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Starkey Government Services: May 2025 - Excellence Without Exception

Presenter: Michele Hurley, AuD, FAAA

Hello everyone and welcome to Excellence Without Exception. I'm your host for today's session, Dr. Michelle Hurley, senior Education Training Audiologist with Starkey, and I am really delighted to be talking today about our Edge AI technology and the new updates for the May Government contract. Let's go ahead and dive into some housekeeping notes real quick.

There we go. Just want to cover a couple of FAQs. If you would like to ask a question during the presentation, please click on the Q and A area, type in your question and click Send. I will address all questions at the end of the session today, but please feel free to enter those as they come to mind as we go throughout the content. A PDF handout of the presentation is available for you through your pending courses on Audiology Online or by clicking on the link in the chat within this classroom here today, one CEU Hour is available for this session if you participate in the CEU program that is offered by Audiology Online.

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You don't have to read all the fine print right at this moment.

Our learning outcomes for today are for you to be able to identify at least three benefits of the NeuroSound Technology 2.0, to be able to describe Edge AI wireless accessories, and to be able to list valuable tools and resources for patients and professionals.

When we first introduced the Edge AI technology at Starkey, it was with the November 2024 contract and I am really happy to report that this family of technology has hearing down to a science. The May contract is going to bring several exciting enhancements to Edge AI that are going to provide an even better experience for your patients and for you. The professional Edge AI truly delivers unrivaled sound. It's next generation connectivity and benefits that go beyond better hearing and there are seven styles that you can choose to meet your patients needs and preferences. When we launched edge AI in 2024, it really was an immediate success.

Professionals and patients have really embraced the never before herd benefits that this technology has to offer. And a lot of that is related to our always on DNN and the power of the industry's only integrated npu. And so we'll talk about that a little bit as we go forward.

At Starkey, we really begin laying the groundwork for our most advanced processor technology back in 2023 when we first introduced the Genesis family. Now with Edge AI, we've built upon and expanded that technology so it's even more advanced and even more sophisticated in ways that are truly impactful and effortless for both your patients and again for you. The professional with Edge AI, DNN or Deep Neural Network Processing is always on and we've seen proven benefit with this feature being active and always on, including 30% greater accuracy at identifying speech, 6 dB, additional reduction in low level noise for even greater precision in environmental classification, and a cleaner pure signal for the hearing aid wear. This is sound quality that speaks volumes.

All of the advancements that we've just touched on and we'll be talking about through our session today were all made without affecting Starkey's industry leading battery life. And Starkey's rechargeable hearing aid styles remain waterproof. So both custom and RIC rechargeable products are all classified as waterproof.

Edge AI offers the Bluetooth LE audio streaming protocol and that provides an exceptional stream performance, consumes less power and actually delivers the next generation connectivity standard that we are starting to see across the entire electronics industry. This LE audio radio is capable of streaming to more devices with reduced drop rates, better pairing, quicker connections and a robust streaming signal to multiple devices. In addition, it's also going to provide connectivity and streaming with starlink Edge accessories that Starkey has to offer. And this future forward approach actually will ensure that Edge AI hearing aids are going to be ready to connect to new avenues of assisted listening technologies that we know are becoming more readily available. Like rcast, Starkey was the first hearing technology company to put sensors in our hearing aids.

And it really provides patients with benefits that not only help them hear better, but also live better lives. And we know how important that is for our patients. Edge AI devices can accurately track physical activity, social engagement, provide fall detection, and now offer a patient driven balance assessment tool to help prevent falls in the first place. If we think about the number of comorbidities that are associated with hearing loss, this technology really offers a Number of tools that are going to be advantageous when we think about supporting that goal of overall health and wellness. In addition to better hearing with EDGE AI, we really have better hearing down to science.

And the may contract I think is so exciting because of several of the enhancements to EDGE AI that I believe are going to provide an even better experience for your patients as well as you.

So we're going to dive into the features and the tools that I think are going to allow you to fit excellence on every patient.

With Starkey's NeuroSound Technology 2.0 includes DNN and was designed to make that complex process of better hearing simple for everyone involved. It provides an unrivaled sound experience by classifying the complex soundscapes that are around our hearing aid wear at any moment, really

enhance speech and reducing noise all in real time and also delivering advanced AI capabilities. With EDGE AI, we've really integrated the benefit that comes from the industry's only NPU into our everyday noise management system. NeuroSound Technology 2.0 is our proprietary best in class sound experience system. And it does what all other sound processing systems really only dream of.

That's making that complex process of hearing better. Very simple. Just like the human brain's auditory cortex, Edge AI's neural network is classifying those complex soundscapes and delivering all of that enhancement in real time, all with powerful AI truly at the edge. At Starkey, sound quality really is job number one. And our goal is to deliver that amazing sound experience no matter where your hearing aid wearer may find themselves.

Most hearing aid technology today actually uses artificial intelligence in one or more ways. But differences do exist in how it is being implemented and the benefits or the results that it can actually provide. We think about what AI is, I think we're all getting pretty familiar, but really it is the overall, you know, overarching discipline that covers really anything related to making machines smart. We think about AI as a perspective. You know, it's, you know, programs that can reason actually and adapt to that information.

