



Signia Government Services May 2025 Contract Update

Lisa A. Perhacs, Au.D.

Signia Government Services: May 2025 Contract Update

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Webinar FAQs

- **Where to get the handout:**
 - Resources in the classroom and under Pending Courses in your account
- **How to earn CEUs:**
 - After the webinar, go to your Pending Courses and pass the multiple-choice exam.
 - Must have a paid membership to earn CEUs
- **For assistance or tech support:**
 - Call 800-753-2160
 - customerservice@audiologyonline.com

Learning Outcomes

Upon completion of this course attendees will be able to:

- 1) Discuss the capabilities of the IX platform and the research that validates the claims.
- 2) Describe how RealTime Conversation Enhancement uniquely benefits the wearer.
- 3) Identify the additions to the May 2025 contract.



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.



Our Vision:

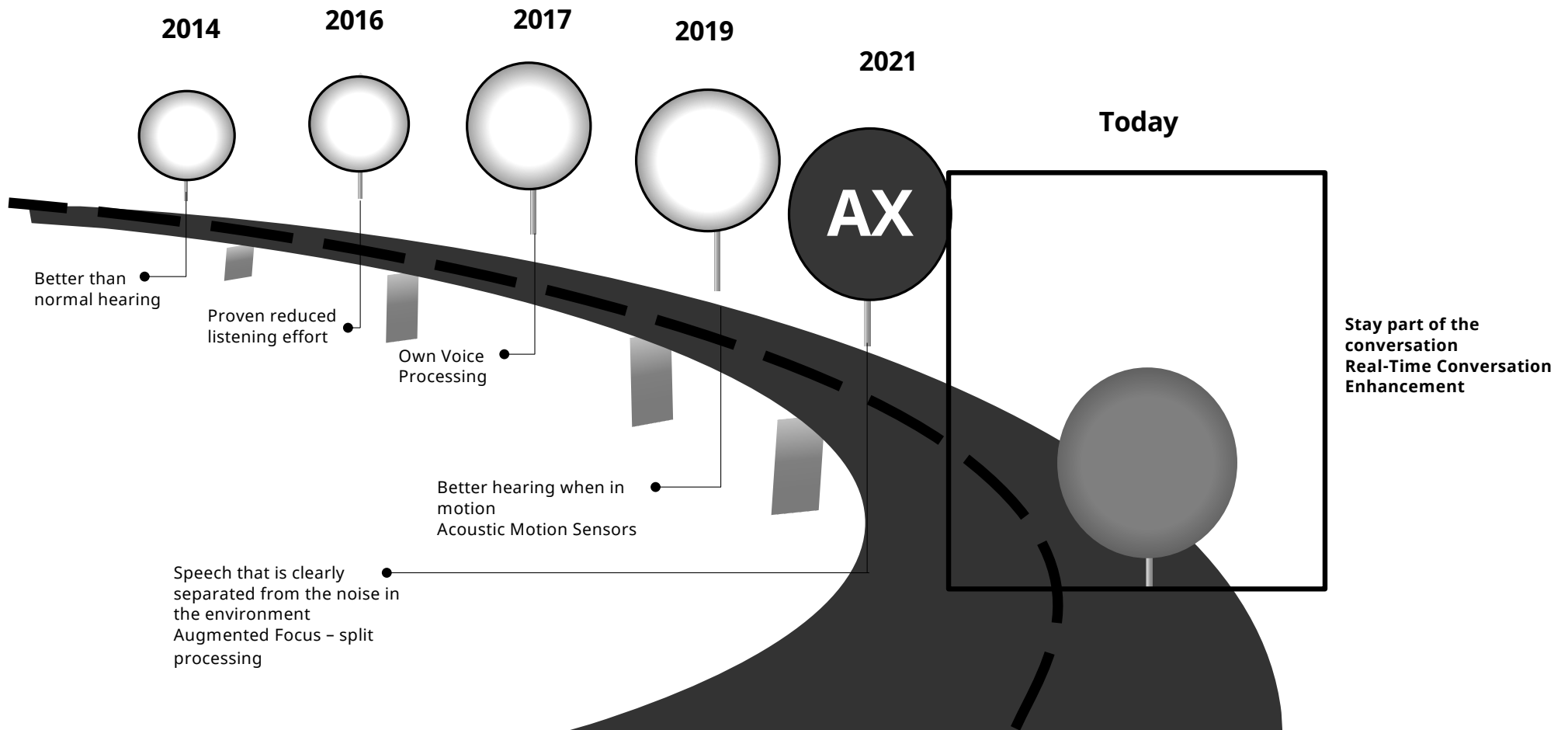
To be the trusted leader in hearing healthcare,
empowering better hearing and **enriching**
Veterans' lives through **service excellence** and
innovative solutions.

Together, we're making a difference for thousands
of veterans each year.

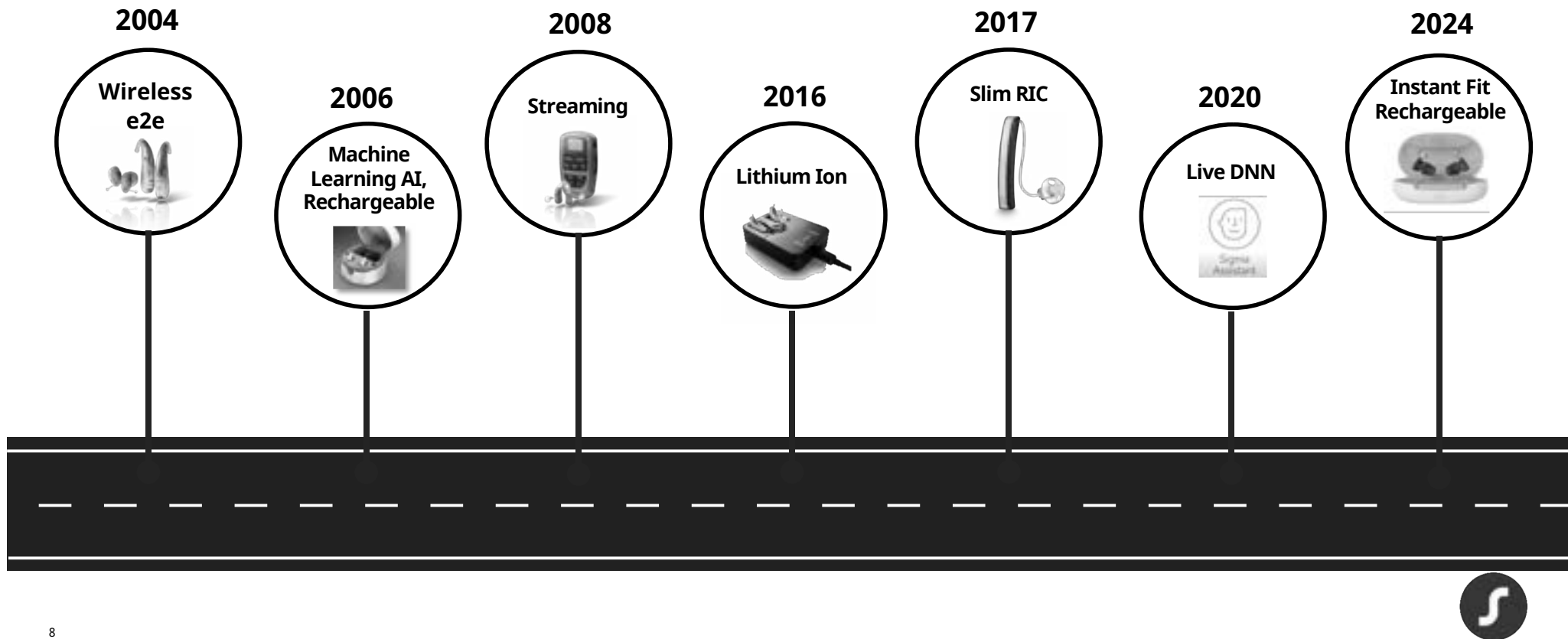
Signia is a world **leader in audiology**,
delivering **consumer-centric solutions**
for hearing care professionals and their
patients.



