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Signia Government Services: May 2025 Contract Update

Presenter: Lisa Perhacs, AuD

You hello and thank you for joining the Signia Government Services May 2025 contract update here on Audiology Online. My name is Lisa Perhacs and I am the Senior Clinical Development Manager here at Signia. Let's start with a little housekeeping. If you'd like to get the handout for today that's in the Resources in the classroom and it's under Pending courses in your account. The same place is where you'd go to take the multiple choice exam at the end of the session in your pending courses.

But remember, you must have a paid membership in order to earn CEUs for today. If you need technical assistance, please call 800-753-2160 to Audiology Online or email them at customerserviceaudiologyonline.com at the end of today's session you're going to learn so much. You're going to be able to discuss capabilities of the IX platform and also the research that validates those claims. You'll be able to describe how real time conversation enhancement uniquely benefits the wearer and also identify the additions to the May 2025 contract. On the screen you're going to see the risks and benefits for today's course.

You'll find these in the handout section if you'd like to read through them again, that handout section is where you're going to find out the handouts for today's course. Feel free to download everything that you need. So let's start with our vision at Signia 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. Our vision statement captures the essence of our mission at Signia.

We aim to be more than just a hearing aid provider. We want to be the trusted leader in hearing health care that truly makes a difference in veterans lives. Signia is a world leader in audiology and we deliver consumer centric solutions for you, the hearing care professional and also your patients. And this is something we stand behind for many years. Over the past decade, Signia has delivered on our promise to be an innovation leader.

So we're going to look back at the Signia's innovation, the roadmap that led us to where we are today. And don't worry, I'm not going all the way back to the 1800s. We're going just 2014, which is far enough. But that's when groundbreaking clinically proven claims were able to be stated with our binax technology. In 2014 this was the first time we introduced true binaural synchronization between the ears.

Audiologically that led to better than normal hearing in noisy situations. And that was clinically proven that people with our hearing aids heard better in noise than people with normal hearing. It was a bold claim and we backed that up in 2016 with our Primex platform, in which again, we were clinically able to prove that we've reduced listening effort. And this was done through EEG studies and measuring the effort needed to repeat speech in noise and to get that correct and see the brain waves on how stressful it was for that end user. And with Primax, it was less effort.

Well, we took that, we built upon it with our NX technology in 2007, and that's when we introduced our own voice processing. And this was groundbreaking because no one else, and still to this day, no one else, can offer a solution that doesn't affect audibility. To combat patients not liking their voice. We're able to lower the gain just when the patient talks and not for anything else with own voice processing. We built upon that in 2019 with our experience platform and we introduced acoustic motion sensors.

Sensors. And so now we have motion sensors built inside the hearing aids that for the first time ever, they were able to help you hear better. Motion sensors were used to steer the directionality based on if the patient was moving or not. We built upon that in our AX technology in 2021, in which now, for the first time ever and again, we were able to introduce split processing and be able to process the speech separately from the background sounds so that speech was clear, separated from the noise and the environment and you're still immersed in the environment around you. This again, groundbreaking.

And we follow that with today. Today we have our IX technology and with IX, we help you keep part of the conversation at all times with real time conversation enhancement so you're able to follow multiple speakers in noisy environments without having to turn and look at who is talking. We're going to talk a lot about our IX technology, but not just what's inside the hearing aid, but what the hearing aid looks like and what it's able to do. We came out with innovation that was important to the end user. We were the first ones to connect the hearing aids together for a binaural fit where you could touch one and control both.

That was with our acuras back in 2004. Did you know we were the first ones with AI in 2006. That was our Sentra. It had machine learning. It learned Volume control adjustments.

And also with our Sentra Active, the very first rechargeable in 2006. Did you know we were the first ones ever to stream. We had our tech device and it was able to stream up to the hearing aids. This was groundbreaking because this is before Bluetooth. We were the first ones ever to have that lithium ion rechargeable in 2016.

And in 2017, we came out with a new slim rig design that clearly is popular because it's often imitated. In 2020, we had our first live deep neural network with our Signia assistant. And in 2024, we had our first instant fit that was rechargeable. So we've come out with many innovations that were important to you, important to your patients, because we want to make sure we're listening. So let's just Google it.

Google, what features do consumers want in hearing aids? Well, they want to hear better in noise. They want it comfortable. It's got to be a good fit. Connectivity, app controls, rechargeable, discreet, automatic adjustments, feedback, cancellation.