The next level of AI is machine learning. And this is a technique for training a machine so it can do a particular task. With Starkey hearing aids, our algorithm performance improves as it is exposed to more data over time, so it learns. And DNN or Deep Neural Network is kind of the newest version of AI that really is a subset of that machine learning because it's learning about using a more complex layered structure of algorithms so it can learn and make more intelligent decisions on its own. Much the way we do as humans.

The Starkey neural processor was really built for efficiency, speed and growth. We wanted to build something that we could, you know, lean on for a number of generations of technology. So thanks to

this really solid foundation, we've been able to add more complex features as we move from Genesis to Edge AI with more complex processing strategies. So we can help your patients here in any environment. We're using the industry's only NPU or neural processing unit, which is actually embedded in the chip itself.

Edge AI can really offer patients not only, you know, great always on DNN processing, but exceptional battery life.

There are three strategies that are currently in use for incorporating DNN into hearing aid technology today. And in the center, we can see how Starkey does it, you know, which is exactly what I was mentioning with that NPU being embedded in the chip itself. The other two strategies. One is an embedded DNN, which is using that existing power of the processor, but has no dedicated DNN processor. It taps into the core processor to use DNN, which isn't always, you know, as efficient and provides limited capabilities because nothing is specifically dedicated DNN.

The other approach is one in which there is a dedicated DNN chip. This is separate from the main processor and it's for the purpose of, you know, incoming sound signal is first sent to that main processor. Then it decides what should be sent to the DNN chip. The DNN processor applies its calculations and then it sends that signal back to the main processor so it can be reintegrated in the signal that is going to ultimately be delivered to the patient's ear. This approach tends to be quite power hungry and rather inefficient when we think about, you know, battery performance, you know, latency concerns, and also has the potential to make the circuit larger.

Does DNN work in hearing aids? How is noise differentiated from speech, for example? How does it know what you want to hear as the hearing aid wearer? Well, we feed the algorithm millions of different acoustic samples and then allow them to develop the model that it's going to use to feature, extract and classify and not be encumbered by the biases that we as humans might actually interject. We then

separate this out into noise and speech.

Then it is actually incorporated into the Edge AI hearing aids. It requires very fast processing, heavy computational power, battery efficiency, and temporal processing so that we can deliver the benefits in the package, the size of an Edge AI, and all in real time, because hearing and understanding and background noise is really our patient's number one complaint in most instances. We've integrated deep learning into our main audio path of Edge AI. It's using our speech probability predictor to quickly and accurately determine speech signals of interest versus speech signals that are not of interest, such as Multi Talk or Babel, for example. So using DNN to identify speech versus speech noise elevates our Starkey sound and noise management system so it can be more accurate as well as provide that patient with an easier listening experience.

They don't have to think about, you know, how they're hearing, they just know that they're hearing well wherever they go. Actually, we've had 93% of patients who saw significant positive benefit scores when we were looking at the end of their six week field trial, all with the afab, you know, testing protocol. And we actually saw that users preferred edge AI by 3 to 1 over our previous generation of noise reduction. So this strategy has really been incredibly effective.

Well, I want you to hear the difference. So what you're actually going to hear is a clip of Dr. Dave Fabry discussing our industry leading battery life. The first audio sample is going to be the recording at the microphone level of the hearing instruments. And then I'll toggle on the Neurosound technology and really, you know, allow what we've just been discussing to shine.

Look, we all suffer from range anxiety. Our goal at StarCube is to remove the fear from hearing aid users that they'll miss out on one of life's most important moments due to running out of battery life in their hearing aid. And considering that we wanted to go, look, we all suffer from range anxiety with rechargeable battery. Our goal at Starkey was to remove the fear from hearing aid users that they'll

miss out on one of life's most important moments due to running out of battery life in their hearing aids. And considering that we wanted to go and look at what's the longest day that a hearing aid user might expect to wear their devices to put that into perspective.

So you should have heard a really significant difference in sound quality with the hearing aid microphone level in a very loud environment and then the NeuroSound Technology 2.0 being engaged. I think it's truly remarkable to hear the magic of Edge AI technology and what it has to offer for your listeners with Edge AI. DNN processing, it's running parallel, as I mentioned, with our sound management system. This delivers the most efficient processing both in speed and battery life, which is something we are really proud of being able to maintain as we move from Genesis AI to Edge AI. With DNN always on now, we provide a lot of tools that are designed to help you, the professional, personalize that sound quality and the overall experience for your patients.

And that takes place within Starkey Sound Manager Screen in our profit software. So we have a whole suite of algorithms that are designed to provide benefit for speech and noise, transient sounds, wind noise, machine noise, all working at the same time to be able to deliver the best sound quality possible for your patient. Every 6 milliseconds, the hearing aids are talking to each other about what's happening, what might need to be optimized, and making the potential for 80 million calculations an hour, which is pretty amazing when you think about it. In addition, we also have the dynamic range of Edge AI that provides the highest input saturation level available today at 118dB SPL. It's designed to help ensure that all inputs to the hearing aids are going to not be distorted.

Distorted. We want to provide, you know, clarity for speech, music and everything in between. We know that that, you know, can be a key, you know, challenge for a hearing aid wear. And this provides the cleanest and most purest signal possible.