A Decade of Audiology Leadership



1st-to-Market Consumer-Centric Solutions



We listen to what consumers want...

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 Comment



People value the ability to participate in conversations¹



Percent of Hearing Aid (HA) Owners and HA Non-owners Who are Satisfied with their Ability to Hear in Each of the Listed Listening Situations			
	HA Owners (n = 1,061)	All Non-owners (n = 1,849)	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	77%	41%	36%
In school or a classroom	70%	34%	36%
When talking to children	74%	41%	33%
When talking on a cell phone	78%	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	78%	57%	21%
At a movie theater	70%	49%	21%
Overall, across all listening situations *	78%	36%	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)



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.



Connections Matter

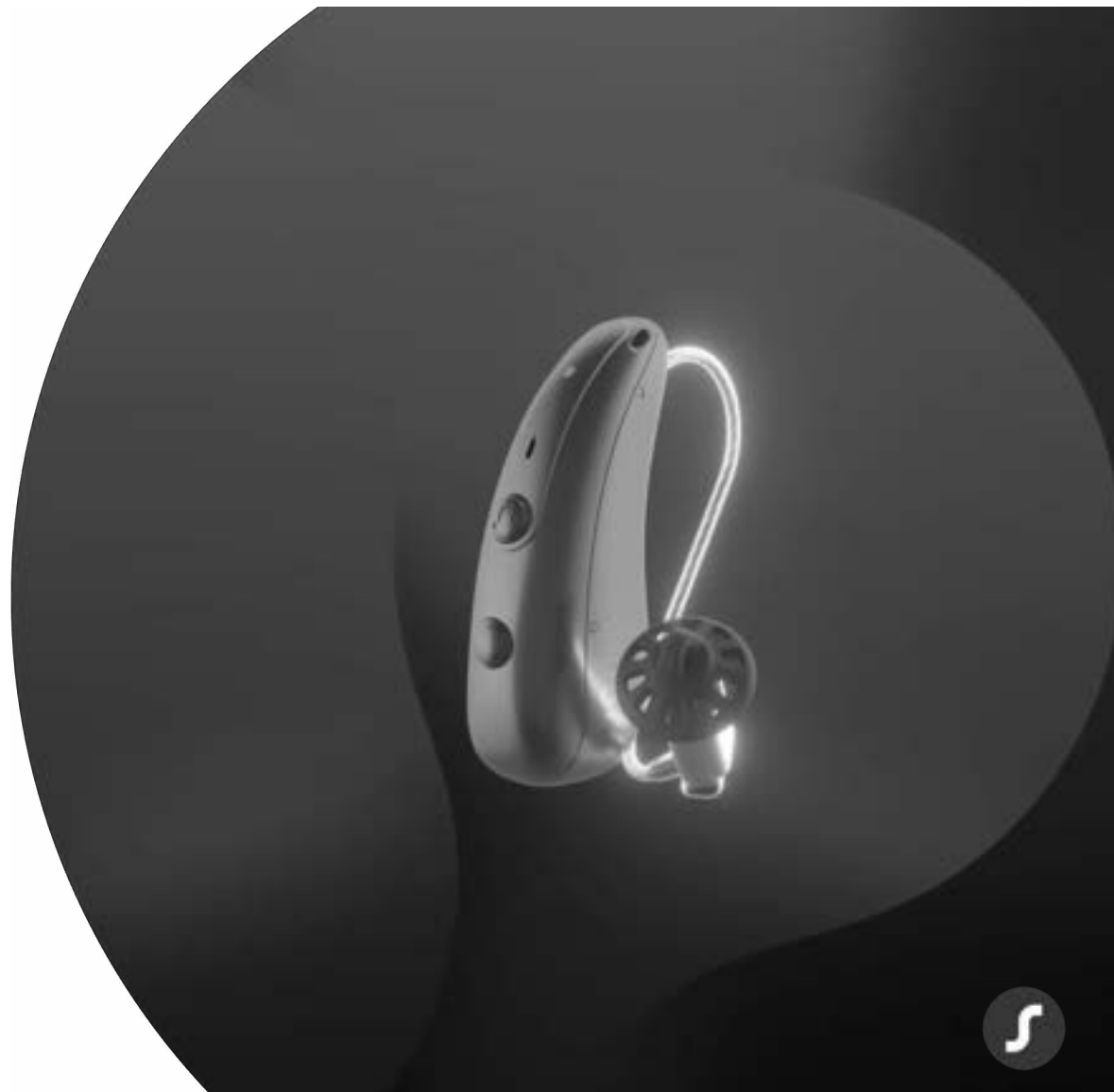




Introducing Signia BCT IX

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
Connectivity

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Processing



Should it matter what phone they have?



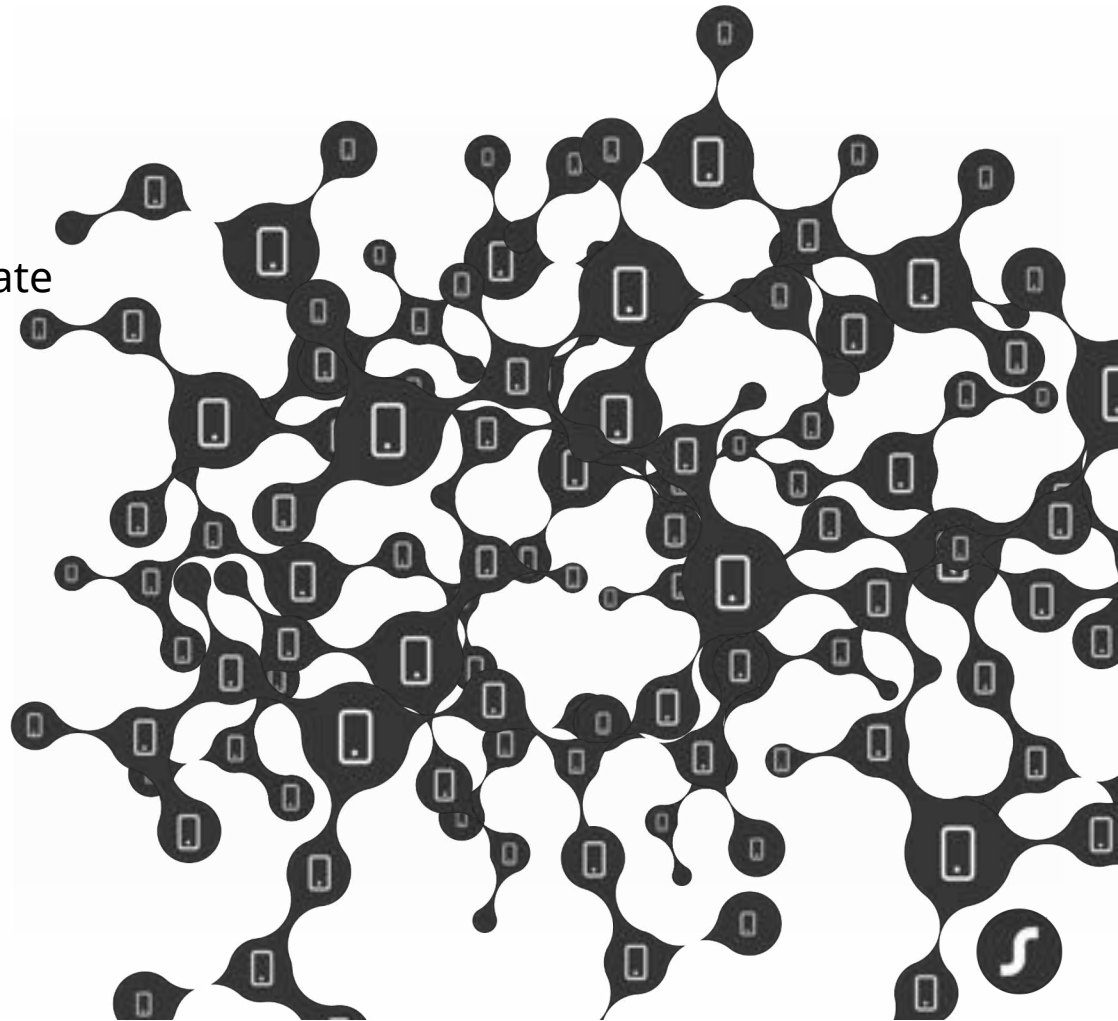
The Connectivity Maze: Pulling Focus Away from Audiology

