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Signia IX: Introducing Connectivity Transformed

Presenter: Lisa Perhacs, AuD

Thank you so much and welcome everyone. We are so excited that you joined us today for our live course. I'm going to go ahead and go a little forward and tell you about the risks and benefits. They're all listed here and they are in your handout so you can go ahead and read about that and let me cover what you're going to learn today. What you will learn at the end of the course is that you're going to be able to describe the benefits of the IX platform platform, identify the integrated experience additions and features as well as discuss the wearer benefit of real time conversation enhancement.

I'm going to go to our title slide and I'd like to introduce myself. I am Lisa Perhacs. I am part of the clinical development team here at Signia and I am joined by one of our fabulous clinical education specialists that we have, Dr. Nicole Smith, and she is going to be answering your Q and A. So if you put in questions into the Q and A, Nicole will be able to log that and actually at the end of the course, hopefully we'll be able to answer some of those live if there's any still remaining questions or it may be that we answer it as we go along.

So either I'll answer it in the presentation or Nicole will answer it for you. So just sit back, relax and Nicole and I will take you on a warm up wonderful journey for the next hour. So let's go ahead and jump right in. Connections matter and that is our theme. And you want to be connected.

It's important to be connected. It's important to be connected to your families, your friends. It's all about the connections. And we are so excited because I am coming to you live from the iconic TWA Hotel. We just finished our big Signia launch event.

We had many customers that flew in and joined us for our two day event. We had lots of great, fabulous speakers. We had global speakers that came in from R and D. We had a lot of wonderful information we had as well as a guest speaker, a keynote speaker. It's been an exciting event.

Here is just a picture of the big stage and so I apologize, my voice is a little cracking. I drank a lot of tea this morning so I hope I could keep up with you. And this is our president that we have and he was delivering and talking about Signia to kick us off and oh, it's hard to see what he says about Signia, isn't it? Let's make that a little bigger and let's jump right into our presentation and hopefully Next time, maybe you can join us at our a customer event that we hold in the future. So hopefully we get to see you in person as well.

But let's start. Signia is a world leader in audiology. We deliver consumer centric solutions for hearing care professionals and their patients. Over the past decade, Signia has delivered on our promise to be an innovation leader. Looking back at Signia's innovation roadmap that led us to where we are today.

We go way back and I am not going go all the way back to the 1800s when we started with Wernher von Siemens. Let's go back to 2014. And that's when we introduced our Binax technology in which we were clinically proven to be better than normal hearing in noisy environments because we integrated our ear to ear and had that ability to hear better in noise than normal hearing people. And it was proven. We took that technology, we built upon it with our Primex technology in 2016.

And with Primax, we also were clinically proven to reduce listening effort. And this was tested by putting EEGs, you know, the electrodes on the patient's head. And while they were doing a speech and noise test, we measured brain activity and saw that there was a lot less stress needed to repeat the speech and noise when wearing the Primex technology. Well, we built upon that even further in 2017 with our NX technology. And that was natural experience.

That's where we added onto own voice processing. And this is the first time ever that you had a solution to the problem of how the patient doesn't like their voice. And we were able to lower the gain just when the patient talks and not for anything else. And do you know, still today no one else has this capability. We're the only ones that offer it.

Well, we built upon that in 2019. And in 2019 we added motion sensors to our hearing aids. And we had acoustic and motion sensors that were letting the hearing aid drive the hearing aid and building the capabilities of what it can do. And for the first time ever, motion was used to hear better, not just to counter steps. In 2021, we introduced AX technology.

Now this was groundbreaking. We were able to introduce split processing. Every other hearing aid on the market today, even Today, back in 2021 and 2025, all use single processing. We were the only ones that had a processor for speech and a processor separate for background sounds to make speech clear, but also to keep you immersed in the environment. Well, we built upon ax.

You didn't think it could get better, but it did. And we have IX technology today and that's our amazing capability to follow multiple speakers in real time in noisy situations without effort with our real time conversation enhancement. It's really groundbreaking what we can offer and we follow that through as well. With the Signia innovation. When you look at what we did first, that drove for our customers, we were always working to have a consumer centric solution.

So Again, back in 20, I'm sorry, 2004, we had our first E2E wireless. Back then that was the Acurus instrument. The tagline was touch one, control both. And you were able to have a push button on one side and a volume control on the other and make it easy for the patient, the end user. And that was always what drove our consumer centric solutions was having it easy for the end user.