With the May contract, we've actually made improvements to our wind noise and management system. And it's now going to continue to automatically detect and adapt, but do that even faster than ever for a better listening experience in those windy types of environments. Edge AI's wind noise management is now 85% faster and 17% more sensitive while maintaining that up to 35dB of wind noise reduction that's possible. We know streaming is very important for most patients. And now streamed inputs can be customized through the My Starkey app by using the tools that are found under Adjust Sound, which will actually be where the screen goes from the home screen whenever streamed input is actually detected.

It'll also give them ways to be able to adjust the the streaming volume as well as the hearing aid volume within the app. Whenever streaming is initiated, that home screen will automatically launch the streaming audio screen that we see there. And this configuration is very similar to what those of us who've worked with us in the past may remember as Stream Boost, where it automatically switched into that streaming response when streaming was initiated. But today our streaming signal is even better.

Edge Mode plus is one of the most significant, you know, achievements, I think, with Starkey's technology and where we're really, you know, enacting that DNN and was really our kind of our first experience with DNN and the technology. Now with Edge AI, it's always on, but Edge Mode plus is designed to give your patient an on demand feature that they can use anytime, anywhere where they seek, you know, greater comfort or more clarity. So it's really one of my favorite tools that we can allow the PAT to customize the listening experience wherever they are, they choose to engage in, in whatever member, you know, method you have, you know, set up for them. That can be at the user control, it could be a double tap, it can be a remote control feature and it also is found within the the mobile app. My Starkey.

With our 24 level technology, which is what you all have access to, it is automatic, meaning the patient, once they engage it, it will continue to scan and adapt and modify those settings to optimize the experience no matter where your patient is, so they don't have to worry about turning it on and turning it off unless they choose to do so. Within the My Starkey app, we have the greatest flexibility for being able to manage Edge Mode plus when it is engaged. It's going to optimize and that's the best sound calculations that it makes. But then maybe your hearing aid wearer would prefer to further enhance speech or reduce noise and the My Starkey app will give them that capability to truly direct their intent to what is most important to them in that moment in time.

We are very focused on research and we've certainly done a lot of it with our Edge Mode plus feature and seen that it provides really significant benefit to patients in those challenging listening environments when they need that extra help. And that can certainly be for speech clarity or for comfort. Our research shows increased word recognition scores and background noise and reduced listening effort as well. In addition, Edge Mode plus is actually providing up to a 13dB SNR improvement with the reduced noise setting.

Starkey has invested significant resources in research and development over the years and most specifically, when we think about the area of sound quality and noise management technology, we currently have more than 300 patents worldwide that are related specifically to sound quality and noise management. And we continue to submit at a staggering pace with another 85 patent applications that have been filed in this particular technology space since the launch of our Genesis AI technology in 2023.

On to the technical hardware details and how they're I think, really uniquely positioned for you to be able to help your patients.

Our SnapFit 2.0 receiver features a 10 pin connection. It's going to provide a very secure connection that is sort of deep in the sort of the neck of the the RIC device and we've got a reduced cable diameter. It is Kevlar reinforced. So it's super durable, but it's going to be able to, you know, to really flex and, you know, fit that patient very comfortably. It's designed to be discreet, but ultimately designed to last.

I think one of Starkey's proudest achievements is the industry leading battery life that we continue to offer as we move with Edge AI and DNN being on all the time. So the same, you know, industry leading battery life that we offered with Genesis AI is still achievable with Edge AI, again with DNN on all the time. If we look at that flagship product, the RIC RT, 51 hours on a single charge, and when configured cross or by cross, 29 hours on a single charge. I think that's something that is truly amazing. We think about a technology that is streaming constantly, but I think you can see whether it is RIC or custom, these rechargeables are really knocking it out of the park in terms of battery life.

And we're even seeing really great battery performance with traditional zinc air technology as well. So something we're really proud to hang our hat on. We're also very proud of our capability for all of our rechargeable devices to be classified as waterproof. All of the products, even the zinc air supported, are IP68. But the rechargeables are elevated to that waterproof capability, which I think is something that can be incredibly important for so many individuals, whether they perspire heavily, they work around moisture and are in challenging environments where durability is key.

Starkey's got you covered with Edge AI.

We think about the Edge AI family. It's made up of three RIC products. The RIC RT, which we talked about with that 51 hours on a single charge. The MRIC, which is a slightly smaller RIC case design using a single push button versus the rocker switch on the RIC rt. The T on the RT indicates that it does have a T coil.

And there's also the RIC312 for that patient that still prefers a traditional zinc air battery performance. Again, the rechargeable two devices are waterproof. They're all compatible with that SnapFit 2.0 receiver. And we offer a wide range of colors as well as receiver strengths for your patient's particular needs. So we think about CROs.

We're using that NFMI or near field magnetic induction type of signal to carry that CROs stream. We have Crosby cross capability in two RIC product offerings, the RIC RT and the RIC312. So you have both a rechargeable And a traditional zinc air option for CrosbyCross. This is something that I think Starkey does incredibly well, and I would strongly encourage you to evaluate our cross by cross technology if you haven't already done so.

Starkey continues to be a leader in custom manufacturing. And while our RIC technology is really taking over, we know that that's the most popular style of device with many professionals. We know there are some patients that really desire or even need a custom device device. And we've got a great family to choose from. The T coil.