Clients demand seamless connectivity, but there is:

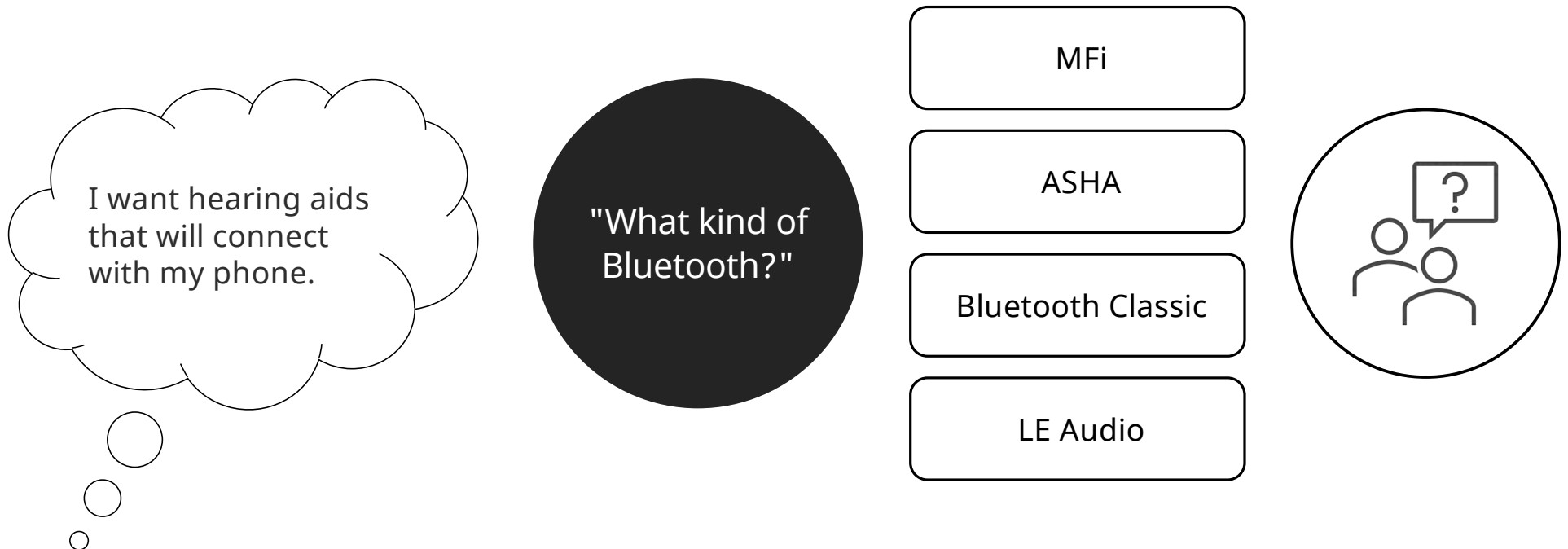
- A maze of connectivity standards to navigate
- Across multiple manufacturers

Ultimately

- Taking time away from addressing audiological needs



Wireless connectivity: Where we are today



A black and white photograph of a woman with long, light-colored hair, sitting on a couch. She is holding a smartphone in her left hand and has her right hand pressed against her forehead, looking distressed or frustrated. The background is blurred, showing what appears to be a living room setting.

Bluetooth Hotline March 2025 7,926 calls

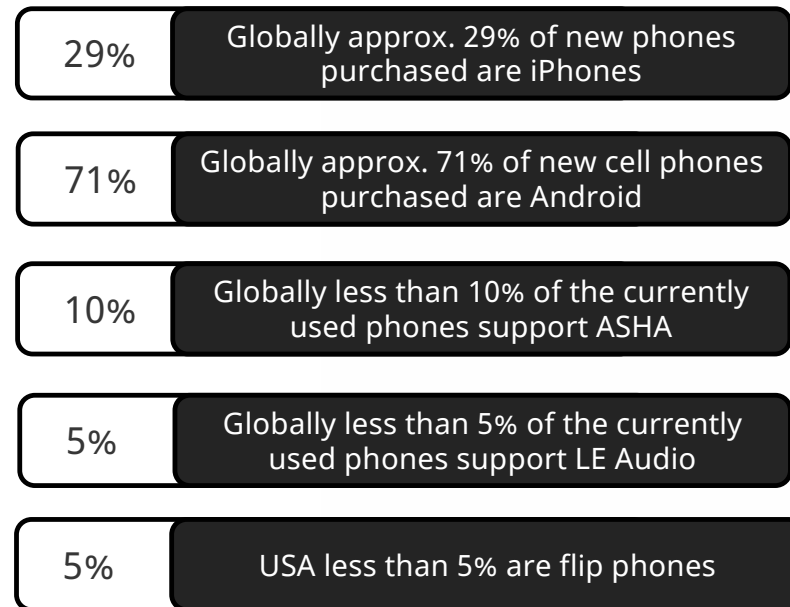


Universal Connectivity

- 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 fast e2e Plus Bluetooth

The only wireless system Ultra fast 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 fast e2e binaural link
- Highest quality stereo streaming from smartphones and TV



Hands-Free calling and tap control

Stay connected on the go

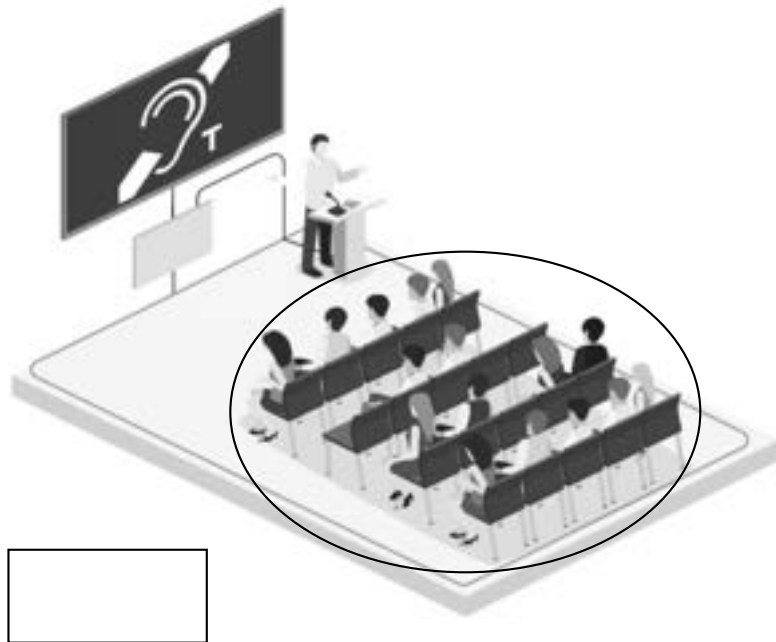
Hands-Free uses the hearing aid microphones to pick up the wearer's voice during phone calls