It's a long list. But guess what? Signia checks all the boxes we offer every single thing that the consumers say they want, according to Google. Well, okay, maybe not the most scientific with Google.

So let's look at market track studies and look at what, how satisfied the patient is in certain situations.

And I'm just going to highlight the top three here. And they all feel feature on hearing better in noise and how you read this data is they asked how satisfied the patients were. The first column are people wearing hearing aids. The second column are people with hearing loss that are not wearing hearing aids. So no surprise, they're not very satisfied in these situations.

And the third column is the difference between the two. So let's just focus on that first column. So we see that the patients are 72% satisfied when following conversations in the presence of noise and 72% satisfied with conversations in large groups. Groups and 78% satisfied in conversations with small groups. That's pretty good.

We're in the 70s. But you know what? If your child comes home with a 72 on their math paper, that's not going on the refrigerator, because 72 is not. It's. It's not something to shout about.

It's not. We could do better. We can do much better. We can get out of those Cs. We can make the end user, the patient, much happier.

So what's next for Signia? We listened to what you want. We heard you. We know that we needed to do more, not just for the patient. But for you, you want long battery, you want to have the connectivity, you want the best speech, you want rechargeability, you want the innovation, you want the support.

And we know that that's what's important to you. And being a leader in audiology means listening to our partners. And that's you. Your needs, your patients needs their wants more than anything else that influences our designs and our innovation. And we heard you.

You need simple but effective options that will save you time fitting your patients while still ensuring that they're going to leave happy with their experience and also happy with the hearing aids that they receive. 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. Connections do matter.

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

We are so excited to introduce to you the Signia bctix. It's driven by our focus on audiologic innovation and also that end user solution that's consumer centric. We're excited to announce that the new Signia BCTIX has a brand new chip. It's powered by our custom designed binaural communication chip. And it delivers universal connectivity and enhanced user experience and revolutionary speech processing.

This will keep the wearer in the conversation. We're excited and we can't wait to share it with you. BCTIX is the perfect choice. It checks all the boxes. It meets all the expectations of you and also your patients.

From universal connectivity to user controls, Signia BCTIX delivers a simple and intuitive solution. The connectivity. It should be quick to save the hearing care professional's time. Connectivity should be easy with simple pairing to any type of phone. So simple that the end user is able to do it on their own.

Currently, all the manufacturers have consumer Bluetooth hotline. That's because the end user is struggling in developing the hearing aid. Signia also focuses on enhanced user experience. Back to simple and effective. A patient shouldn't have to worry about the amount of time that they have to spend in noisy environments because it's going to compromise their battery life.

Last but certainly not least, it's all about helping people hear better in any environment. Insignia leads the industry with revolutionary speech processing. Rather than focusing on removing the noise, we put enhancing speech first. So let's look at these three pillars and we're going to focus on universal connectivity first. So let's go in and let me ask you, should it matter what phone that your patient has?

The challenge is this is what we Ask what patient? What phone is my patient using? Are they an Apple? Are they an Android? Whether we like to admit it or not, unfortunately, this often becomes the determining factor in deciding what hearing aid is selected for the patient.

As an audiologist, I am not okay with that, and I know many of you feel the same way. The reality is that hearing technology selection should be driven by audiological needs, sound quality and features that will truly benefit the patient's hearing health, not by which smartphone that they happen to own. For veterans especially, who deserve the absolute best hearing care based on their unique needs, this technological limitation has been particularly problematic. Many have had to compromise an optimal hearing solution simply because of phone compatibility issues. And what kind of Bluetooth do they need?

They want to connect to their phone? Well, there's lots of Bluetooth out there that's made for iPhone. There's Asha, there's Bluetooth Classic, there's Bluetooth LE Audio. And what are they doing with the Bluetooth? Are they streaming multimedia?

Streaming phone calls, headset mode, hands free, auto broadcasting, auto related controls? Maybe they're doing the volume controls or just programming. What exactly do they need that connectivity for? As I said before, it's confusing the end user. The patient is not the expert in Bluetooth connectivity.

The way that we have become as hearing care providers, we get a lot of calls to our Bluetooth hotline, Probably on average 7 to 8,000 a month of the calls into our Bluetooth hotline. And I know that's not

unique to just Signia. I know that's the same numbers across the board from all the manufacturers. So how do we make it more simple for that end user? That's why we're doing universal connectivity.