2006, did you know we were the first ones to use AI? We introduced machine learning into our hearing aids. And the hearing aids actually learned how the patients like to hear with the volume with different adjustments, and it would make those changes on the, on its own. Pretty groundbreaking at the time. We also, in 2006 were the first ones ever to come out with a chargeable instrument.

And we were the first ones with rechargeable for quite some time. Did you know that in 2008 we were the first ones ever to have streaming? That's right. We introduced streaming into the hearing aid world. And we did that with our tech device that would hang around the neck.

We were also the first ones in 2016 to use lithium ion in our rechargeable batteries. Prior to that it was nickel cadmium. We were the first ones in 2017 to offer a slim Rick design. And as you know, it's kind of commonplace nowadays. I guess imitation is the most sincere form of flattery.

And in 2020, we had the first live deep neural network. And that was our Signia assistant in which we're using AI for make adjustments. Let the hearing aids adapt all within the app so that way the patient has the perfect sound for every environment. And in 2024, we were the first ones to offer an instant fit that was rechargeable. So all of this we're so excited to offer and to make the difference to the end user, to the patient wearing the hearing aids.

Because we listened. We listened to what they want. Google it. Google, what do consumers want in a hearing aid? And it's going to come up that they want sound quality and noise, they want comfort and fit, they want connectivity, they want app control, they want rechargeable batteries, they want Discrete design.

They want automatic adjustments and they want feedback cancellation. It's almost like we wrote this ourselves and posted it on Google. Because we at Signia offer every single one of that for you and your patients. And it matters because when we look at the market track data, the patients are going to remark about what they need, what they want. And over time, hearing aids have gotten so much better.

The sound quality is amazing. One on one, it's wonderful. But really, where the patients are struggling and we highlighted the top three are hearing conversations, having multiple talkers. So what we're looking at in the first column, the first percentage is how satisfied the patients are with their hearing aids

in that situation is the first column. The second column is if they didn't have hearing aids, how satisfied would they be in that situation?

And the last column is the difference between the two. So let's just look at the first column. When we look at that first column, patients are pretty satisfied when following conversations and presence of noise. 72%. They're pretty satisfied with conversations in large groups, pretty satisfied with conversations in small groups.

Not bad. 72%, 78%. Those are great, right? Let me tell you, if your kid came home with that on their math paper, that is not a refrigerator paper. You want better than 72%.

We want 90s. We want to get up there and you know what we can. So we listen what the patients want. And we also know that they want easy. Do you know that just in last month alone we had almost 7,000 calls to the Bluetooth hotline that we have here at Signia because connecting with Bluetooth is difficult for some.

So what can we do to make it easier? But we also want to make sure it's easier for you, the hearing care provider. We listen to you, we listen to what you want, we see what you need. And we knew that we needed to do more for all of you. So being a leader in audiology means listening to our partners, to the hearing care professionals needs to your patients needs.

This more than anything else influences our designs and our innovation. And we heard you. You need simple, but you want effective options. That's going to save you time. And your patients also want simple.

And we want to make sure that the patients are happy when they leave your office and also with the devices that they're receiving. The patients want a hearing aid that allows them to hear the best in noisy

environments, but they also need seamless connectivity to stay current in our ever connected world. Let me show you what we've got.

Well, I think it's it's good, you know that it could run.

We are so excited to introduce the Signia bctix. It's driven by our focus on audiologic innovation and consumer centric solutions. We are excited to announce this development that is powered by our custom designed binaural communication chip. The new BCTIX delivers universal connectivity and enhanced user experience and revolutionary speech processing to keep the wearer in the conversation. Signia BCTIX is the perfect choice for hearing care professionals and their patients.

It checks all the boxes to meet the expectations of you, your hearing care providers and also your patients. From the universal connectivity to our user controls, bctix delivers a simple and intuitive solution. Connectivity should be quick and that's to save you time. Connectivity should be easy and that's with simple pairing to any type of phone. And so simple that the end user, your patient, can do it on their own.

In developing this hearing aid, the bctix, we also focused on enhancing the user experience, making sure we went back to simple and effective. Because the patient should not have to worry about the amount of time that they spent in a noisy environment that oh, it may compromise their battery life. That shouldn't be a worry. Last but certainly not least, it's about helping people hear better in any environment. Insignia leads the industry with revolutionary speech processing.