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

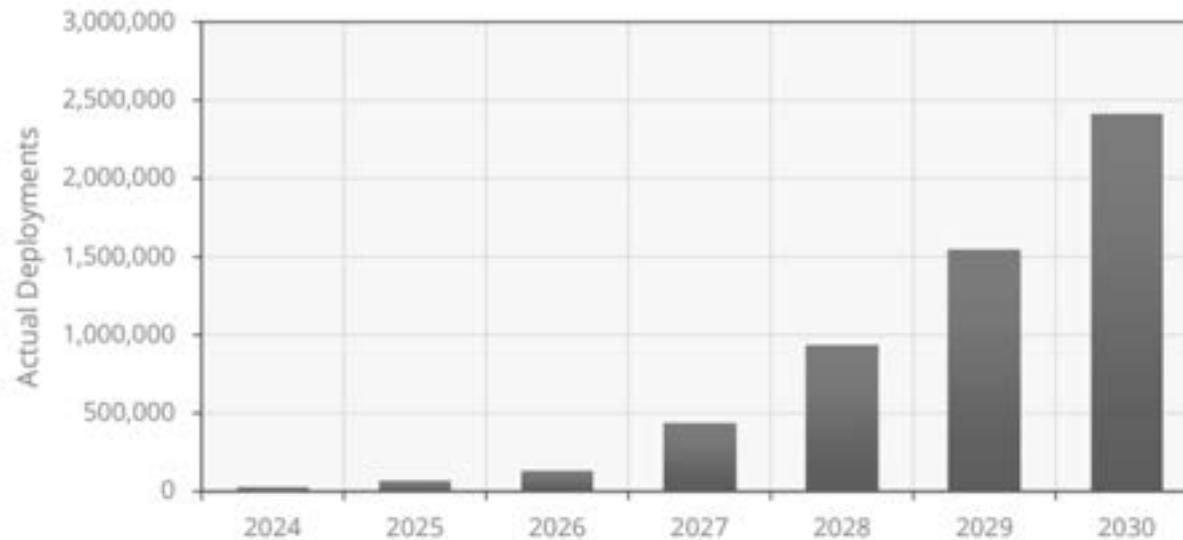
2. Kochkin, S., Sterkens, J., et al. (2014). Consumer perceptions of the impact of inductively looped venues on the utility of their hearing devices. Hearing Review, 21(10), 16–26



Auracast: At least 5 years away!

Chart 2: Total Auracast™ Broadcast Audio Deployments, World Markets: 2024 to 2030

(Source: ABI Research)



25 million public gathering spots (restaurants, bars, auditoriums) worldwide



Why Telecoil? Integrated Telecoil for Assisted Listening Systems TODAY²

- 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



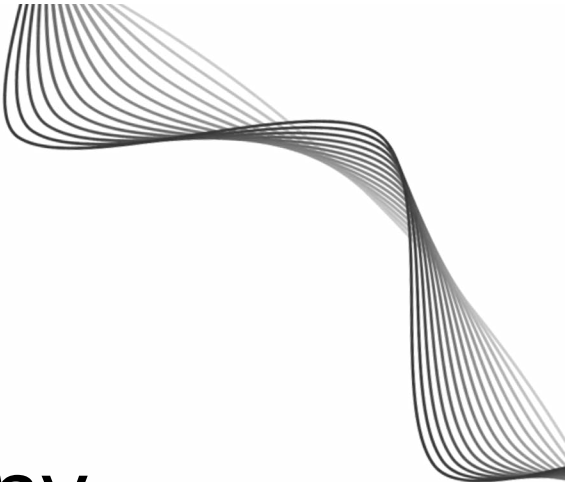
Enhanced User Experience



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

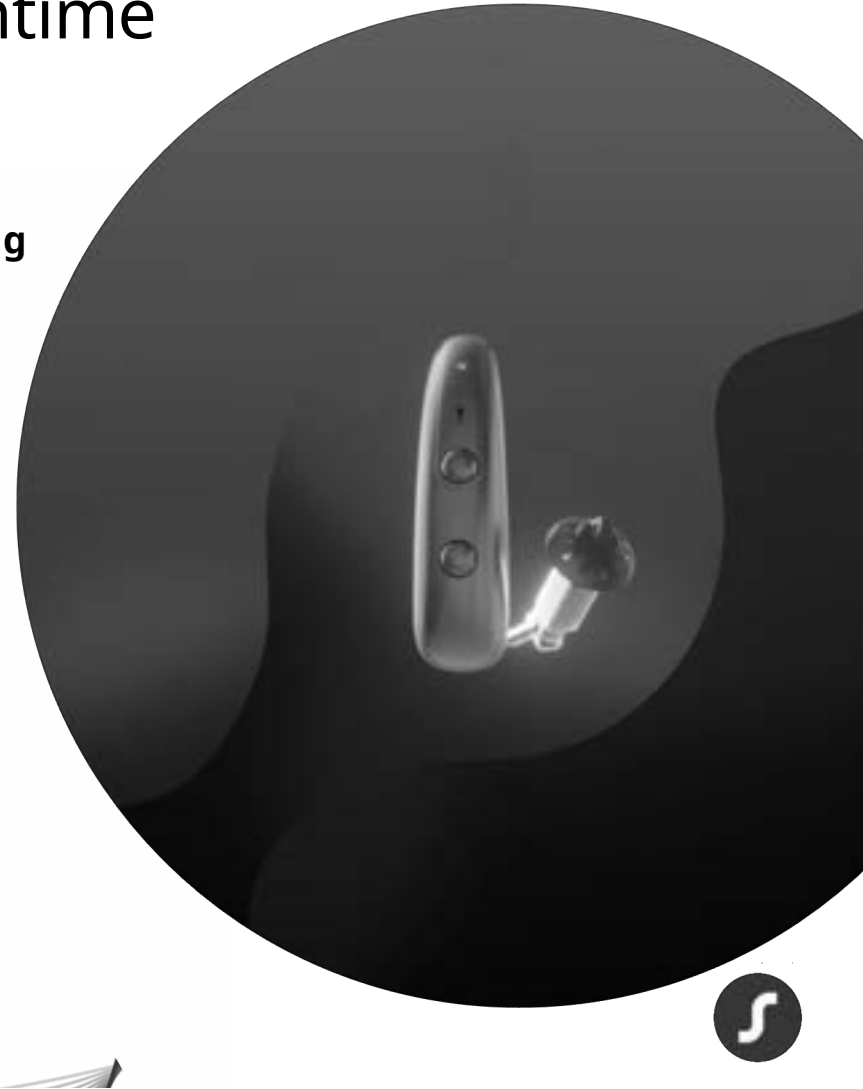
 Up to **36 hours** of runtime **including 5 hours of streaming**