More time for you with your patient, but also it's easier for the patients. It will easily connect to 99% of the devices out there. That's cell phones, tablets, laptops, TVs, whatever. We also offer a high quality audio experience for streaming music calls and entertainment directly to the hearing aids with enhanced sound quality. And that's thanks to the newest audio codec available for streaming.

We have hands free calling and tap control with universal connectivity. So not just made for iPhone, but also with Bluetooth Classic. It lets you stay connected on the go no matter what type of phone you have. And we have skiff compatibility. So within our connects software, you can disable the hands free option.

It's just a check mark in our connect software. Very easy to do. So that way you can make any Signia hearing aid SCIF compliant. And lastly, we added a Telecoil within our bctix because an integrated telecoil is going to be better for hearing and challenging environments that's supported by loop systems. When we look at all the devices that are out there, cell phones, laptops, whatever BCTIX is connecting to, 99% of them, not everybody has an iPhone.

I know, contrary to popular belief, I am an Android. And you can see globally Androids are more popular in the US it's more 5050 for Apple and Android. But Androids are there. And you know what, the end user sometimes has a flip phone as well. So we need to have something that's going to support all of those options.

And we have high quality audio experience with streaming music, calls and entertainment because we're using an ultra fast E2E along with the Bluetooth compatibility and the Bluetooth capability. This is a comprehensive work together of wireless. It's the only wireless system with the ultra High Fast E2E

and Bluetooth for the best hearing performance, but also convenient for streaming. And we're going to talk more about that E2E binaural link and that full bandwidth integration of sound between the ears that enables us to do so much as well as have Bluetooth capabilities for streaming from smartphones and TVs. And we talked already about the hands free.

With Bluetooth Classic you have the capability of having that hands free calling and the tap control that you can use the microphone on the phone to pick up, you can answer the phone call with a tap. And this is going to keep the person with the hearing aids connected with their iPhone, with their Android Bluetooth LE audio and also with Bluetooth Classic. And again, you could disable this in the software to be skiff compliant. This is something that we've always been able to offer you and we're excited that it still continues with bctix we have a telecoil. Yes we do.

Because you know why? Currently, in thousands of public places, US and globally, telecoils are widely available for the patients to use for decades and remain an important piece of hearing aid technology today. This is how they connect to their environment. It's very convenient, it's built into the hearing aids, it's battery efficient, it is ADA compliant. It is the direct result of why patients are pleased with their hearing aids and they are happy with the enhanced sound clarity when they're at theaters or places of worship, in meeting rooms and airports.

Telecoil is still very pertinent today. Oracast is at least five years away and that's important to note. Or CAST is coming. Or CAST is very important and I think it's going to be phenomenal when it is integrated and a regular way of using the audio connectivity. But right now ORACAST is just not available everywhere the way telecoil is.

There's a great article that was published in January of 2025 about telecoils and oracast. It was done by Dr. Sterkins in the Canadian Audiology, Canadian Audiologist publication. I have all the references at the end of the this presentation. If you print out the handouts, you'll get all those references.

ORACAST is a means of wirelessly transmitting a digital signal and it's used in two very different ways. Oracast broadcasting for audio sharing and oracast audio streaming used as part of assisted listening system. And that's usually what we think of when we talk about. ORACAST is the assisted listening system. It's not there.

It's not there yet. We're just starting to see ORACAST implemented for audio sharing. ORACAST for audio streaming. I think it's been implemented in just a few areas. There's a church in North Carolina.

I know there's a place in Australia. But in actuality, the requirements for ORACAST as an assisted listening system is yet to be written. That's not going to be finalized until November 2027. So even though it's been implemented, it may not follow the protocols and they may have to adapt things once that the the requirements are updated and determined in November 2027. So that's why you're not going to see ORACAST as widely used in these listening environments for another five years.

It's just we're not there yet. And so we wanted to give the patient an ability to hear in their environment today, right now to what's available right now, right this second. And that's why we have a telecoil built inside our bctix. We have enhanced user experience. So let's talk about what we have for our user experience.

We have an industry leading 36 hours of runtime which includes 5 hours of streaming. Yes, you heard right. This is Bluetooth Classic with the longest battery runtime of any rechargeable Bluetooth compatible, Bluetooth Classic compatible hearing aid that's ever been made. It's also the smallest Bluetooth Classic compatible Ric. And we've got some new features like an LED light, dual push buttons and a convenient visibility window.