All the others out there focus on removing noise first. We are focusing on enhancing speech first. So let's talk and we'll talk a little bit more about what universal connectivity has to offer. So when I say universal connectivity I mean it. 99% of the devices out there, cell phones, laptops, tablets, whatever it is, it's got to connect and we've got this high quality audio experience for stream music and calls and

entertainment directly to the hearing aids with a very enhanced sound quality.

And that's thanks to our newest audio codec which is now available for streaming. We developed the whole new chip because we didn't want to compromise anything. We have hands free calling and tap control and also an integrated telecoil. Telecoil is going to help patient in challenging environments. That's supported by the loop systems.

We're going to go a little bit more into depth in those points. 99% of devices and again that's iPhones, that's androids, it's iPads, it's iMacs, it's TVs, it's their tablets, it's their flip phone, their jitterbug, whatever it may be. The Signia BCTIX is going to be able to connect to it. So we never want to say a hundred percent because you know there's always a phone out there, you know, Bob's phone that for some, some Bob made and maybe it won't connect, but it's going to connect to almost every single electronic device that's out there. Because not everybody is an Apple user.

I know you Apple people think you rule the world, but us Android people still exist. I'm an Andro and actually globally Android does outbeat the iPhones. I think here in the States we're a little bit more 50 50. But it shouldn't matter what phone the patient has, you should not pick technology based on the phone. So now with bctix you don't have to.

We have this high quality audio experience for streaming the music. And how we do that is we're using the Bluetooth capability But also the E2E keeping the ears in sync. This is the highest performance that we can offer by offering the two types of connectivity. And I'm going to talk a lot about the E2E that we offered because the E2E that we have, it's E2E 4.0, it is the using near field magnetic induction to keep the ears in sync. And this is huge.

It's a full, continuous, full bandwidth binaural link between the ears sharing all audiological information. It is fast, it is accurate and this is what's giving us the great sound quality. Hands free. Having the

microphone on the hearing aid pick up the voice shouldn't be just for the Apple users. It shouldn't be just for some people that have it.

Everyone can use it. So we have Bluetooth Classic in our BCTIX that enables hands free and tap control for everybody, even with the little jitterbug flip phone. So hands free, the microphone on the hearing aid is going to pick it up. You have that capability in our IX hearing aids, whether they're connected with the made for iPhone or the Android LE audio with our Pure Charge and Go tix or with the Beastie TX and the Bluetooth Classic and all of them you've got hands free. Why are we using a telecoil?

Telecoils are important. Telecoils have been widely available for patients to use for decades and they remain a very important piece of hearing aid technology today. They're not really used for landlines anymore. That's the day that's, that's long gone. But what they're really used for is with the induction loops so that in public places that are thousands all over the world are looped and we're talking theaters and places of worship and meeting rooms, airports, I mean even taxis were looped.

This is ensuring great sound quality, being ADA compliant, having low battery drain. Using a telecoil with a loop system is so desirable and the end user really appreciates it. And you can hear that when they, they go on the, all the hearing loss message boards on. Well, they do when they're using their T coil in a loop system. So why T coil?

Let's just go ahead because it's what's needed today when we talk about oracast. It is absolutely coming and it will be the way of the future. But did you know that or CAST can be used in two very different ways? And they're usually talked about by not separating them. But there is a very big difference in their use.

One use is ORACAST for broadcast audio sharing. And this is just in its infancy. It's just starting to be implemented. And it's another way of Bluetooth and connecting to a device and streaming the sound. This again is just starting to be implemented.

It's just starting to be in a few devices. And when we talk about AuraCast, most people think of the second use and that's ORACAST for audio streaming as part of an assisted listening system. So a lot of people think that ORACAST is going to replace the telecoil and the loop system. And I think it will in time. When we look at ORACAST for these assisted listening systems, did you know that the protocol, the rules for developing this are not the requirements on how to use oracast as an ALS are actually not going to be finalized until November 2027.

So after they're finalized, then that's when they're started to be implemented. So we're talking maybe 29, 2030, that it's going to be more common place and that ORACAST will be used as an als? And here we got a great chart. This was wonderful information. That came from an article in Canadian audiologist by Dr.

Juliet Sturkins. It was just published last month, In January of 2020, 2025, if you want to read that article. But ORACAST is not here today for an als. What is here today for an ALS and assisted listening system? It's telecoil.

And that's why we implemented a telecoil because we want our patients to be able to utilize all the benefits that's available today. So let's talk about enhanced user experience.