 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

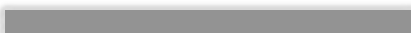


Signia BCT IX – LED light



LED light offers power status at a glance



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

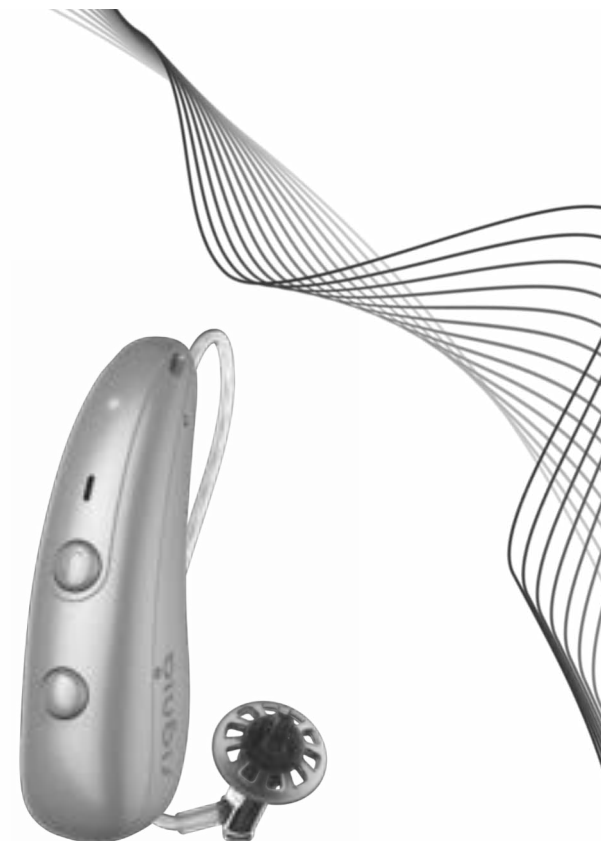


Power off via push button –
LED flashes green for 3.5 seconds 

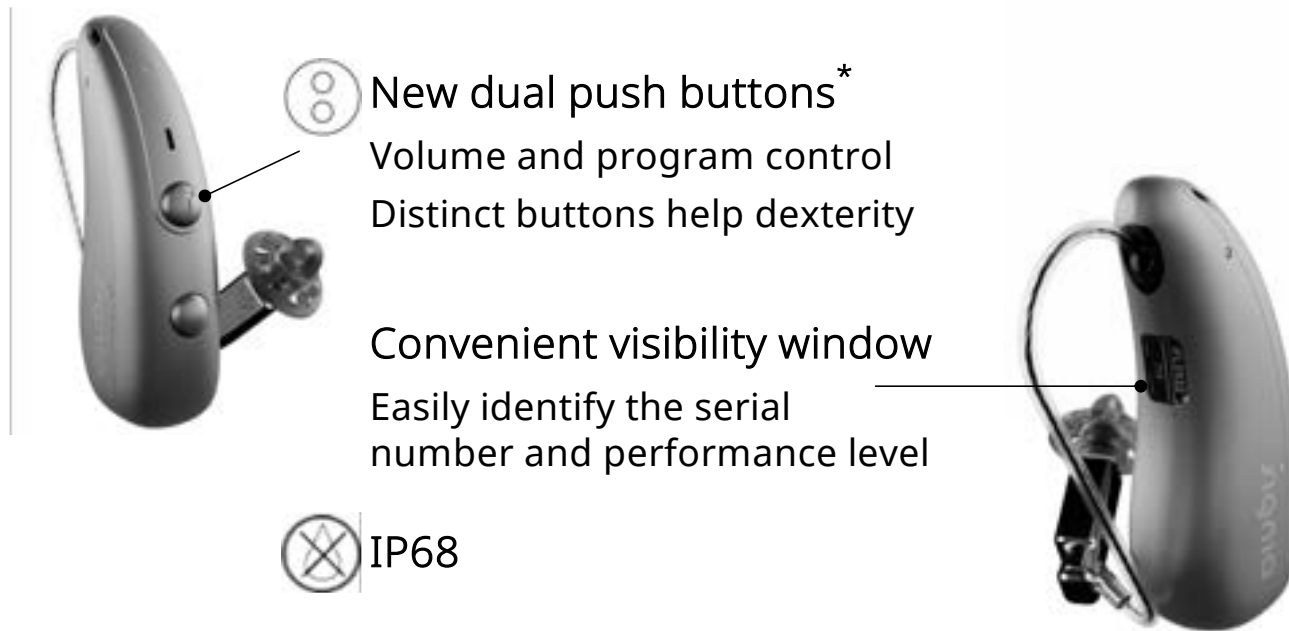


Power off by placing hearing aid in a charger –
LED does not activate

LED behavior is not configurable and cannot be disabled



Signia BCT IX – New enhanced design



*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

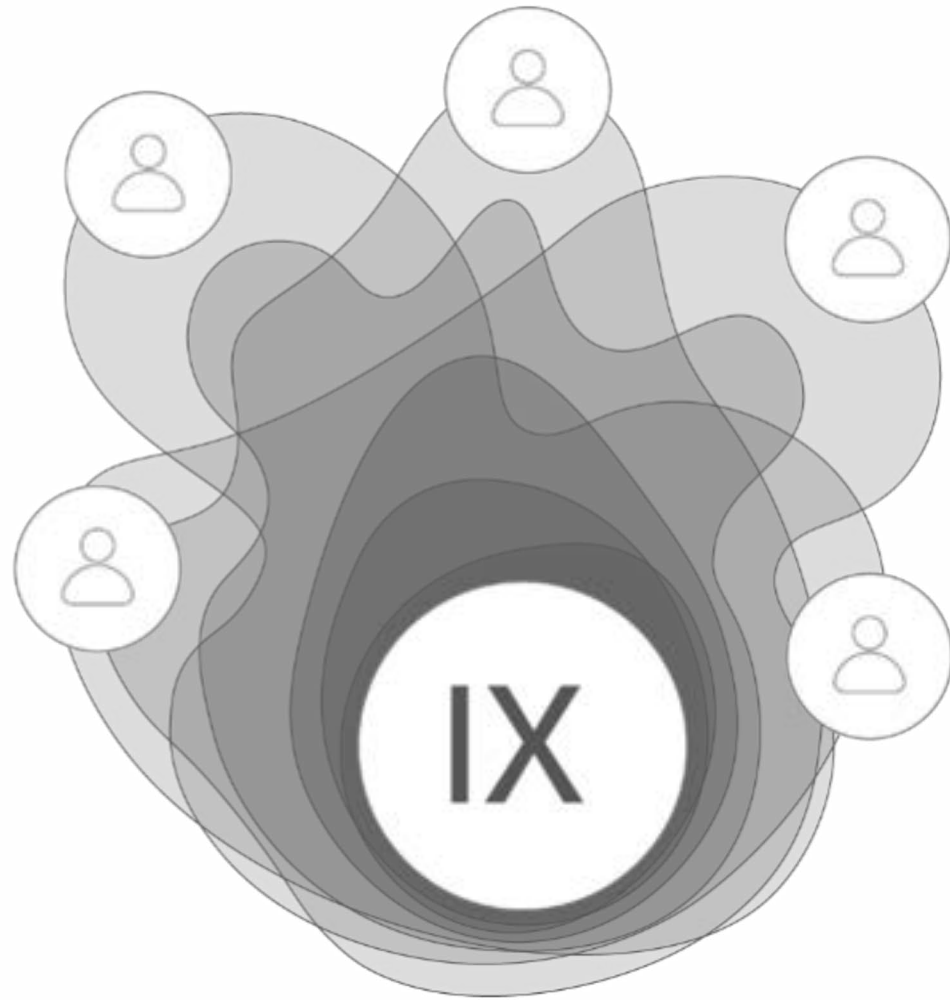
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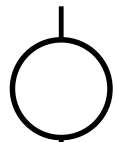


Revolutionary Speech Processing

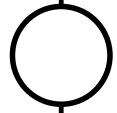


Revolutionary Speech Processing

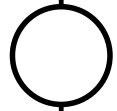
→ Delivers 24% better speech understanding than leading competitor*



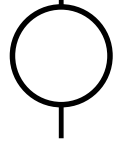
RealTime Conversation Enhancement



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)



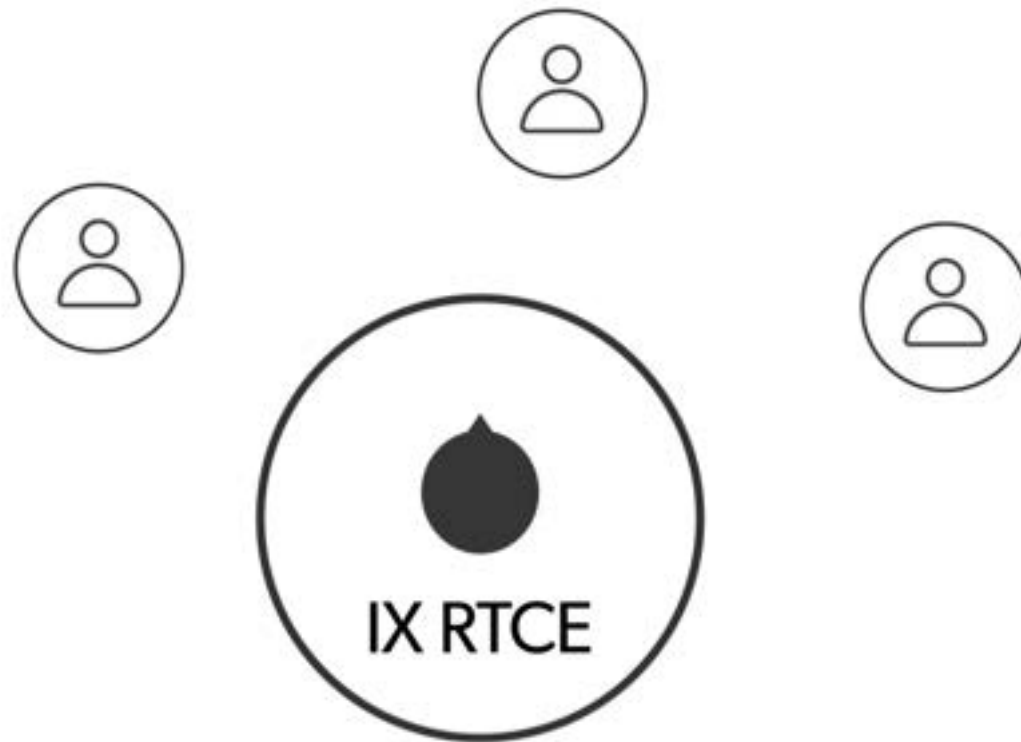
A live auditory space

- 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)