It can be found in the ITE form factor. We also offer a half shell and a canal. All three of those rechargeable, available across many different gain levels. And that's something that again, Starkey really excels at, is being able to handle those really challenging losses, especially in a custom configuration, as well as a variety of color choices. So you've got a lot of great custom options available to supplement those fantastic rec Edge AI devices.

These products, when they're rechargeable, are supported by our Starlink Charger 2.0. There are two versions, the Starlink Premium, which features an onboard lithium ion battery so we can charge the charger that is your default for the government. You also have an orderable option of the standard charger, which does require that it is plugged in to power to be able to charge the device.

We're excited to bring you two new streaming accessories with the May contract. They are compatible with all of the Edge AI styles. The new devices that we're going to touch on are going to be the Starlink Edge table microphone and the Starlink Edge remote microphone. We're going to actually talk about our connectivity tools kind of as a whole. But we're really excited that our family of accessories has continued to expand with Starlink Edge.

We know connectivity pretty much is an expectation in today's world and incredibly important for many of our patients. So we don't want to continue at Starkey to make sure that we can maintain the best connectivity possible as we move forward with our Edge AI technology.

When we think about, you know, kind of from a, you know, over overview kind of perspective, again, we're using that new LE Audio radio. And that's what really sets Edge AI apart, is our first technology to include incorporate that new radio which we've seen given, you know, great, you know, streaming, you know, robust connectivity, you know, better sound quality and something that really allows us to be set up for what's next when we think about assistive listening technologies and Auracast, you know, the Benefits of LE Audio are already ready. Even though oracast is not readily available, you know, in the world today, we know that we're already working with a radio that's delivering better connectivity and better sound quality. And that's again something that really sets Edge AI apart and also places us in a great position for the future of connectivity that we know is all coming foreign. We're going to take just a little time to talk about oracast.

This has certainly been a hot topic in the industry and you know, getting a lot of attention. So we'll talk a little bit about the details of it. RCAST is really the Bluetooth trade name for the new broadcast protocol. And by broadcast I mean one transmitter to an unlimited amount of receivers that are compatible with that type of signal. The same audio quality and range benefits will also apply that we've previously discussed.

UNICAST is the term that describes Bluetooth LE Audio with a one to one streaming connection, one transmitter like a phone or PC and one receiver like hearing aids for example. So this is something that allows us, you know, to be able to, you know, to deliver the best kind of streaming quality regardless of what the scenario really is and allows your patient to stay connected wherever they go. There's a lot of excitement around LE Audio and rcast, but it's also important to know that Edge AI is actually still going to work just great with older streaming protocols. Edge AI hearing aids actually support our iPhone's proprietary LE2 protocol for current iPhone users and Android's Asha streaming protocol. And there is an incredible number of compatible devices that provide direct streaming capabilities.

Especially as we think about multitude of our devices that there are when we think about the Android side of things, as we think about our Starlink Edge accessories and focus a little bit more closely on those. The Edge TV streamer really revolutionized the industry with both sound quality and its sleek appearance. It was over 60% smaller than our previous TV streamer and it also is very intuitive and easy to use. It can actually pair to, you know, unlimited number of Starkey Edge AI devices as well as because using that LE audio radio being AuraCast compatible.

We're excited about these two new streaming accessory options that we've added to the May contract that's going to include the Starlink Edge table microphone and the Starlink Edge remote microphone. And with a lot of demand from you, our customers, we're really excited to continue to expand that product portfolio with even more solutions for you to better be able to enhance your hearing aid wearers experience with Edge AI the new Starlink Edge table microphone is going to feature eight built in microphones and provide access to multiple listening modes as well. So it's going to deliver a lot of great performance all within that one small device charges up in two hours. So very short time to be able to charge that up. You've got a streaming time of 10 hours and a great range of up to 50ft.

It features again eight built in microphones and provides that ability to be able to, you know, focus on varying signals of interest in a multi speaker type of environment for our hearing aid wearers.

So let's meet the Starlink Edge table microphone. If we look at it from an anatomical perspective, one thing to note is that it does not have a headphone jack. It is using USB C as that power connection that's kind of, you know, the way of the world these days. So of course we're adopting with this table microphone you'll have the ability to make manual selections of a single or multiple directions to be able to automate that. And you'll also see that there are indicators that are going to of course indicate which microphone or microphones are in play, charging status, whether the device is powered off or on, pairing status and more.

When the middle circle is only what's illuminated, as you see there in that one image image, the device is actually muted. One tap will actually reset the device to its automatic mode and five segments will illuminate with one being brighter than the other. The microphones are going to detect speech and indicate its direction with the brightest led. When you turn the, the table, the table microphone off and on, that's how you're controlling whether it's going to be streaming or not. When it's powered on, it's streaming.

When it's powered off it is not streaming and you maintain the capability to be able to adjust volume and got a simple pairing button that is on the base of the device. It can also be used as a remote microphone as well.

So I mentioned there are multiple listening modes. We can set the table microphone to be automatic, manual, surround and again used as a remote microphone for the best listening experience. The table microphone should be placed as close as possible to the conversation partner with the power and the volume control buttons facing towards the hearing aid user. So that's an important point to keep in mind and educate your patients about the power and the volume should face the hearing aid wear for best

experience.