The BCTIX has groundbreaking the longest battery runtime of any rechargeable Bluetooth Classic compatible hearing aid ever made. We take the worry out of rechargeability. This is unique, unheard of. 36 hours of runtime, which includes five hours streaming. And you know, most patients are only streaming maybe about three hours a day.

We have the smallest Bluetooth Classic BT compatible RIC on the market. So not only do we have the longest battery, we still kept it small. And we added some fabulous features like an LED light, dual push buttons and a convenient visibility window. I'm going to go through each of those with you. So let's start with the longest battery runtime of any rechargeable Bluetooth Classic compatible hearing aid ever made.

With the pure charge and Go bctix, we've engineered a super high density battery that provides more power but in the same compact space, leading to the longest battery runtime of any rechargeable hearing aid with Bluetooth Classic connectivity ever. Bluetooth Classic drains battery life. We know that. We've known that since Bluetooth was implemented. That's why they came up with Bluetooth low energy.

But with Bluetooth Classic you could connect to everything. So in order to ensure that you have that 36 hours of runtime that includes five hours of streaming, we made sure that high efficiency battery gave you up to 54 hours of runtime. 54 hours on a single charge. And you know what? The battery holds its life.

After three years of normal use, you're still going to get 43 hours of run time. So you know that no matter what your patient is streaming or how long they're streaming, it's going to last the full day. This is exciting. You have a little over four hours to fully charge it up and you have the quick charge capability. So let's say patient wore it all day, forgot to charge it at night, word the next day.

Maybe it's the end of the day, maybe it's even the third day. They needed a little bit more battery life. Pop it in the charger. Half hour gives you six more hours of battery life. And again, with this long battery, we didn't make it any bigger.

It is the smallest hearing aid with Bluetooth Classic available today. Let me show you. Did you see how tiny that was? And actually, I'm going to replay that animation for you. I want you to see again, watch the starting point of where it starts from and then where it ends.

Because the end is the size that it is the starting point. It's the other Bluetooth Classic hearing aid that's on the market today. So, you know you're going to get full battery life, full day streaming and still a small compact design.

And we listened. You asked for it, you asked for an LED light. We got it. This LED light shows you the power status just at a glance. It's going to be a solid light for about six seconds when you turn on the hearing aid.

And then I'll shut. Go away. When you shut off the hearing aid, it's going to blink for a little over three seconds. Okay, so blinking light when you shut off, solid light when it's on, and then it goes away. So this is a wonderful indicator for the patient to know that their hearing aid had turned on and off, maybe for a companion, maybe for someone that's caring for them.

And it doesn't stay on. It's not a neon glaring green light that stays on. It goes away. So this is a great indicator to know if the hearing aid is on or off. We've also enhanced the design in that we redesigned the dual push button.

It works just like the rocker switch, but now it's a dual push button. So it's actually even more moisture protection. But we did it for better dexterity. It's better tactile feel of the dual push buttons. So they work exactly like a rocker switch.

You don't have to program them separately. You can't, but it's better control for the end user. And for you, we added a visibility window. It's on the underbelly of the hearing aid and you can clearly see the

serial number. So it's not underneath the rocker switch.

It's not inside the battery door. It's visible for you that you can see that serial number whenever you need. And again, we've got that IP6 rating, the highest for dust, highest for moisture. We can't test any higher. So no matter what improvements we do, we can't get better than IP68.

But that doesn't stop us and that's why we keep on improving and make the instrument even more moisture resistant.

And lastly, we have our revolutionary speech processing. This is my favorite part because in order to add Bluetooth Classic, you would have typically had to lose some of the wonderful audibility features that Signia is known for. This is why we redesigned and had a whole new chip, so we didn't have to lose one thing. Let's talk about our revolutionary speech processing and I'm going to actually go into the research and tell you how we deliver 22% better speech understanding than the leading competitor. The best of the Best that's out there, supposedly we beat them 22% better speech understanding.

We do that because we have real time conversation enhancement. And we'll talk about how that works, how we're utilizing that split processing and letting the patient hear multiple talkers in these noisy environments. We have our fourth generation of E2E, keeping the ears in sync. This is groundbreaking. It's how we are able to do our real time conversation enhancement.

