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Belton Competitive Update for 2025

Presenter:

Tammy Stender, Au.D.

Director, External Relations
Global Audiology

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Belton Competitive Updated for 20205

How Do Our Products Compare in the Competitive Landscape?

April, 2025

Learning Outcomes

1

Describe the highlights of current premiere product offerings of Beltone's major competitors.

2

Identify some common objections that may arise about how Beltone compares to other commercially-available hearing aid technology.

3

Explain how Beltone offers the most comprehensive solution for hearing in noise, now with DNN in our premium level product family.

Risks/ Limitations

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

Q2 2025 | Competitive Overview

Oticon
INTENT

Engage in life like never
before

Phonak
**Sphere
Infinio**

Unprecedented speech
clarity in a world of noise

Signia
IX

Unleash the power
of conversation

Starkey
Edge AI

The edge of hearing
innovation

Widex
Allure

The difference is clear with
Widex Allure

Oticon Intent Family (based on Polaris chip)

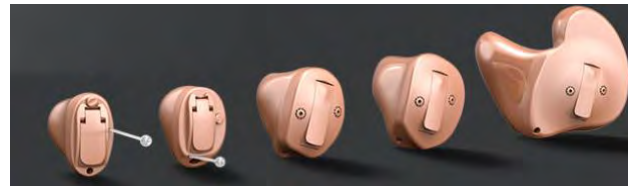
6

RIE



miniRITE

**Customs
(Own,
all non-rechargeable)**



IIC CIC ITC ITE HS ITE FS

Belton vs. Oticon Size Difference Photos



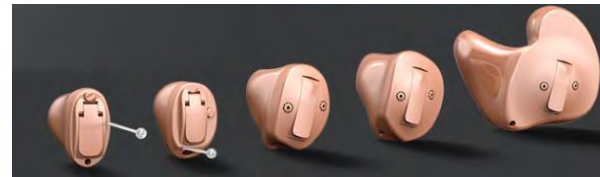
Oticon Intent and Own: “Engage in life like never before”

Objection Handling 1-Pager



Bluetooth LE Audio

- We also offer this.
- No Auracast broadcast connectivity.



• User-intent sensors

- Motion sensor-driven signal processing may lead to disadvantageous steering if user makes involuntary head movements.
- Still using traditional 2-mic directionality (not 4-mic beamforming directionality).

• World’s first in-the-ear hearing aid with an on-board Deep Neural Network (same platform as Oticon Intent)

- Oticon states limited use of DNN, to maintain size and battery life stats.
- No BTLEA or Auracast in custom models.

How do we compare to Oticon Intent?

Our competitive advantages

- **Hearing in noise AND hearing all-around**

Oticon directionality still works with a 2-mic beamforming system, so it does not offer as much focus in difficult noisy environments. They do not use multiband directional processing to preserve own voice quality, low-frequency spatial cues and protection from wind automatically in the first program. Further, behavioral study evidence of improved speech comprehension with users is small – 15%, which may not be a noticeable difference to users, especially outside of the lab environment

- **Industry's smallest AI hearing aid**

Oticon's hearing aids are much larger

- **Auracast**

Oticon does not currently offer Auracast broadcast connectivity

- **Newer custom product options**

Oticon Intent (or Real) families do not offer custom products; the last release of Oticon customs was in the Oticon Own family in 2022

Where we may be challenged:

- *Oticon's legacy of BrainHearing*
- *Oticon offers a wider assortment of closed domes*