I'm going to talk about all of those with the Pure charge and Go bctix, we've engineered a super high density battery that will provide more power in the same compact space. This leads to the longest battery runtime of any rechargeable hearing aid with Bluetooth Classic connectivity ever. This is why we came up with a whole brand new chip. Because if we just put Bluetooth Classic inside the existing IX capabilities, we would have lost things. We might not have had that long battery life.

We might not have had all of the innovation for audibility that IX is known for. We offer you everything with BCTIX industry leading runtime, 36 hours, which includes 5 hours of streaming. If they're not streaming, because most people don't stream five hours a day, they on average they stream usually about three hours a day. You're going to get 54 hours of runtime. If they're not streaming at all that day.

And at the end of three years we tested it out, you're still going to have 80% of that battery. So you're going to have up to 43 hours of runtime at the end of three years of normal use and that includes streaming. It takes a little over four hours to fully charge up and you still have the quick charge capability. Half hour in the charger gives you six more hours of battery life. And again, this is the smallest hearing aid with Bluetooth Classic that's available today.

Let me show you. Look at this graphic. I'm going to play a little animation for you. Look at this graphic. Look at the starting point and look at the ending point.

The starting point that we're showing you here is the other Bluetooth Classic RIC device that's on the market today. And you can see that with the Signia bctix, we are small, we're discreet, we are the same size as the Pure Charge and Go Tix. So you don't have to worry about it being any bigger because it's got Bluetooth Classic. We have a new LED light. Yay.

I love this. The LED light is a status indicator. When the hearing aid turns on, that light will be solid green for six seconds. When the hearing aid shuts off, the light will blink. So you know, solid light, it's

on.

Blinking light, it's off and then the light goes away. So it's not on forever. You don't have to worry about controlling it or configuring it in the software. It's a wonderful indicator for the person wearing the hearing aids to know for sure that their hearing aids turn on. Especially if they got a cross, they'll know if the cross turned on or if the cross is working or if it's shut off.

They'll see that everything is working, working. So it's a huge help for the wearer, but also for their loved ones too as well. And we have some other new enhanced designs like a dual push button. The dual push button works like a rocker switch, but it's independent push buttons. So it's actually going to be better, more tactile for that patient.

They could feel it better. And it works just like a rocker switch. You know, if you have it for volume, up is louder, down is softer. What I love, because there's a new dual push button design, it's more secure and robust against moisture because of course it's IP68, you can't get any higher than that than the highest for dust, which is a 6, and the highest for water, which is an 8. But we still strive to make our hearing aids the most robust and reliant for you in all situations.

So it's even more water resistant. And look, we added a visibility window for the serial number. So you don't have to take off the rocker switch, you don't have to open a battery door, you don't have to look for that serial number. It's easily identifiable, easily visible, right on the underbelly of the hearing aid. So let's talk about our revolutionary speech processing with Signia IX.

Groundbreaking. We have 24% better speech understanding than the leading competitor. And this has been clinically proven. So again, we have all of the data, all of our references. At the end we'll go through that.

And just to go through what we're going to be talking about for our revolutionary speech processing, we've got real time conversation enhancement. We've got our fourth generation of that ultra fast E2E synchronization. We have own voice processing, no one else has that. As well as an AI driven live deep neural network, which is our Signia assistant. All in the app, on demand, patient support and cloud based learning.

So let's talk a little about real time conversation enhancement. Signia's breakthrough IX technology not only reduces noise, but tracks and enhance speech in real time. It keeps your patient in the conversation, even in noisy situations. And your patient doesn't have to turn and look at who is talking because it's sampling the environment 192,000 data points and adapting a thousand times a second. Let me show you how it works with real time conversation enhancement.

You have three focus beams built into that frontal hemisphere to pick up the speech. What the competition does is you've got to turn and look and see who it's talking. They're using narrow directionality or they're widening it up and letting the noise and the speech all in. With Real time conversation enhancement, you're able to follow the talkers even if they move around, even if they talk at the same time. It's all picking up the speech within a six foot radius.

So you can follow that conversation in noisy environments, regardless of where the speakers are. You don't have to turn and look at who's talking. It's able to seamlessly keep you in the conversation. So that way you can be part of that conversation, you can participate in the conversation. And that's what the IX technology with Real time conversation enhancement is all about.