And the E2E is using near field magnetic induction. And we'll talk about how that helps the hearing aid be the most efficient and have the best sound quality. We also have own voice processing, unheard of from any other manufacturer. We have the ability to help make the patient's voice sound better to them without ruining audibility. And we have our AI driven live deep neural network, our Signia Assistant.

It's app enabled and it is so easy to use and it's a huge benefit for that patient. But let's start with our real time conversation enhancement. It's Signia's breakthrough IX technology. It not only reduces the noise, but it tracks and enhances the speech in real time. This keeps the patients in the conversation, even in these noisy environments, because what it's able to do is it's able to sample what's going on in that environment.

It samples 192,000 data points a second and it's adapting a thousand times a second. Unheard of on how it's able to analyze and augment and adapt and sample. It does this all simultaneously. This is what real time conversation is. We're able to smoothly enhance these multiple talkers, even if they're talking on top of each other, even if they're not taking turns, even if they're moving around while still keeping you immersed in the environment.

You don't lose what's going on. Let me show you how it works. Real time conversation enhancement has up to three additional focus beams that can lock onto the speech and follow the speaker. The competitors have a narrow focus where you have to look at who is talking or it's wide and it lets all the speech and the noise in which muddles the audibility. With real time conversation enhancement, it's not based on the motion of your head turn, you don't have to look, it's going to lock onto that speech.

Follow the speech. Where the speakers, whether they move, they talk on top of each other, they move into the same area. The focus beam, it's adapting where the listener doesn't even need to turn their head, they're able to Follow the speech. It's comfortable, it's natural, they can keep up with this live auditory space and people all talking at once. That's your real time conversation enhancement.

That is the groundbreaking technology that Signia has to offer. We know it works, we tested it out, we've done the research, we are probably have the most research to back up our technology from all the manufacturers. And we do our research in many different ways there. It's objective, it's subjective, it's done on Kemar, it's done on humans. Let's just focus on some of the more recent

research.

Usually the way the research is done is that speech is directly from the front and noise is directly from the back. That is not a real world situation. Real world noises all around, real world people are talking from different areas. So in this testing and in this research that was done, it was done on Kemar, so to keep it more objective and it was done with alternating speech. So it wasn't just from directly 0 degree azimuth and from alternating noise.

And in this research it was, we put our IX technology up against the best of the best hearing aids that are on the market today right now. This was just done just recently, the very end of last year. So we have all this great research and what we found was comparing to Kemar open ear Signia delivers over 8 decibels in signal to noise ratio improvement. And this was calculated using a Hagerman method. So it was a scientific calculation that took all of human objectivity or subjectivity out of things.

And we were able to see that compared to all the great manufacturers that are out out there, we were far superior. And if you look at the others, they're all on the gray bars, they're all kind of close together. One brand that we went up head to head against actually has two devices, one with an AI CO processor on and one with an AI CO processor off. But we were able to do better than all of them. And just to give you an idea, we had a 3.2 dB improvement over the nearest competitor.

And just to give you an idea, a 3 DB increase in SPL corresponds with doubling in the loudness intensity. Okay, so by having a 3.2 dB signal to noise ratio improvement, we delivered more than twice the speech enhancement in a noisy group conversation than than all the competitors on the market today. Let's focus on our nearest competitor. And that was competitor brand A1. That was the one that came closest to us and we had a 3.2 dB improvement over them.

That's huge Signia IX with real time conversation enhancement is unmatched in the real world noisy group conversations. We were able to prove that we had better signal to noise ratio than anyone else on the market. And that's because we use our split processing. We're the only ones that do it. Everyone else has single processor.

We're in the same processor. They have to process speech and noise together in the same areas. With split processing, we have a processor for speech that's using its own set of compression rules and using all the channels just for speech. And then we have a processing capability just for background sounds and has different compression where the speech one will be more linear to bring the speech close and the background ones has a little bit more compression. But it's using this is 7, it's using all 48 channels for speech and then a separate 48 channels just for background sounds.

That's how we're able to get this great advantage.

Okay, we're better than brand A1. Let's put it to the test on humans and see how well they do in a speech in noise scenario. And that's exactly what we did in this next research study. So in this study again alternating speech from the front, alternating noise from the back. But we also did it in a sound field that was lined with speakers all around.

So to give you a true immersive noise floor. So it was more diffuse the noise and it had like a 72 DB noise floor which is quite loud. And we had the humans wear Signia hearing aids with IX real time conversation enhancement. And then we had them wear brand A1 and had compared how well they did in this noisy noisy environment understanding the speech and noise again, we had a staggering improvement over our competitor brand A1. When you look at the difference here and just to give you a little viewpoint, a 1 DB difference would equate to about 15 to 20% improvement in understanding.