Phonak Sphere Infinio and Infinio Family

RIE



**Audeo Sphere Infinio
(with DNN)**



Audeo Infinio



CROS Infinio

In-the-Ear



**Virto Infinio Titanium
(non-wireless)**

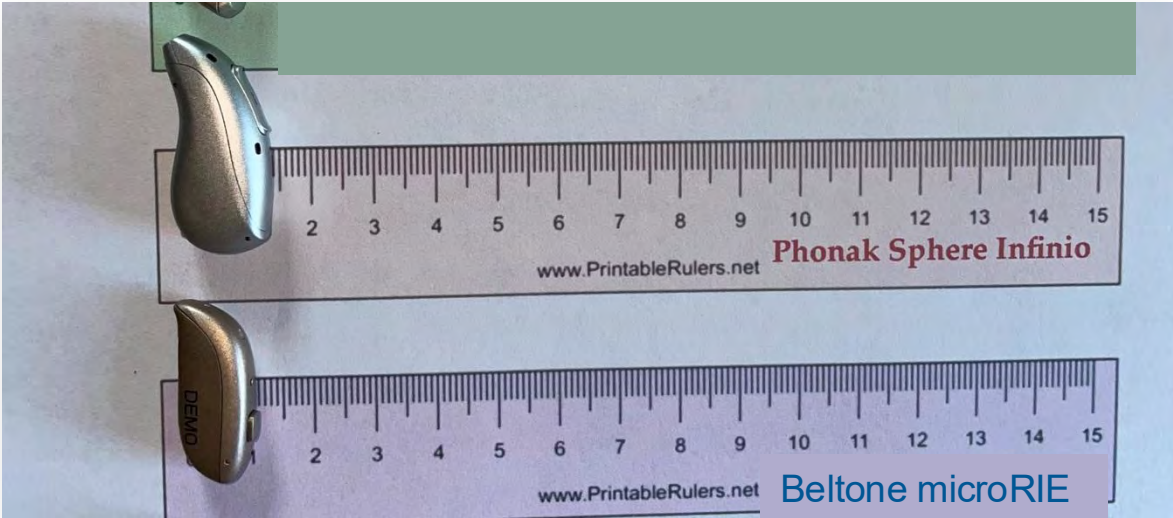
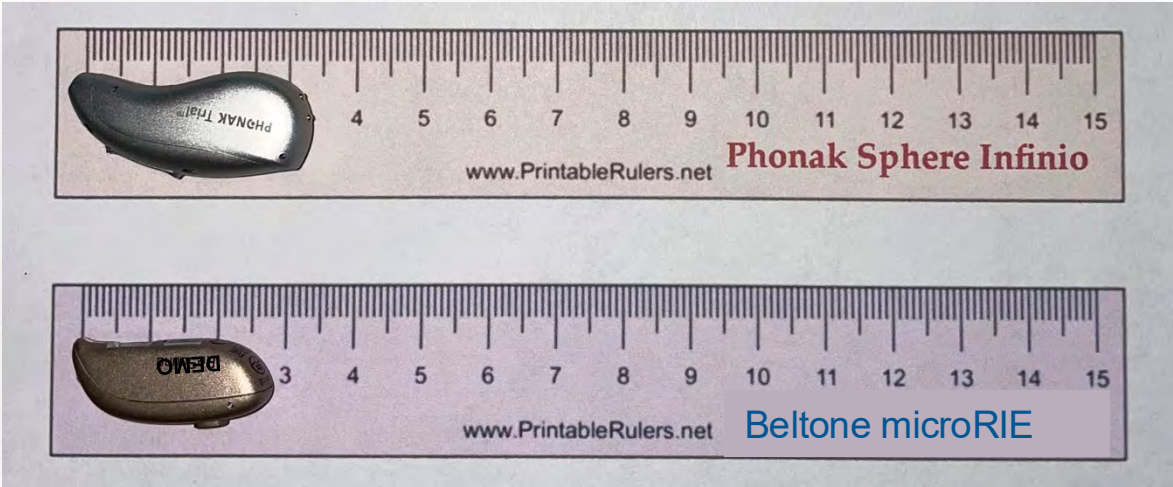
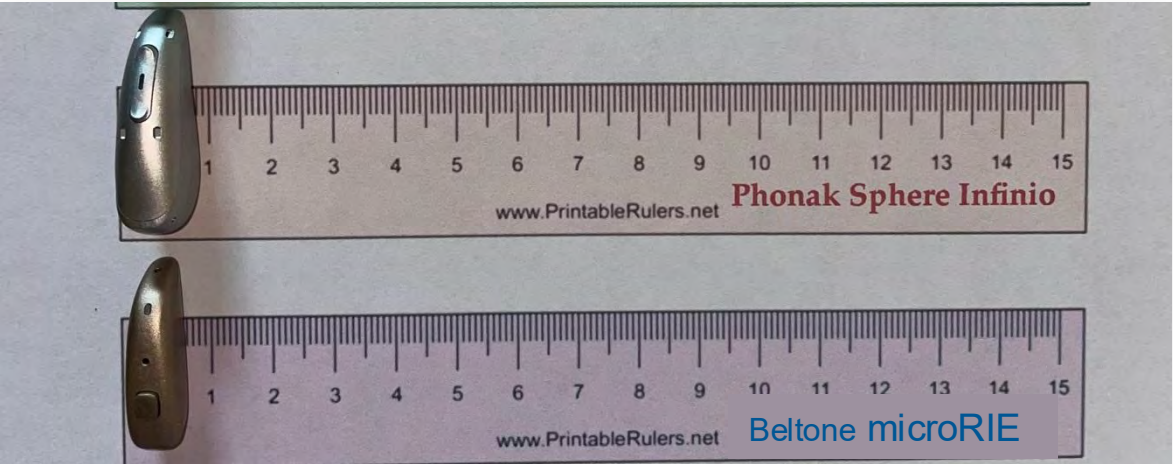