To start and stop the stream from the table mic, you're simply going to press the power button for approximately two seconds. To power it on and then streaming will begin automatically. Then the streaming volume can simply be adjusted by pressing the volume up or down buttons or you know, plus or minus and can also be adjusted by the hearing aid user control. So if you have programmed that capability can be programmed or excuse me, adjusted from the Starlink Remote 2.0 or from the accessory screen in the My Starkey mobile app. From the mobile app, the hearing aid user can also adjust both streaming volume and hearing aid volume independently.

So giving them the greatest, you know, amount of flexibility, if you will, from the mobile app app.

We also are proud to bring to the may contract the Starlink Edge remote microphone. This microphone is going to be, I think, very well received because of its sleek rechargeability. Makes it very easy for your Edge AI hearing aid wearers to enjoy that one on one conversation in those challenging environments. It also provides effortless binaural streaming with instant stop start when powered off and on, just as the table microphone did. So same behavior in terms of streaming being automatic when the accessory is paired on.

The new Starlink Edge remote microphone features up to 10 hours of streaming time. And it takes three hours to fully charge the remote microphone. It's utilizing that new LE Audio Bluetooth protocol and as well has that same operating range of up to 50ft.

So let's meet the new remote microphone again. That power switch is how we're going to turn that remote microphone on and begin streaming or power that off. As soon as you turn it on, that streaming will begin. A single LED is going to identify that the device is currently operating. There are three directional microphones which can be used to optimize how it's picking up that information.

You know, if it is, you know, in, you know, a clipped position on that individual or worn via the lanyard, it's going to focus on that voice from above. When the remote microphone is flat on its clip, it's going to incorporate all those direct all those microphones. So it'll be in an omnidirectional mode at that point in time. And it also features our momentary mute if that remote microphone is dropped, which of course I think is a really pleasant feature for our patients not to hear the clatter of that remote microphone possibly falling off the table. The remote microphone uses again a USB C power supply jack to again follow along with that universal, you know, power connection that we see everywhere.

It allows with a clip to be clipped on the clothes. Clothes or also can be worn via a lanyard. The pairing button is going to Easily put that accessory in pairing mode and the plus and minus buttons on the side can be used as volume control or programming changes as a remote control, which we'll touch on in just a moment. The volume of the remote control, excuse me, the remote microphone is actually contextual, so it's going to follow that behavior of up and down as you make that change. Again, keeping in mind when the remote microphone is powered on, it is actually streaming.

If the remote microphone is powered off and not actively streaming, then it can be used as a remote control. A short press of the volume buttons up and down will actually adjust the hearing aid volume and a long press of those same buttons will cycle through the hearing aid programs that have possibly been programmed by you, the professional. So again, it's a really, you know, I think, intuitive way to have multi capabilities with this same remote microphone, you know, it has the capability to now act as a remote control.

One thing that is important to note is that that remote control functionality, you know, is there. It cannot be, you know, disabled. So, you know, that behavior will exist anytime that that remote microphone is powered off and changes are made to those buttons. We want to think about adjusting streaming volume. You know, we can do that, of course, from the the side of the remote microphone, again with

that plus and minus button.

Streaming volume can also be managed with the remote microphone using the hearing controls, again, if you have programmed that capability. Or we can also use the, you know, the mobile app as a great way to be able to do that. And again, with the mobile app, you have the flexibility to independently adjust either streaming volume as well as, you know, hearing aid volume in the same kind of timeframe.

Next, I want to talk about some really exciting updates to our My Starkey app. This is really your patient's control center for their edge AI hearing experience and one that we're really proud of with its clean design but yet very intuitive functionality that's now been enhanced.

We know that, you know, there was a pain point at times with thinking about, you know, having to establish an account. An account deferral is available and will allow your patient to be able to skip that process of creating an account if they don't want to. This will actually, I think, greatly shorten up that setup process and really allows the install and the setup of the app to be done prior to hearing aid fitting. So makes it really a very easy process. The hearing aids will be connected as that last step.

If the user intends to do something that will use a feature that requires that account, they're going to be prompted to establish that account and you know, to use those features they would have to complete that process, which they can always go back and do even after the fact if they skipped it originally and deferred. A couple of things that require that account may be our telehere remote programming fall alert and our Hear Share app that we're going to talk about here in just a moment. Of course we always have the Eula or that end user licensing agreement that has actually been kind of condensed a little bit as well as setting permissions for the app when we think about things like location services, notifications, et cetera.

Now one I think a game changer within the My Starkey app as part of this May contract is our new Veteran Phone Support Access. This is a new easy access button for your veteran to be able to easily connect with our technical support line. And they have a dedicated support line within the Starkey systems solely for veterans. This is accessed from the More button at the bottom right corner of that home screen and all the patient has to do to make a call is simply tap on the phone number that appears in blue text and boom. That call is going to be generated at our tech support group.

I think this is a real win win for our patients and certainly for you, the professional as well, allowing your patient to have easy access to our incredibly smart and patient technical support team that is ready and waiting to take those calls.