So we had an amazing improvement that proved to be 22% improvement in speech understanding in a noisy group conversation compared to brand A1 with their AI Co processor on. When you look at how well people did, and this shows you each one of the 27 participants in the study and what you're looking at is the zero line is the starting point and the red is Signia. The gray is the ones who did better with with brand A1. And when we look at the people that did better with Signia clearly was more people did better with Signia IX technology than brand A1. And then we look at how well they did with the IX technology.

And that's how long those red or the gray bars are. And we look. Not only did 77 of the participants perform better with our Signia IX technology, with Real Time conversation Enhancement, they did significantly better. So it's proof that it's not just advanced, but it's also reliable because here is data that was done on human subjects going head to head to our leading competitor. Insignia came out ahead.

It backs up the study that was done on Kemar. So you can see and be confident that when you fit Signia hearing aids with IX Real Time conversation Enhancement, you are delivering real world improvements that you can count on. You can confidently offer your patients a solution that's going to perform as promised time and time again in multiple environments. We're so excited with Pure Charge and Go bctix. It is the only Bluetooth classic compatible hearing aid that has this ultra fast, always on NFMI E2E wireless 4.0 connection.

This has low latency, it's got high binaural bandwidth integration. And this is what lets us do our real time conversation enhancement. It matters for the high speed communication and also so we can have our advanced audiological features.

NFMI is not new to Signia. We've been using it all the way back 2004 with our first generation E2E Touch1 control booth. There have been competitors that have used NFMI that had to give it up

because they could not compete and keep the same audiological advancements that they were trying to accomplish and still use nfmi. We are the only Bluetooth classic instrument on the market that is able to use both NFMI and Bluetooth. So let's talk a little bit about what NFMI is.

NFMI is a way to transmit information between the ears in this local magnetized field. Okay. Between both ears. When we look, there's only two ways to keep the ears in sync. It's nfmi, near field magnetic induction or radio frequency.

So what we're looking at, this transmission frequency, you can see NFMI is a much lower frequency. It's like a 3.14 MHz around there versus radio frequency, which is Bluetooth. And radio frequency is your 900 MHz as opposed to 3.1 or 2.4 GHz. So it's a much higher frequency. By having NFMI in our hearing aids, we're going to use a lot less power consumption, lot less battery drain.

That lower frequency has a lot less battery drain. And go back to your hearing science days. Remember the days of hearing science and the sound waves. Sound wave in a low frequency is much wider, whereas a high frequency is much tighter. Well, the sound wave in a low frequency NFMI goes right over the head.

You're not going to have that head baffle effect that you're going to get with Bluetooth. It's not going to cut out. You've got a very low latency, you've got a seamless sound processor, you've got this low frequency, low battery drain that's going to be protected against environmental factors. And because it's in a different frequency than the Bluetooth you're using for streaming, you're going to have less interference. NFMI is the way to go.

It's always on, it's ultra fast. And with nfmi, this provides real time, continuous simultaneous synchronization between the ears. Because we use NFMI and we were not giving this up and this is why we developed a whole brand new chip so we could still continue to use nfi. Nfmi. With our

Bluetooth Classic, we have real time conversation enhancement because of the nfmi.

We have own voice processing ability to lower the gain just when the patient talks, just for nfmi, we have cross capabilities with extremely long battery life because of the nfmi. And we are able to keep everyone connected with Bluetooth Classic and still use nfmi. This is exciting. We are thrilled to offer this because in order to bring you Bluetooth Classic, competitors had to give things up. They had to lose some features.

They had to give it up in order to have the connectivity. With Signia, you don't need to compromise, you don't need to give anything up. You get all that you want with sound quality and also with connectivity. We didn't lose the own voice processing. We actually even made it better because we're using the split processing.

The own voice processing is just on the speech processor and it makes it even more accurate. And that's a solution for you, the provider own voice processing is wonderful for the patient because it makes their voice sound more comfortable and it even makes the hearing aid more accurate in speech and noise. But for you, it allows you to fit the hearing aid to target. So actually, own voice processing is really for you, the provider, that you can fit more, get better audibility, get better sound quality without compromise. And we offer Signia Assistant.