**Virto Infinio 10
(non-wireless)**



**Virto Infinio ITC/HS/FS
(wireless)**

Phonak Sphere Infinio Length, Width and Height Comparisons



Phonak Sphere Infinio Glamour Shots

Phonak Sphere Infinio



Phonak Sphere Infinio



Phonak Sphere Infinio



Beltone microRIE



Beltone microRIE



Beltone microRIE



Phonak Sphere Infinio: “Unprecedented speech clarity in a world of noise”

Objection Handling 1-Pager

New ultra-responsive Phonak ERA™ chip with DEEPSONIC™ powering Phonak Audeo Sphere; the world-first, real-time AI sound processing chip

- There is no real-time machine learning happening.
- Their DNN drains the battery quickly, and caused the large device size.
- We achieve similar results with 17X greater efficiency, smaller size and longer battery runtime.



Claims:

- Unparalleled SNR improvement of 10dB for better speech understanding in noisy environments.
- Superior to competitor devices by up to 3.7dB.

The SNR data suggesting 10.2 dB benefit versus omni deals with KEMAR modeling, not human test subjects.

Further, our testing reveals:

- We lead the industry in hearing in noise without cutting you off from the world with Environmental Classifier & CrossLink Directionality 4 compared to leading hearing solutions.^{1,2}
- 64% of test participants experience better hearing in noise with True Focus compared to other leading AI hearing solutions.³
- 83% experience better hearing in noise with our new Clear Focus compared to leading hearing solutions.³

Classic Bluetooth connectivity

While this makes it easy to connect to devices, the cost of this is low battery runtime (drains battery quickly).

How do we compare to Phonak Sphere Infinio?

Our competitive advantages

- **Hearing in noise AND hearing all-around**

Phonak is claiming lead in hearing in noise, yet only shows a 1.1dB (unrecognizable) improvement from non-AI to AI, supported by technical measured and studies omitting select competitors. They do not use multiband directional processing to preserve own voice quality, low-frequency spatial cues and protection from wind automatically in the first program.

- **Industry's smallest AI hearing aid**

Phonak Audéo Sphere Infinio and Audéo Infinio are huge hearing aids

- **All-day battery, day-after-day**

Phonak Audéo Sphere Infinio has a big battery drain when applying DNN and cannot guarantee all-day battery

- **BTLEA and Auracast**

Phonak still offers universal Bluetooth (Classic) connectivity, and does not currently offer Auracast broadcast connectivity

- **Non-rechargeable RIE options with telecoil**

Phonak Infinio does not offer a non-rechargeable (zinc air) RIE 312 or 13 with telecoil

Where we may be challenged:

- *Phonak offers health-tracking technology*
- *Phonak connects to most Bluetooth-enabled phones*