We've got the research that backs it up and we have many different levels of research. We have the white papers that we've published, but we also have peer reviewed research. And the research I'm going to talk about is some of the examples of the most recent peer reviewed research that we offer. So we know that we have the validity to stand behind our claims. Our research network is huge.

It's all throughout the globe. We have hundreds of publications across multiple centers, over thousands of participants. And we're looking at physiological, neural, behavioral research that's done both objectively and subjectively. So we're going to highlight just a few of the research because actually there's a lot of IX research that has come out within the past year. And we're going to talk about one of the most relevant and difficult scenarios, which is a dynamic group conversation in background noise.

And the way that we conduct this research, it was done with multiple speech coming from the front, not just directly at 0° azimuth. The test was done objectively on Kemar and we did noise floor behind. So that way it had variety of noise. And again, it wasn't just directly behind the Kemar, it was done with a diffuse noise floor. And what we did with this testing was we put Signia hearing aids and head to head with all the other manufacturers, best hearing aids that are out there.

And we included the most recent, which includes a certain manufacturer that offers two different versions of their hearing aid with the AI CO processor on and the AI CO processor off. If we look at brand A1 with the AI CO processor on, we can see that Signia delivered a clear benefit with Signia IX, which provided an additional 3.2 dB signal to noise ratio benefit over that closest competitor, brand A1. And just to put that in perspective, a 3dB increase in sound pressure level is equivalent to doubling the loudness of the speech. So when we say that the Signia IX platform delivers a remarkable 3.2 dB improvement, improvement in signal to noise ratio, that's a big deal. This means clearer group conversations in noisy environments.

And again, another reference is about a 1dB signal to noise ratio benefit is going to improve speech understanding from like 15 to 20%. So this is a 3.2 DB signal to noise ratio benefit. The AI competitor devices tend, well, actually, you know what, all of them, not just the AI competitor device, all of the devices that are out there, they tend to settle within about 1 decibels of each other in terms of signal to noise ratio, mainly because they're relying on different versions of single channel processing for both

noise and speech. Signia IX technology stands out independently, reducing that noise without distorting the speech. Because we are using split processing, unlike our competitors, we separate speech from the environmental sounds to ensure that the clarity is there.

Additionally, our IX adapts in real time to multiple talkers, a capacity, a capability that's enhanced by real time conversation enhancement technology. This is going to allow multiple streams to focus and adapt dynamically on the conversation in real time. It's this technology that powers our superior results. Let me share with you a study that has just come out. We are so excited about this.

It's showing that, you know, while a technical signal to noise ratio improvement provided by hearing aids is often linked to better speech understanding, real world performance can be influenced by various factors. Individual differences in hearing loss, auditory processing capabilities and attention and listening fatigue mean that the same signal to noise ratio can impact individual listeners differently. That's why when we really want to put hearing aids to the test, we work directly with human participants in the most realistic conditions possible. In this external independent study, a human test subject, and this one was again peer reviewed. A human test subject was fit with Signia IX technology and then fit again with the best performing competitor from our technical study, which is the device that was launched late 2024, featuring the AI CO processor.

The two speakers that you see in red, let's put them on. There you go. The two speakers you see in red were playing alternate speech samples. Here we go. And just to make sure it was realistic, a wall of sound surrounding the listener was added to the mix to simulate a realistic cafeteria environment.

So not only was there noise coming directly behind the participant, there was also an array of speakers all around the participants. So we got a true diverse or Diffuse noise floor. We know that real conversations don't stand still. They are dynamic and they flow naturally, which is why a second speaker was include with alternating speech. This setup was challenging and that way each hearing

system's ability had to adapt to conversation in real time.

That's what makes Signia's integrated experience technology so special. Our real time conversation enhancement can track and enhance multiple conversation partners simultaneously, even as they move and even if the wearer isn't pointing their nose at the speaker.

And the results prove that this technology works. 28 human subjects with hearing loss participated in this study and the results demonstrated a significant improvement in speech understanding with Signia IX. The mean speech reception threshold, the SRT50 with Signia IX was 1.5 dB better, which is lower. So that's better compared to the other brand. This reduction in SRT50 corresponds to a 24% improvement in speech understanding in a noisy group conversation.

A substantial and highly significant improvement. It's important to note again that this study served as an external independent validation of a previous internal study that Signia conducted. The results were remarkably consistent with with this external study that showed a 1.5 dB signal to noise ratio improvement, closely aligning with the 1.4 dB improvement that we observed in our internal lab study. The corresponding increase in speech understanding were 24% in this external study. In our internal study we had 22%.

