagates through and around the human head and body
- Low latency 2ms = 0 binaural jitter and seamless sound processing



Ultra fast, always-on, e2e wireless 4.0

Provide real-time, continuous synchronization between both ears

- RealTime Conversation Enhancement technology
- Own Voice Processing 2.0
- CROS with unique skewed directionality and virtually no lag
- Exceptional battery life keeping wearers connected

Outperforming the competition keeping wearers in the conversation!

Signia e2e wireless 4.0 **ultra fast** and **always-on** latency of 4ms...

2x faster than any other Bluetooth classic compatible device on the market!



Own Voice Processing 2.0

OVP



OVP 2.0



OVP 2.0 harnesses the **split processing capability** of the IX platform

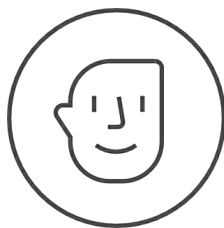
Wearers own voice **processed separately** from surrounding sounds

Wearers **own voice** remains **comfortable**

Wearers own voice and surrounding sounds are more **pleasant** and **stable**



Signia Assistant optimizes streaming and saves you time



The world's first and only hearing aid assistant powered by a **LIVE AI-Driven** Deep Neural Network

- Easily accessible Signia App chat interface
- Applies user input of sound quality preferences specific to their environment and HCP settings and applies it to future situations, in real-time
- Enhanced Accessibility and sound quality for clients including streaming preference
- Increased efficiency for you – HCP has visibility and control in Connexx



Signia BCT IX



 Bluetooth®
Connectivity
Transformed

Be
Brilliant™



Signia BCT IX Performance Levels



Signia BCT IX CROS Compatibility



Compatible with CROS Pure Charge&Go BCT IX



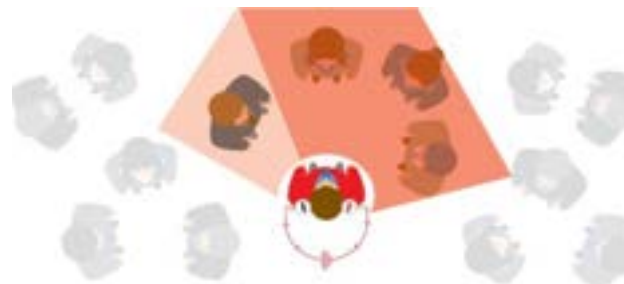
CROS BCT IX provides up to **62 hours** of runtime



Traditional CROS transmitter in noise



Signia CROS transmitter in noise



Unique Signia **skewed directionality** improves speech understanding in noise by skewing directional pattern toward unaided ear