Signia Assistant is built into the Signia app and it is the world's first live deep neural network. Do you know it learns as it goes as more people globally are using Signia Assistant. Signia System gets smarter and smarter and comes up with better and better options for making the sound quality perfect for the patients. It's easy for them to use. It's in the app.

They don't have to come up with verbiage. They don't have to be a sound engineer and know exactly what a low frequency is or high frequency is or what what the sounds are. It gives them easy terms to

make adjustments in real time. And it's going to take into account the environment that the patient's in, what they're adjusting, and also your settings that you have set in the hearing aids. And it's that black box.

You're able to see what Signia Assistant does when you read out the hearing aids in connects. You can see exactly what those changes were and choose if you want to keep those changes or not. But Signia Assistant gives the patient the ability to make changes in real time. It's like having you, the provider in their pocket. They have the enhanced accessibility and the sound quality.

So that way they can make these changes to their voice, to other people's voices, to environmental sounds, to the streaming quality. All of that is able to be adjust in small little increments on Signia Assistant to truly make the hearing aid just perfect for that end user. So let's talk a little bit more about what Signia BCTIX has to offer. You have 10 different colors that you can match for hair color or skin color insignia. BCTIX is available in a 7ix, a 5ix, a 3ix, and also in a cross, as well as the size.

And if you're using S demos, they're going to be black in color. And I love the S demos because it's a great option for you to have in your office to demo out the hearing aids. And what S demos allow you to do is switch the technology between the seven or the five or the three. But you've got a safety net built in that it has a musical tone. It will play at the end of the trial period.

So the patient will return those hearing aids to you. We offer a CROs in the Signia bctix and this is phenomenal because not only do you have this wonderful connectivity, but again, you've got this very highly efficient battery. So in the CROs, because the cross is not streaming in the CROs, you're actually getting 62 hours of runtime on a single charge on the CROs BCTIX transmitter. And of course it has the Skewed directionality that you know and love. But because it's using different Bluetooth, we're using Bluetooth Classic than the other IX products that we have in our portfolio.

You want to make sure you match the same to same. So you're going to use the CROs BCTIX with the CROs, or rather with the BCTIX hearing aid. So always make sure you're matching same to same. Same with the skewed directionality. This has been groundbreaking and we've been doing it for many different platforms and it's truly been extremely beneficial for that end user.

With the CROs system, typical crosses are going to do a narrow frontal focus in noise and the patient loses their ability to localize on that transmitter side with skew directionality. The bottom right hand corner picture, it's going to actually widen the scope of the directionality on the transmitter side, have it skewed. So you still get localization. You'll see that in the dark orange, you'll still get that localization, but it's a frontal focus. So you'll get the benefits of directionality and you'll have that unique ability to really hear better in noisy situations.

Even with the cross. And this has made a big difference with cross wearers and accepting across. We made it simple for you. It's all about simple and easy. So we use the same earware 3.0 that you know and love and are used to with our IX platform.

So you have all the same receivers. You don't have to get different receivers. The S, the M, the P, the hp, they're all available for Signia bctix. You're using all the same sleeves, the, the open, the vented, the tulip, the round, whatever you may need, all the same. So you don't have to get different devices.

And because Signia BC TIX is exactly the same size as the Pure Charge and Go TIX uses all the same chargers. You don't have to have different chargers because remember, we have that small size. We did not make it any bigger than what we have available in our tix. So you come at the. When you order the bctix, it would come standard with the pure charger, the one on the left.

And you can certainly upgrade to the pure part, a portable charger or the dry and clean charger. If you order the S demos, you get the multi charger and that's for you and your office that you can charge up

all the galvanic charging devices that we offer on the IX platform, on the AX platform on the X platform. So you don't have to have all these different chargers in your room. With the portable charger, if you upgrade to that portable charger, you get the ability to charge three more times on the go, which is phenomenal. It supports that 36 hours of battery runtime and you've got that quick charge capability.

So this is a win for your patients. For accessories, we're going to have a brand new TV streamer for the bctix. It's coming very soon. We also have. It can work with the Mini Pocket remote control and it works with the Signia app using Signia Assistant.

So you have all that available to you. Signia BCTIX joins our portfolio that we have of our IX platform. So we truly have an option for everyone.

Signia vctix, it's the perfect choice. It has Bluetooth Classic without any compromise, without losing any of the capabilities. We still, even with Bluetooth Classic have a telecoil, have full audiological capabilities, long battery life, an LED light. Actually the longest battery life out there, the smallest size out there of any Bluetooth Classic. Got a serial number.