So it actually further confirms the reliability of our internal findings. And the benefit didn't stop there. In this side by side comparison and performance of the two brands, an impressive 86% of participants performed better with Signia IX than with brand A1. What does this mean for your patients? Put simply that Signia's real time conversation enhancement with split processing and its ability to independently reduce the impact of surrounding noise while tracking and enhancing multiple talkers in real time is superior to single stream DNN denoising solutions for understanding group conversations.

With real time conversation enhancement, your patients don't have to worry about keeping their eyes glued to the person speaking and struggling to keep up. They are going to have a battery that's going to last the whole time they're in the noisy situation and they can sit back, relax and integrate themselves back into the conversation.

Pure chargingo BCTIX is the only Bluetooth classic compatible hearing aid with near field magnetic induction technology NFMI. This enables our E2E binaural connectivity while keeping the full power of our IX platform intact. Why does NFMI matter? It's for high speed communication enables fast wide bandwidth connections between the hearing aids. And it allows us to have advanced audiological features.

It synchronizes our feedback management, supports split processing. And this is what powers our real time conversation enhancement. NFMI near field magnetic induction. It's not new to Signia. We've been using it for years.

And we were the first hearing aid manufacturer to bring NFMI to hearing aids. Other manufacturers use radio frequency to keep the ears in sync. Radio frequency is Bluetooth. We use the nfmi. The benefits of NFMI are huge.

With nfmi. If we look at that transmission frequency graph that's there on the bottom right, you're going to look. NFMI is a much lower transmission 3.144 MHz as opposed to 900 MHz of radio frequency or 2.4 GHz of radio frequency. So because it's a lower frequency, think of your days of hearing science. The sine wave is a much wider sine wave.

It's not going to get the head baffle effect. The head doesn't get in the way. This lower frequency uses less battery drain. This lower frequency is not going to compete with the other Bluetooth connectivity that the hearing aid is doing. It's a completely different frequency.

You're going to be robust against those environmental factors and you've got a lower latency 2 milliseconds. NFMI is the way to go to connect the ears with this always on Ultra Fast E2E Wireless 4.0. This is what enables us to do our real time conversation enhancement with the three focus beams on top of that split processing. This is what enables us to do own voice processing. This is what enables us to have the cross with our unique skewed directionality and virtually no lag.

All these components form this backbone to what we have as what we have to offer. And that backbone is our always on E2E wireless 4.0 transmission. It's a very, very fast, low latency capability that enables us to do the own voice processing. As I talked about. OVP 2.0 is just working on that frontal hemisphere, that speech processor, and it only brings down the gain just when the patient talks, not for anything else.

With ovp, it allows the hearing aids to maintain a more consistent sound quality, especially in back and forth conversations. The quality of the surrounding ambient sounds is unaffected by OVP your real ear measurements unaffected by OVP your. We're able for the first time ever to eliminate that compromise of having to reduce audibility in order to get the hearing Aids comfortable for your patient.

And we offer the world's first live neural network, Deep live neural network. And that's with our Signia Assistant. It optimizes the streaming sound. It, it will adjust in real time. It's like having you, the provider, in the patient's pocket.

The patient can easily access this through the Signia app. The patient makes quick adjustments. They don't have to be an engineer. They don't have to know what the frequency is of the problem. And because this is an AI driven live deep neural network, what the app is doing is while the patient is asking for help, the app is able to sample the environment and know exactly what the problem is.

The frequencies, the issues that the patient is reporting to make the most efficient and the best solution for that patient. It's enhanced accessibility and it's the ability to have the patient have some ownership over their fitting. They can make some controls or What I love about Signia Assistant is you. The hearing care provider can see exactly what the patient adjusted. Using Signia Assistant, you can see exactly what they adapted.

So that way it's not a black box. The patient has the ability to make changes. And within the app, if the patient makes changes and maybe they get scared, they're like, oh, I don't know, I'm going to be too far from where my hearing gear provider had set me. I don't know if this is the right thing that I did. They can easily go up into the settings and then the little three lines, we call it the hamburger in your Signia Assistant go into settings and they can revert back to the hearing gear provider's settings so they can easily take off all those adjustments that they made.