The Research Evidence Behind RealTime Conversation Enhancement



signia

Be
Brilliant™

The Signia Research Network

- Hundreds of publications across multiple centers involving 1000s of participants
- Multi-modal objective and subjective data with a holistic focus:
 - Physiological
 - Neural
 - Behavioral
- Working to improve conversation is at the core of what we do

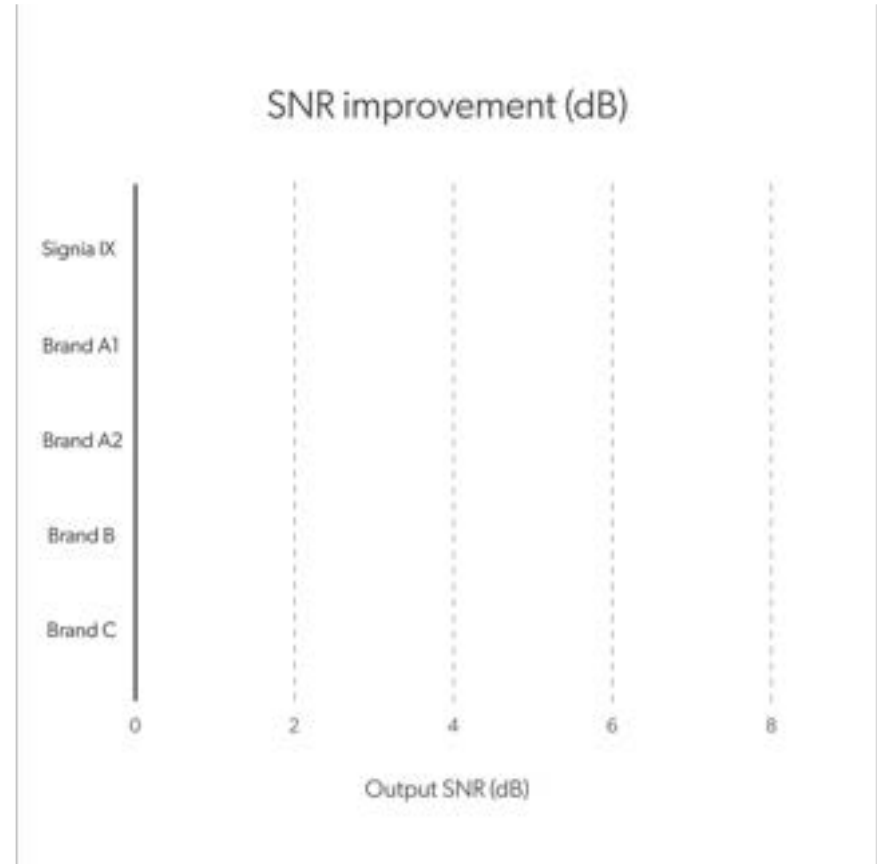


Integrated Xperience is an industry breakthrough³



Integrated Xperience is an industry breakthrough³

Signia IX delivers an additional 3.2 dB SNR benefit in a noisy group conversation scenario over the closest competitors, including AI co-processor-driven platforms



Split processing and RTCE power the Signia difference³

- Signia IX can independently reduce the impact of noise without distorting speech
 - Only Signia can independently process speech and environmental sound with split processing
- Signia IX can adapt in real-time to multiple talkers
 - Only Signia has multiple streams adapting to speech in real-time with RTCE

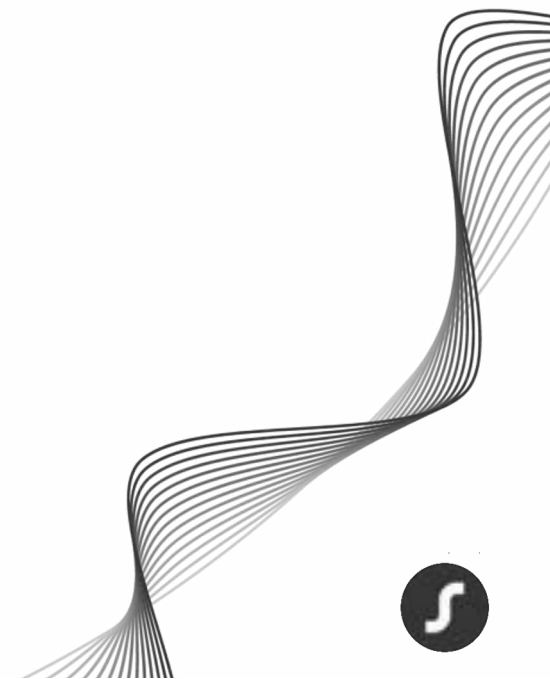
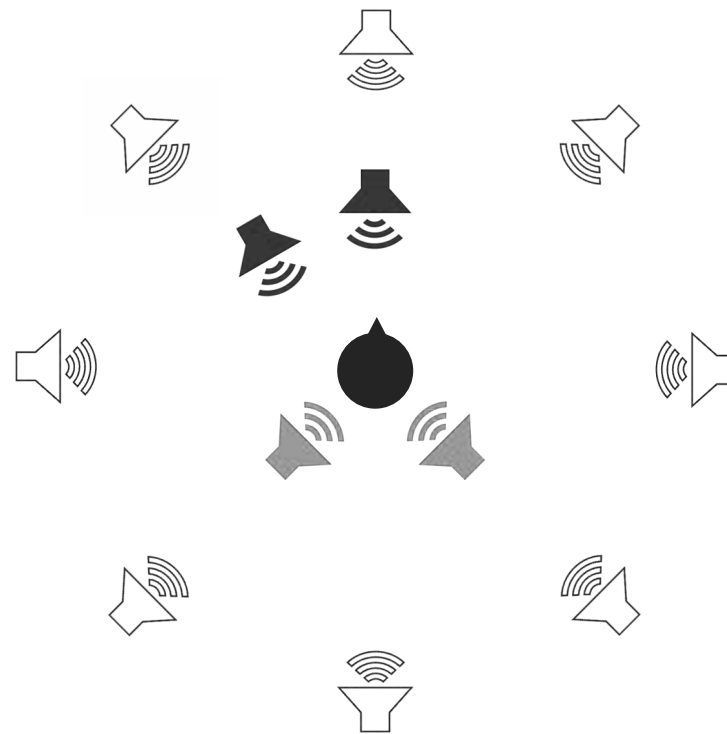