We know there's a lot of smartphones on the market today and we wanted to make it easy for your patient and you to be able to possibly know if their phone is compatible or not for our hearing aids. So you simply scan the QR code with the phone in question and select which hearing aids that the hearing aid wearer may be using. And this QR code is one that you can access easily from Our Starkey Pro Pro.com site on the compatibility page. Or you can order business cards or magnet assets from your account representatives so that you have those easily accessible in the office. I think this is something that is incredibly important because very often our patients don't remember what type of model phone they have, you know, or even if it's an iPhone or an Android.

And you know, they may be going and considering a new phone, it was really valuable for them to take that business card with them when they go to wherever they're looking to purchase that phone because that will allow them to be able to identify very quickly if it's going to have the capability and compatibility that they desire. So I think it's a really important ease of use feature that is readily available for you and your patients. We also wanted to continue to streamline the app from that setup process. We want it to be easy and fast so that you can get to controlling the hearing aids as you want to. So there are three

separate consent screens that include hearing aid data, activity tracking and analytics that have all been unified into one screen and with a simple toggle switch for better efficiency and an improved user experience.

So we really wanted to streamline what you know can often be sort of an annoying part of that process that you know is necessary to get you to the good part of being able to manage the hearing aids via the My Starkey app.

While the functionality for our streaming options is unchanged, the streaming options for any paired accessory also includes now the new remote microphone or table microphone that can be managed by tapping on that bottom left icon and navig getting to the streaming options screen. So we simply tap on that icon and it's going to give us that capability to be able to manage our streaming accessories in terms of controlling that streaming volume and that can be independently managed for the highlighted accessory. There is no start and stop streaming capability in the app for the new streaming microphones, either the table microphone or the remote microphone, but the TV streamer can be started in stop from the app. So a little bit of a different behavior there certainly to be aware of with the two new remote microphone options that stop and start of stream is managed from the power switch on the accessory themselves.

The enhanced My Starkey app hearing report is found in the health section and this is where we can really provide some beneficial details that have now been color coded to allow your patient to be able to very quickly see if they're hitting their goals for hearing aid usage, social activity and sound levels. They can also scroll down to get additional details in a daily or weekly format if they prefer. The My Starkey hearing report also includes a section on sound level data and this will provide additional information about the sound levels that they are experiencing now. I think this is really important. We think about knowing whether they're okay or the sound levels are high, especially when we think about the need for

hearing protection.

So it's a great resource within the app to support those that are exposed to loud sounds, whether they're in active duty or retired. I think this is a really valuable new resource for your patients to be able to view more easily. Edge AI and My Starkey also offer a number of benefits that go beyond that better hearing and move into thinking about better living. There are several health and convenience features that are available in the app. We are very proud to continue to be the only manufacturer offering Fall Alert.

But now that includes balance assessment that is now available. But maybe your patient's looking for something just to make their daily living easier, such as a smart assistant, reminders. All of those features can be found within the mobile app and it provides you a way to educate the patient about what's really meaningful for them and going to deliver the best possible hearing and living experience with their edge AI technologies. I want to tell you a little bit more about an app that I love, the Hear Share app. This is really one that has kind of attained some really great updates as part of this contract.

And the Hear Share app is really designed to provide caregivers the access that they need to information about their loved one that will provide greater peace of mind, awareness that you know about how those hearing aids are being used or not used. And all of that can be really very important as we think about that desire that so many individuals have for aging in place and maintaining their independence. So here share really all about the caregivers and it can be available for an unlimited number of care caregivers.

If we look at the home screen, one of the updates that we can see in terms of this particular screen is the ability to have a greater view of that individual's social activity, their hearing aid usage, their physical activity. All of that is displayed on the home area. And now it is color coded which allows us to be able to see in real time throughout the day if that individual's active activity is in relation to the goals that they

have possibly set. And we as caregivers might want to be aware of. If the section is highlighted orange, that means they're significantly behind that goal.

If they're in blue, they're on track. In green of course means good they have met that daily goal. So, you know, if I maybe notice that, you know, there's an orange highlight in relation to, in this case social activity, I can easily tap on that section and view more details for that specific goal. So it gives me a great way to be able to see that information in more depth if necessary. Also new to the contract is a patient driven feature that's going to allow the hearing aid user to share if they are home or away with loved ones by the Hear Share app.

And when we think about away, it's not going to provide any location of where they are. It is just currently home or away. And away would be outside of that boundaries of that sort of you know, Bluetooth fence which is, you know, roughly 100ft. So this is something that the individual with their My Starkey app will be able to share with. They choose to do that with their loved ones by this new Share home feature.

So they will go into the more tab of the the My Starkey app, go to app settings and they're going to then be able to go into that home location setting and be able to enter their physical address there. And again they're not tracking, you know, where they're going, just whether they're home or away, but they'll provide that home address and if needed, possibly update how that data is being shared with specific caregivers if they choose to do so. So of course location services is an important piece of this. So that will need to be, you know, enabled on the technology if that hasn't happened already. So that will give that caregiver or caregivers that ability to be able to see, you know, whether they're at home or away.

And we know that can certainly be valuable when we think about, you know, the potential of somebody maybe, you know, you know, leaving the house, who maybe isn't, isn't supposed to be out, you know, moving about the confines of their own home.