So it's foolproof. The patient has ability to go back to where you set it. You have the ability in the software to go back to where you said it or to approve what the patient has adjusted. And what Signias system is going to be able to adjust is it can adjust for the patient's voice, it could adjust for other people's voices, it could adjust for environmental sounds, but it also can adjust streaming while the patient is streaming. So if they're having a problem hearing the person they're talking to while they're talking to them and streaming, they just need to go and open up Signia Assistant and they can make changes in real time while they're talking to that person.

Signia Assistant also has videos and tutorials on, you know, how to care for the hearing aids. So it's a troubleshoot if something's wrong. So signing assistant could be a huge help for your patient and save you time as well. I'm a huge fan if you couldn't tell. So let's talk about what PCT IX has to offer.

We have 10 beautiful colors that we have available with the BCTIX and if you get the S demos, they're in black as well. We have CROs compatibility and this is huge. I'm so excited that the BCTIX is not just

in a hearing device, but also in a CROs option. With the CROs, we do directionality different and this is really what makes us stand out with our Cross technology. We started doing this back in our primex platform in which we do skewed directionality.

For most people when they wear a cross, they complain that their dead ear, the side that's wearing the cross, shuts off in noisy environments. It doesn't shut off. What's happening is that cross is doing a frontal focus. So we're looking at that top right picture. And when that cross is doing a frontal focus along with the hearing aid side, the wearer feels like they lost information on that dead side and they feel like their cross is shut off.

We do skewed directionality. The bottom right hand corner. So the cross, let's say it's on the right ear, is that darker orange. It's going to open up the skew of how narrow the directionality is to be more skewed to the side of the dead ear. So that way the patient gets localization when they're in noise, but they still get that noise reduction and better understanding in noise by doing the skewed directionality.

It's really a game changer for our patients. We're so excited to have that in the BCTIX and being Bluetooth Classic and connecting the ears again using that near field magnetic induction, which uses lower battery drain, we're able to get 62 hours of runtime on the transmitter. Yes, you heard that correctly. 62 hours on a small little device.

This is because we have that high efficiency battery. This is because we redesigned the IX chip for bctix. We don't want you to compromise. And guess what? We use all the same receivers, all the same sleeves.

You don't have to go and get new stock. It's going to use the ear tips and the sleeves and the rounds and the mini receivers. And you can fit pretty much 90% of hearing losses with your BCTIX because it's going to fit from the S receiver all the way down to our High powered receiver, which is a 75 peak gain.

And because it's the same size as the pure charge and Go Tix, you get all the same chargers. You have the pure standard charger, which is that tabletop charger. This is a great solution for those end users that patients that maybe have poor dexterity and can't do a lid. It could just be on a countertop or on a tabletop and they just drop it in. This might be a really great option.

But there's also the PUR portable charger and you choose in rows which one you would want to get. The pure portable charger holds a charge. It'll charge up the hearing aids three more times without being plugged into the wall. And you have the pure dry and clean charger. This dries out the hearing aids.

It charges them up. And there's also a UV light that's going to disinfect. And I want to call your attention to the picture on the far right and that's your multi charger. If you do not have a multi charger in your office, please let us know here at Signia and we will get you one. Because the multi charger is for you.

The multi charger is to charge up, up all of the Signia instruments that use that galvanic charging. And you know that they have galvanic charging. It's got that little gold contact that's at the bottom. It's like a little circle, circular little ring. And that would be our X platform, our AX platform, our IX platform.

All can use that multi charger. So that way you don't have to have all these different chargers in your office. You can have one charger and really charge up all the Signia instruments. So again, if you don't have one, let us, we will get you one. If you choose that portable charger, as we said, charges them up three more times without being plugged in the wall.

Or you can plug it into the wall. It uses USB c. It's got 36 hours of runtime, again, unheard of. The most out of all the Bluetooth Classic Rics on the market. And that includes five hours of streaming.

And you've got the quick charge capability. Don't forget about that quick charge capability. And that's of the chargers. A half hour in any of the chargers gives you six more hours of runtime. I like to point that out because just in case your patient comes in to see you and their hearing aids are completely dead.

Maybe they came in for an adjustment and they didn't even dawn on them that they need to charge up. They stopped wearing it for a few weeks or a few days or whatever it is. The hearing aids completely dead and you can't do anything because you can't connect it to program because you've got to charge it up. With that Quick Charge option, a half hour is going to give you six more and with all of our hearing AIDS, not just BCTIX, five or six hours more of battery life. So 15 minutes is definitely going to give you enough juice in that hearing aid to connect it, program it and send your patient on the way.