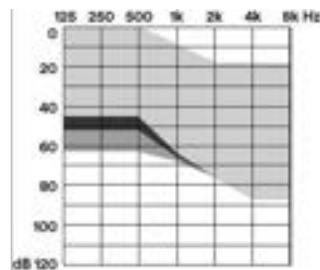
EarWear 3.0 and Acoustic Performance

**EarWear 3.0
compatibility**
eartips 3.0
sleeves 3.0
round 3.0
miniReceiver 3.0



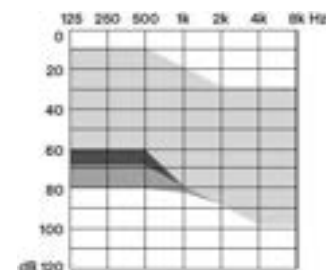
miniReceiver 3.0

S 46 dB / 110 dB SPL



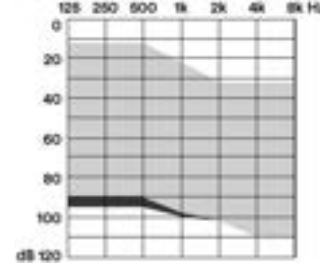
miniReceiver 3.0

M 60 dB / 119 dB SPL



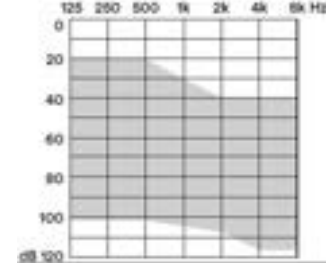
miniReceiver 3.0

P 65 dB / 122 dB SPL



miniReceiver 3.0

HP 75 dB / 131 dB SPL



Pure IX Charger compatibility



Pure Charger

Small desktop charger
LEDs to indicate charging
status of hearing aids



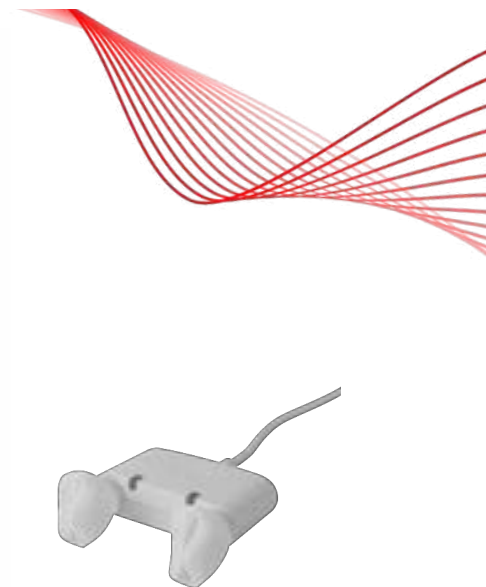
Pure Portable Charger

Integrated power bank holds
additional charges
LEDs to indicate charging
status of hearing aids and of
charger



Pure Dry&Clean Charger

Charges, dries, and sanitizes
hearing aids
LEDs to indicate charging
status of hearing aids

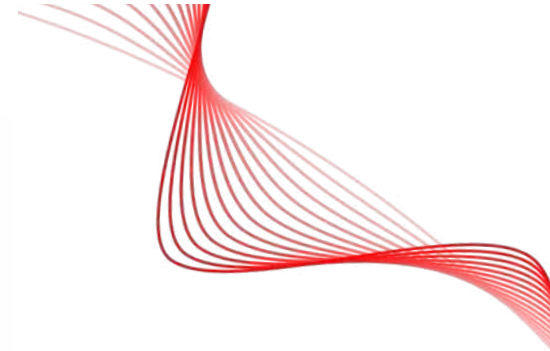


Multi Charger

Small charger compatible
with a range of Signia
hearing aids
LEDs to indicate charging
status of hearing aids



Signia BCT IX is ready for a full day



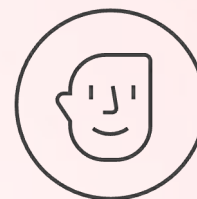
Signia BCT IX Accessories



NEW!
TV Sound*
Coming soon



miniPocket



Signia App
Signia Assistant

*TV Sound is backwards compatible with all connectivity-enabled Signia hearing aids



Expanding the Signia IX Portfolio



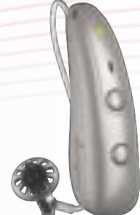
Pure
Charge&Go IX



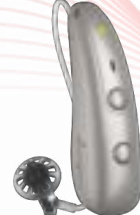
Pure
Charge&Go T IX



CROS Pure
Charge&Go IX



Pure
Charge&Go
BCT IX



CROS Pure
Charge&Go
BCT IX



Styletto
IX



CROS Styletto
IX



Silk
Charge&Go
IX



CROS Silk
Charge&Go
IX



Insio IIC/CIC
IX



Active
IX



Signia BCT IX – THE PERFECT CHOICE

- **Bluetooth® Classic** - provides universal connectivity
- **T-coil** – better hearing in challenging environments
- **Exceptional battery life** – All day wear time
- **LED** – confirms power on status
- **Serial number viewing window** – easy identification
- **Optional on-the-go charging case** – portability & convenience
- **Full audiological power of IX** – keeps you in the conversation



Signia BCT IX is THE PERFECT CHOICE
For simple and **effective** hearing care.

Universal
Connectivity

Enhanced
User
Experience

Revolutionary
Speech
Processing





audiologyonline

Thank You

SigniaUSA
800-766-4500

Reference List

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