So there's a wealth of information there. And I think this is a really exciting piece of continuing to expand the intuitiveness and the usability of the here Share app in relation to the My Starkey app. So you know, as we, you know, are thinking about, you know, how maybe, you know, this might be used, we can see easily if they're home, we're going to be able to view the information in kind of that brighter block of blue and when they're away, that block of gray. So give some really great visual reinforcements to that home and away status.

I think it's really easy to see how edge AI is delivering seamless connectivity and doing so with industry leading wireless technology. Now I want to talk just a moment about the enhancements and updates as part of the make contract with our profit. This was software that was developed by professionals for professionals like yourself to have the easiest, most efficient technology to be able to program our edge AI technologies. So it was really designed with you in mind to make the the process very simple and intuitive as we move from preparing the devices to fitting the devices and then the ongoing follow up over the life of those devices.

One of the things that actually is new to profit is going to be a one time pop up that is related to our feedback cancellation test. We've also added text above the begin test button that is going to indicate the importance of running feedback canceller with the aids in the patient's ears. So after we run the feedback cancellation initializer, you should be seeing with the red and blue bars that are going to be at the bottom half of that graph. And of course the longer the bars, the less feedback potential that we have for that particular fitting. Gold bars, if we see that at the top of that graph is going to indicate an area for potential feedback that may need to be addressed.

Addressed. You also will have access to adaptation settings. Strong adaptation, just as a reminder, is used for occluded fittings and subtle adaptation is the default for open fittings but you can manually control that based on your patient's needs. Also optimize acoustic model defaults on for all fittings, but

you can manually disengage this feature from the feedback screen if you do not wish to utilize the feature that is going to optimize and remap match targets if enough gain is leaking out that it might impact that performance.

We are really excited that we have continued to support the use of Real Ear measures with hearing aids and making that even more efficient with our REM Target Match feature. This makes for very fast, you know, match to targets because it's happening binaurally with the exception of the Verifit 1. It makes it easy if your brailear system is incorporated to your fitting computer not having to manage two systems and you know, share information and try and reconstruct in the software what you see in Real Ear. And I think this, you know, can really ultimately lead to fewer patient follow ups and more satisfied fittings and more efficiency in terms of achieving that process. So there are five systems that we have been compatible with and you can see those viewed here and we actually now have a new system that has joined the family that is the Interacoustics Affinity Compact system.

This has been a long standing request from some of our customers and so just know that we've continued to listen and expand your access to Real ear systems that are going to be compatible with this fantastic REM Target Match. This is a system that you know is delivering great performance that is no different from performing Real Ear separate in terms of the results our research has shown great you know, know match of that information if you are running Real Air as a standalone or running it via REM Target Match and think about the efficiency that that provides for you to use that feature right there within your profit software.

With our user control section We've actually provided some updates as part of this May contract. So one of the new areas is a demo mode so that you can actually have the patient practice use of the user control while they're connected to profit, which I think is fantastic. Fantastic. This can really help to ensure that they understand how to activate the user control and are able to do so correctly before you

even get out of the software. This new demo tool is actually exclusive to Edge AI devices.

Another exciting update is that you as the professional can actually adjust the indicator volume levels from the user control screen. So again, efficiency, not having to go to a separate screen to do that right and left hearing aids, you know, can be adjusted independently with these controls that you now find on the user control screen. You can also edit indicators in blue text and you know, be taken over to the full indicator screen where you'll be able to have more access to the full information. So this video will give you a little bit of an idea about the functionality of that process. So again, a really exciting way that we've continued to expand efficiency.

Historically, when you wanted to change a specific indicator individually or the global indicators for tone or speech, that global indicator level would reset to zero within each new profit session. And this sometimes caused some confusion, you know, if you, the professional didn't necessarily see that happen, you know, and notice that they were noted at zero, that can be a little disconcerting. We understand that. So with the May contract, any indicator level changes will be shown on both the indicator tab as well as on the all indicator tab. So both individual and all all indicators will show.

So we've got greater clarity there. If we're looking at a retrieve session, the global level will still reset, but the overall individual level is going to maintain the previous adjustment made. So it's only the the all that will make that sort of change. If you want to reset all indicators back to zero, you would simply select reset and be able to start over again.

Another update that I'm really excited about on the user control screen is the moving of the power on delay Control control. It's previously resided on our fitting summary screen and now it's moved to the user control screen, which I think gives it sort of greater visibility. You can set that delay to either short which will be 5 to 2nd sec, 5 to 7 seconds, medium which is 10 to 12 or long which is 15 to 17 seconds. This can be really helpful for that patient that, you know, wants to hear that indicator as it blooms on,

but yet maybe takes a little bit more time to get from, you know, taking their devices off the charger to in the ear or after they close that battery door, getting the devices in. So a wonderful feature that I'm glad, you know, has even greater and I think easier access now that it's located on the user control screen.

Now our accessory screen in Profit is going to be more enriched because of our new accessories. So you'll see that we've got a new section about streaming mic accessories that's going to include the new starlink, Edge remote microphone and table microphone. We'll also have that capability to set up that microphone configuration and streaming sound controls as we've had for all of the accessories that are now compatible with Edge AI. And you'll also notice a section about broadcast devices. Again, this is kind of the term that our cast uses in terms of broadcast.