It will not last the rest of the day obviously, but it'll give you enough juice, enough to keep you on schedule. So don't forget that. Use that Quick Charge capability. Their patient comes in, don't send them away and have to reschedule. Charge it up for 15 minutes and you're going to be good to go to be able to do what you need and stay on your schedule.

We have new BCT accessories as well. We've got a TV sound that's coming but remember with Bluetooth Classic it's going to pair to most Bluetooth TVs without that. You'll also have a Mini Pocket option. That Mini Pocket uses coded high frequency sound to change programs. Change volume and you've got the Signia app again.

So the Signia app is available on all of their smartphones. So let's look at our Signia portfolio. We've got something for everyone. We still have the Pure Charge and Go tix. Okay.

That's out there along with that as part of the Pure IX family. Now we've got the Pure Charge and Go bctix. When are you going to do one over the other? Honestly, your go to is probably going to be the BCTIX because it's got the universal Bluetooth. It connects to everything but the Pure charging.

Otix still has a place as well. If you've got a patient that is a heavy Apple user, maybe they have had hearing aids before and they're very much used to the triple click on their iPhone to get to the native Apple app, you might want to stay for made for iPhone and go with the Pure Charge and Go tix. But if this is a first time user or someone who doesn't really use that triple click, definitely go with the bctix. You've got a lot of great benefits like the light and the long battery life and the ability to pair to their computer for their, you know, their team's phone calls. I love the bctix.

But you know, if you have someone that wants Bluetooth LE Audio, they've got the newest Android. You know, you might want to go with the Tix. You have that option. But I feel that I think the BCTIX probably is going to take a lot of the guesswork out of it for you. You don't have to ask them what phone they have.

We still have the Styletto IX and also the pure 312ax. If someone wants a battery driven Ric and with the Styletto IX 2 as well, that's going to have the just like the Pure Charge and go Tix, the made for iPhone, the Bluetooth LE Audio and the Asha capability. We have BTES as well. We've got the Intuos 4 that uses a battery, we got the motion charging goes that are rechargeable. We've got CICs on the NCO IX platform.

And don't forget we've got the rechargeable NCO.

This is groundbreaking because it was the first rechargeable that didn't have contacts. It used magnetic resonance to charge up the instruments. So with the inseo charge and go ax, it's in a half shell canal or full shell. You've got your full Bluetooth capability, you've got your directional mics that are on it, you've got your split processing with the best sound quality. You get so many won features and it's going to last a full day on a single charge as well.

And I mentioned everything in the Signia portfolio because there are new categories that's going into effect May 1st to select from for your veterans. Now Signia has split processing, multi processing for years. This is a whole new category. So is the skiff. Even though there are new categories, we've had it and we have lots of redundancy.

You'll see here in the different categories we have repeats. So just so you're not missing out, it is easy to order from Signia. You're going to get it all, you're going to have all that capability. So I just wanted to show you the new categories that are going into effect and to remind you that what we have with the Signia BCTIX is truly the perfect choice for simple and effective hearing care. You've got Bluetooth Classic.

It's going to connect to 99% of the devices out there. And we say 99% because there's always like Bob's phone. Who knows where Bob's phone was made or where it came from or what it has there's always going to be that one off that Bluetooth doesn't connect to. But with Bluetooth Classic, you're going to connect to almost everything. You've got a telecoil built in, you've got that long battery life, you've got the new LED light up.

And here, look, as it comes around, it's going to show you that serial number viewing window. Oh, that's beautiful. Right there on that underbelly of the hearing aid, you've got the optional on the go charging and you've got the IX technology. So you get all of this benefit without sacrificing sound quality. This is why we say it's the perfect choice for simple and effective hearing care.

And now you can put audiology first and phones second. So we're really excited to offer you the Signia bctix.

What we have here is Bluetooth connectivity transformed because everyone could now connect to the power of conversation. And that is BCT Bluetooth connectivity transformed. I thank you. Thank you for

joining us today and for taking the time to learn more about Signia. If you're interested in learning more about our products and our software, we encourage you to search our courses on audiology online.

And always be sure you can reach out to us for assistance. You could call our dedicated government service line here at Signia at 1-800-955-4327 or you can visit our website, theveterans.signiausa.com thank you again and have a fabulous day. I'm going to end with just a little quick view of our resources, but if you want to see this better and you want to read the reference list, please go and download the handout. Thanks and have a great day.