+/- 1dB



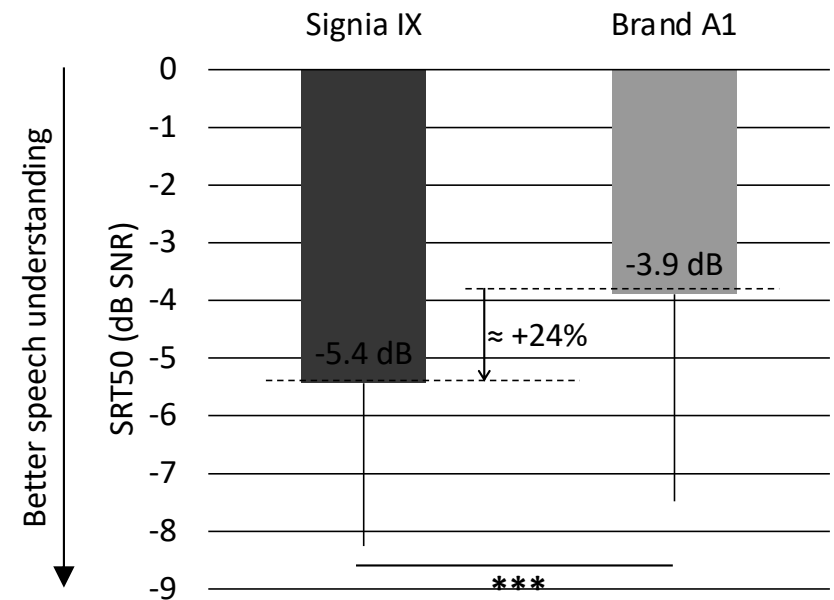
Building on technical results with human performance data⁴

External Study
University Hörzentrum
Oldenburg, Germany

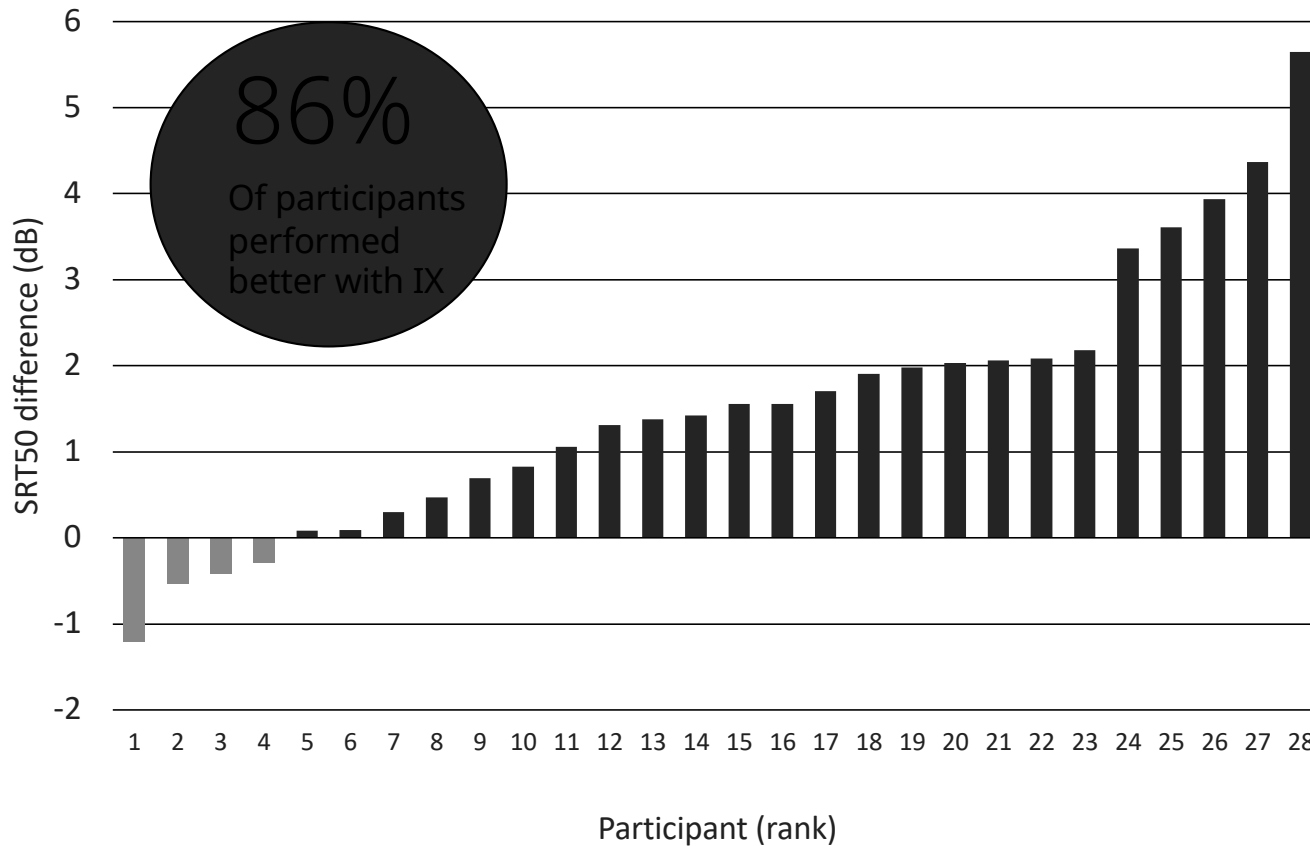


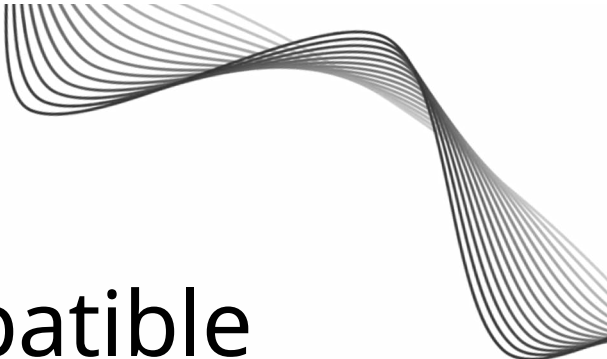
A staggering improvement over a key competitor⁴

Signia IX delivers a 24% improvement in speech understanding in a noisy group conversation than a key competitor



An incredible 86% of participants performed better with IX⁴





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)



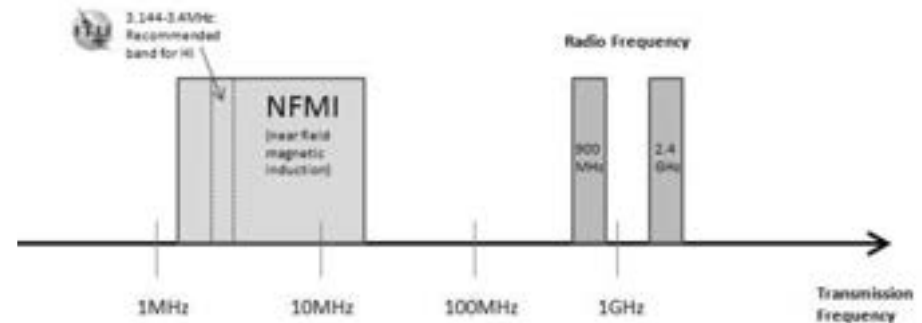
NFMI e2e Wireless 4.0

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!

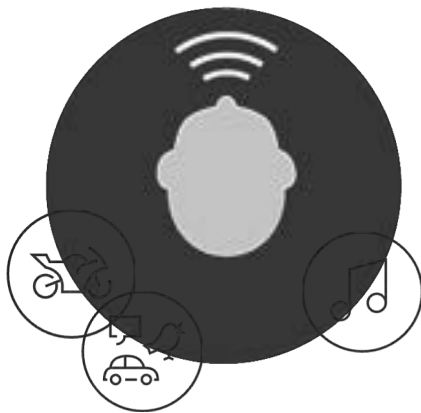
Signia e2e wireless 4.0 **ultra fast** and **always-on** latency of 4ms...