Viewing window. We've got this new push button design. Can use the chargeable case up and here it comes around. Look at that viewing window. I love the way that looks.

Signia bctix, it checks all the boxes.

Connectivity matters for clients, but has long been a maze for hearing care professionals. For example, if they chose a hearing aid that connected via Bluetooth Classic, they had to accept compromises in design, battery life and essential features. We are now introducing Pure Charge and Go BCT IX to our existing Pure Charge and Go IX family. Featuring the new highly efficient BCT chip. Its Bluetooth connectivity transformation allowing Bluetooth Classic connectivity with no compromise.

So no matter what phone your client happens to have, you can unleash the power of conversation. And when we say no compromise, we mean it. No compromise on size. It's the smallest Bluetooth Classic compatible hearing aid on the market today. No compromises on battery life.

With the longest runtime of any Bluetooth Classic hearing aid ever. And it doesn't stop there. With the full power of the IX platform, which is the backbone of many of our unique innovations such as Real Time Conversation Enhancement. Signia's breakthrough technology that can track and enhance multiple conversation partners from multiple directions, even if they move to help wearers hear clearly in group conversations. Real Time Conversation Enhancement is confirmed to offer twice the speech enhancement in noisy group conversations compared to the closest competitor, even those with AI co processors.

The Pure Charge and Go bctix. Now everyone can connect to the conversation.

So we are so excited to let you experience our new Signia bctix. It is the total package with multiple enhancements that make it the perfect choice. We are solving hearing care needs with a simple and effective solution. So with that, I thank you for joining us today and for taking the time to learn more about Signia technology and advancements. We're going to go to the Q and A and see if we have any questions there.

So I'll open it up to Nicole. Nicole, any questions? We did have one question, Lisa, early on that asked if there was any functional difference in how real time conversation enhancement performs on the BCTIX versus the current IX devices. And I think you answered that beautifully and that there is no compromise. Everything that we have that helps bring the wearer back into the conversation can be achieved on either of those.

Oh, that's wonderful. I have to apologize. My eyes are tearing. I'm telling. I must be, I must have had so much fun this week that I am, am just breaking down now.

So I apologize for that. I'm not crying over, over the hearing aids. We do have another question, but yes, it can bring us to tears with. It's amazing. For iPhone, the question is, does this connect through accessibility or through the Bluetooth menu?

That's a wonderful question. It's going to connect to the Bluetooth menu like any other Bluetooth item that you would be connecting to. So you would connect to the Bluetooth menu on the TV, on your iPhone, on your Android, on your flip phone, whatever you have, you're using the Bluetooth menu. So make it simple, easy. It's what the, the end user, it's what that our patients are used to when it comes to Bluetooth.

We as providers, we know to go through accessibility, this, that, but for the end user, that's, that's why it was always so confusing for them. So for that end user, make it simple, make it easy. And that's what Bluetooth IX does with the bctix. You don't have to ask your patient anymore what phone do you have? And then pick the hearing aid based on what they have.

You can be confident that with bctix it's going to work with all of them. Fantastic. Lisa, another one. Can you quickly review again the key, key advantages to wearers of real time conversation enhancement based on slow processing? Oh, thank you.

It's real quick because, you know, I could talk all day. Real time conversation enhancement is going to let the patient be in this multiple talker environment because that's where they struggle the most. And usually in these multi talker environments, people are talking on top of each other. They don't take turns and you have to turn and look at everyone who's talking and it's hard for the patient and it's really impossible for them to follow that conversation. Real time conversation enhancement takes the worry

away.

The patient could sit back, relax, they don't have to look at who's talking. They could hear each individual speaker even if they're talking on top of each other. Real time conversation enhancement worth the split processing is able to lock onto the speech. You could follow the speech, but you still are able to hear environmental sounds so you're not in a vacuum. You can enjoy your environment, but follow the conversation even when everyone's all talking at once makes a huge difference, right?

Well, it does. It looks like we're at the top of the hour. There are a couple more questions. I will go ahead and type answers to those. But thank you so much.

Lisa oh, thank you so much for joining us. If you're interested in learning more about our products and software, we encourage you to search out our courses. We have many on audiology online. Or join us for some live events and always be sure you can reach out to us for assistance here at Signia 1-800-766-4500. Thank you for joining us today and have a wonderful day.