Signia IX Family

RIE



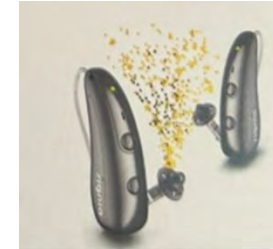
**Pure
Charge&Go IX**



**Pure
Charge&Go T IX**



**Pure
Charge&Go IX
CROS**



**Pure
Charge&Go BCT**



**Pure
Styletto IX**

In-the-Ear



**Silk
Charge&Go IX
(non-wireless)**



**Silk Charge&Go
IX CROS (non-
wireless)**



**Insio IX
(non-wireless)**



**Active Pro IX
(wireless)**

New Signia Pure Charge&Go BCT (Bluetooth Connectivity Transformed) IX Highlights

- Integrated Xperience (IX) Platform
- One Rechargeable RIC model (Pure) and CROS model (CROS Pure BCT IX)
- **New** Hardware
 - Dual push buttons for volume and program control
- Available in 3 technology levels (7IX, 5IX, 3IX)
- **New** Universal connectivity with Bluetooth Classic
 - 36 hours of runtime including 5 hours of streaming
 - Other IX models use Bluetooth LE Audio, ASHA, and MFi
- 3 compatible chargers



Signia IX: “Unleash the Power of Conversation”

Objection Handling 1-Pager

RealTime Conversation Enhancement

Accurately pinpoints multiple moving speakers in real time and adapts the mics 1000x/second to follow those conversations.

There is no support for the claim that it can follow dynamic movement of the conversation through Signia tests, and there was only a 1.1 dB (20%) improvement measured versus Signia AX, which is only a slight improvement and is likely not noticeable to users – in fact, a just noticeable difference needs to be at least 3 dB!²



Bluetooth® LE Audio but NO Auracast (IX models EXCEPT Pure BCT IX)

We offer BTLEA AND Auracast connectivity.

Classic Bluetooth (ONLY for Pure BCT model)

- While this makes it easy to connect to devices, the device is larger in size.
- No BTLEA or Auracast in this model.

1. Signia white paper, 2023
2. Whitmer, W. M., McShefferty, D., & Akeroyd, M. A. (2016). On detectable and meaningful speech-intelligibility benefits. In *Physiology, Psychoacoustics and Cognition in Normal and Impaired Hearing* (pp. 447-455). Springer International Publishing..

How do we compare to Signia Pure Charge&Go BCT IX?

Our competitive advantages

- **Hearing in noise AND hearing all-around**
 - *Signia is our closest competitor to hearing in noise performance*
 - *Beltone wins in spatial awareness while hearing through the noise in our All-Around program with built-in multiband processing to preserve own voice quality and spatial cues*
- **Deep Neural Network-based noise reduction**
 - *Signia does not currently offer DNN-based noise reduction*
- **Bluetooth LE Audio & Auracast**
 - *BCT model doesn't support Bluetooth LE Audio and Auracast*
 - *Other IX models support Bluetooth LE Audio but do not currently offer Auracast broadcast connectivity*
- **Industry's smallest hearing aid**
 - *Signia's hearing aids are larger*

Where we may be challenged:

- *Signia BCT model offers Bluetooth Classic with all day battery life*
- *Signia offers Dual Push Button that acts as rocker switch*

How do we compare to the Signia IX family?

Our competitive advantages

- **Hearing in noise AND hearing all-around**
Signia is our closest competitor to hearing in noise performance as they have an excellent 4-mic beamforming solution as well – yet we win in spatial awareness while hearing through the noise in our first/automatic program (All-Around) with built-in multiband processing to preserve own voice quality, low-frequency spatial cues and protection from wind automatically in the first program.
- **Deep Neural Network-based noise reduction**
Signia does not currently offer DNN-based noise reduction
- **Auracast**
Signia does not currently offer Auracast broadcast connectivity
- **Industry's smallest hearing aid**
Signia's hearing aids are larger
- **Newer BTE options**
Signia IX (or AX) families do not offer BTEs; the last release of Signia BTEs was in the Signia X (Xperience) family in 2021

Where we may be challenged:

- *Signia offers a rechargeable CIC*
- *Signia offers Own Voice Processing*

Starkey Edge AI Family

2
0

RIE



mRIC R



RIC RT



RIC 312

In-the-Ear



ITE R
(wireless)



ITC/HS R
(wireless)



CIC
(non-rechargeable,
wireless)

Starkey Edge AI: “The Edge of Hearing Innovation”

Objection Handling 1-Pager

Neuro Sound Technology 2.0

Starkey Edge Mode+ is activated via the user app, or through the push button, if the HCP chooses to select Edge Mode+ as controlled via a push button.