So we've incorporated that in our software and you know, the functionality is unchanged but it's going to give us, you know, access to that information and we'll also have access to be able to control the specific remote control and set up its functionality again, something that's unchanged. On this page, if you want to, you know, learn more about how to pair accessories, maybe you're not familiar with that, you can simply access that how, how to pair accessories within Profit and that's going to give you information about how to get each of those accessories into a pairing state while you are within the software. And actually that, you know, status of getting the accessory into that pairing state is the same when you are out of the softW software. You know, you'll simply need to power the devices off and on to get them in pairing state. So we, you know, remain capable of being able to pair inside the Profit software as well as outside, which I think is great, you know, flexibility for you in the field.

A really big win for you, the professional, and I think certainly for our patients was our introduction of the audio streaming screen that's found in that flyout menu over on the left. This allows you to have precise adjustment of stream signals through either our quick fit or fine tuning screen and the ability to even target match the audio streaming configuration. So, you know, when we had Stream Boost previously in

our technology, this was something that we wanted to kind of incorporate that same sort of efficiency but make it even better. And I'll talk about that here in just a second. So now we can, you know, really manage those stream signals independently from the rest of our hearing aids tools.

So that capability to be able to really expand this is, you know, made possible by our ability to actually demonstrate streaming while we're in the software. So your hearing aid wearer will be able to initiate a stream signal that they wish to hear differently or better. And that's something that can stream while you are accessing the controls and make changes, as we'll kind of see here evidenced in this video. So it gives us that capability to have that stream signal, signal present while we're in the software instead of having to jump out of the software and, you know, determine with the patient whether that streaming signal is improved or not. So a lot of efficiency by being able to have this readily accessible in the software.

So this is a, you know, I think a great new tool, one that has been incredibly well received because it allows you to have that complete control over that audio streaming signal and the flexibility to be able to, to manage and, you know, evaluate while you're in the software. It also gives you the capability to mute so you can have a sidebar conversation. You know, if we need to shut off the hearing aid, incorporate the hearing aid microphones momentarily to have a conversation about what's improved or needs to be further adjusted. We continue to provide you with great access to Tinnitus technology via our, our multiflex Tinnitus Pro feature, giving you the capability to truly personalize the relief for those individuals who need that kind of assistance. We've got great troubleshooting information that is, you know, readily available from that little life preserver icon on the software screen.

Regardless of where you are. This gives you that access to how you know. We learned that many professionals wanted to make adjustments to a specific patient concern. So we've incorporated that based on input from professionals like yourselves. And I think this is a really great resource.

Whether you're new to Starkey technology, you're a student, you know, or maybe you're just even, you know, you know, wanting to learn how maybe, you know, we might recommend managing a particular type of patient concern. These are, you know, great resources that are right there and readily available for you whenever you need it. If you make a change and the patient maybe doesn't prefer that, you can easily undo and go different path with that tool as well.

When we think about, you know, telehere and remote programming, I know that's something that, you know, is used in varying degrees out there. But, you know, we also have an exciting enhancement related to our telehear feature. When you sign into Telehir within the PROFIT software, you'll now have the option to select stay signed in to remain signed into that tally Here account and that's going to allow you to be, you know, signed in effectively for an entire year unless you manually log yourself out. So I think again it's just an ease of use feature that can create greater efficiency for you in the field. I truly believe that there is an Edge AI technology for everyone.

Technology that was designed to be comfortable, durable and long lasting in terms of battery performance, deliver the most meaningful sounds that truly matter for that particular individual and continue to provide truly industry leading features that help deliver safety, health and maintain independence. Starkey continues to be at the forefront of hearing technology with Edge AI and you now have the capability to fit excellence on every patient. And with these may updates to the contract I think you're going to see that we have truly delivered technology that is going to provide an edge for everyone in terms of sound quality and efficiency for both patient and professional.

You've got some great resources that can easily be found on our pro site starkeypro.com under the government tab. You'll find all kinds of research information available there. Our Quick Tip PDFs to give you easy information about how to adjust a particular, you know, accessory or feature feature videos to guide you through that process as well as access to future training opportunities. We have, you know,

great information available for both you, the clinician as well as your patient in terms of easy access to technical support. You'll see that there are different numbers for clinicians versus patient resources and also great information that can be found on certainly our pro site under the Government tab for you and our Starkey.com site for the end user of the hearing aids.

So there is all kinds of great information and again tailored specifically to veterans, we've got some upcoming training opportunities. One that's occurring right now in Philadelphia. You know, in addition to jdvac, our next you know, offering will be in Cape Coral, Florida, Las Vegas, Nevada, Orlando or we also have a technician training upcoming in Eden Prairie, Minnesota at our headquarters so you can simply scan that QR code there to register and if you downloaded the handout that'll be easily available for you. And we look forward to seeing you in person at one of these events. They're always so much fun and so much great information and I think such a great networking opportunity for you all to be able to work with your fellow individuals that are in the same type of roles that you are.

Want to thank you so much for your time today. It's been great to share the upcoming updates as of the making contract and I'm really excited for you to really take advantage of this technology that's going to deliver excellence for both you and your patient. So I'll take a moment to see if there are any questions that need to be addressed.

I look forward to seeing you at a future Starkey event.