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

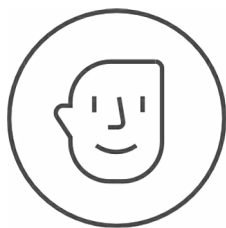
Wearers own voice **processed separately** from surrounding sounds

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



Bluetooth®
Connectivity
Transformed



Signia BCT IX CROS Compatibility



Compatible with CROS Pure Charge&Go BCT IX



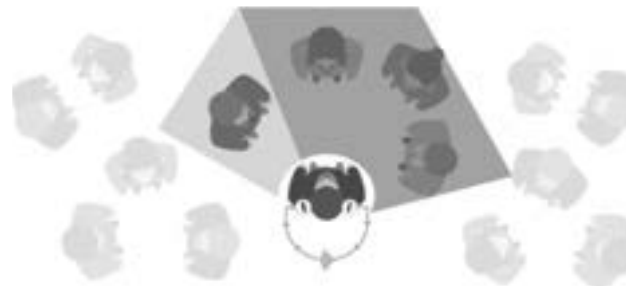
CROS BCT IX provides up to 62 hours of runtime



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



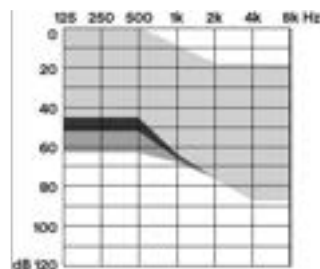
EarWear 3.0 and Acoustic Performance

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



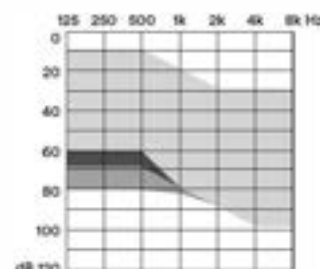
miniReceiver 3.0

S 46 dB / 110 dB SPL



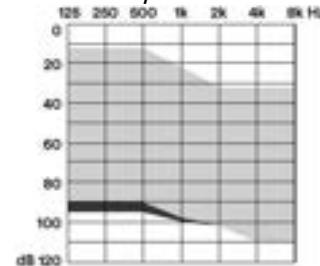
miniReceiver 3.0

M 60 dB / 119 dB SPL



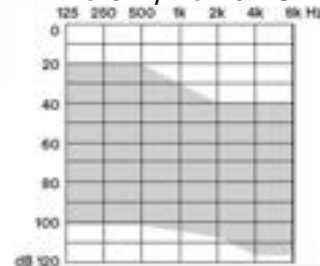
miniReceiver 3.0

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



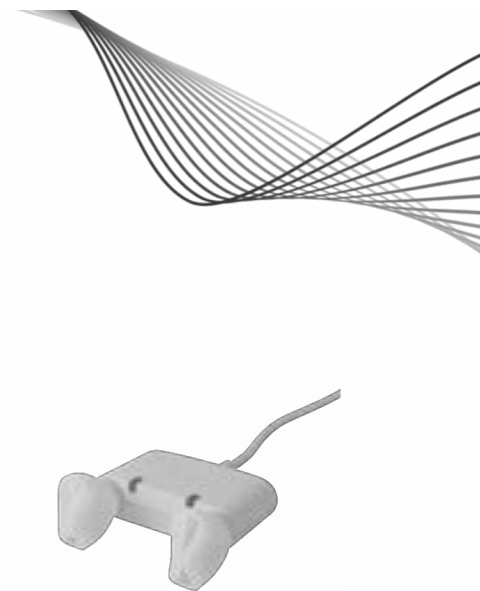
Pure Portable Charger

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



The Signia Portfolio



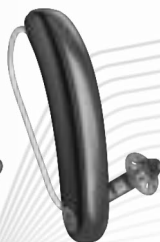
Pure
Charge&Go
T IX



CROS Pure
Charge&Go
IX



Styletto
IX



CROS Styletto
IX



CROS Pure
Charge&Go
BCT IX



Pure
Charge&Go
BCT IX



Pure
312 AX



CROS Pure
312 AX



Intuis 4
P/SP



Insio IIC/CIC
IX



Insio
Charge&Go
AX



Motion
Charge&Go
SP X



Motion
Charge&Go
P X



Motion
Charge&Go
X



Custom	
Cat 1: Non-Rechargeable	Insio IX CIC/IIC
Cat 2: Rechargeable	Insio C&G AX
Cat 3: Multi-Processor	Insio C&G AX
Cat 4: SCIF	Insio C&G AX
BTE	
Cat 1: Non-Rechargeable	Intuis 4
Cat 2: Rechargeable	Motion C&G X BTE
Cat 3: Multi-Processor	
Cat 4: SCIF	Motion C&G X BTE
RIC	
Cat 1: Non-Rechargeable	Pure 312 AX RIC
Cat 2: Rechargeable	Pure C&G T IX, Styletto IX, Pure C&G BCT IX
Cat 3: Multi-Processor	Pure C&G T IX, Styletto IX, Pure C&G BCT IX
Cat 4: SCIF	Pure C&G T IX, Styletto IX, Pure C&G BCT IX

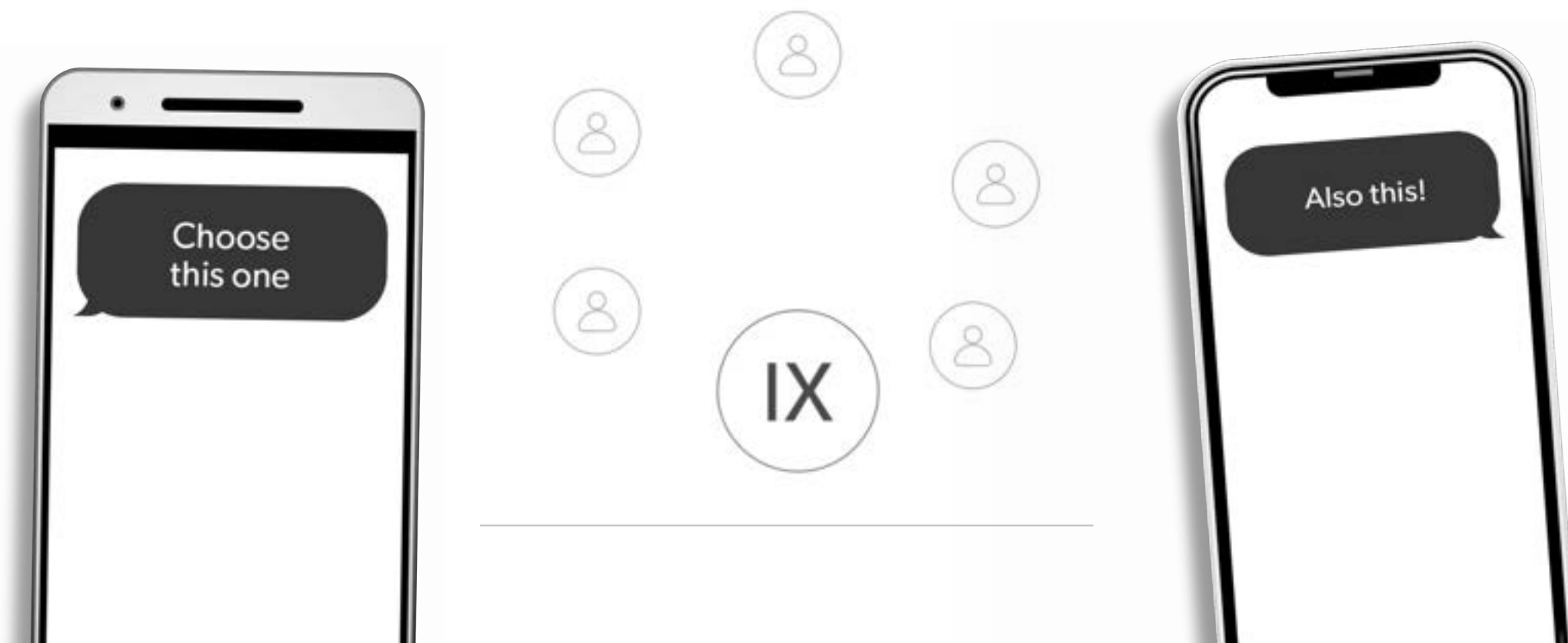


Signia BCT IX – THE PERFECT CHOICE for simple and effective hearing care

- **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



Now you can put audiology first...
and phones second



Everyone
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