When activated, Starkey Edge Mode+ is available in two versions: Automatic and regular. Automatic Edge Mode+ is only available in the highest price point, and reassesses the environment without continuous user engagement. The regular form of Edge Mode+ needs the user to keep selecting it as the listening environment changes.

There is no evidence this performs better than other manufacturers, since Starkey only compared to their older hearing aids in their white papers.



“Waterproof up to 1 m” with an IP68 rating

We use the same tests as Starkey (IP 68 and accelerated aging tests)! We also use nanocoating, inside and out, to provide protection from moisture and debris.

Bluetooth LE Audio; Auracast pending firmware update

We also offer BTLEA, and currently are on our 2nd generation of Auracast broadcast connectivity.

How do we compare to Starkey Edge AI?

Our competitive advantages

- **Hearing in noise AND hearing all-around**

Starkey directionality still works with a 2-mic beamforming system, so it does not offer as much focus in difficult noisy environments. They do not use multiband directional processing to preserve own voice quality, low-frequency spatial cues and protection from wind automatically in the first program.

- **Human-led testing and claims**

Behavioral study evidence of improved speech comprehension with users is small – 11%, which may not be a noticeable difference to users, especially outside of the lab environment

- **Industry's smallest AI hearing aid**

Starkey's hearing aids are larger

- **Newer BTE options**

Starkey Edge AI (or Genesis AI) families do not offer BTEs; the last release of Starkey BTEs was in the Starkey Evolv AI family in 2021

- **No table microphone and remote microphone accessory compatibility**

Starkey Edge AI offers no backwards compatibility for wireless accessories, and no current Table Microphone and Remote Microphone

Where we may be challenged:

- *Starkey offers health-tracking technology including a balance assessment*
- *Starkey provides a wireless CIC*

Widex Allure Family (1 Model Available)

RIE



RIE (Li-ion),
in 10 colors

2 chargers: Charge n Clean and
Standard

25 hours of battery power (with 7 hrs
streaming)



Charge n Clean

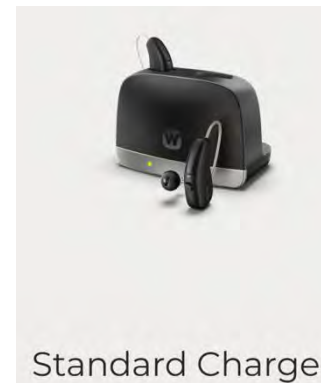
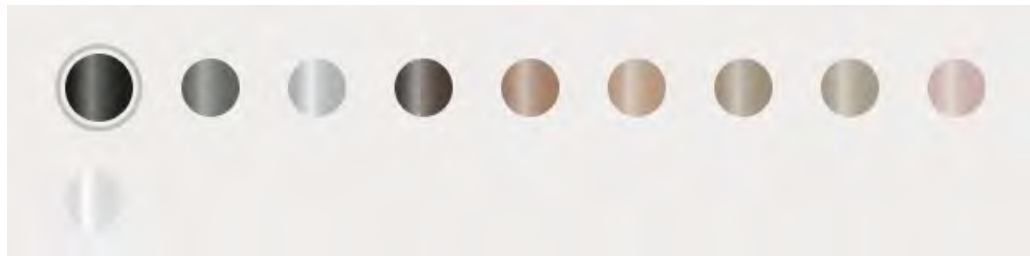
2 wireless
accessories:
TV Play and
RC-DEX



Widex TV Play 2

Connectivity:

- Bluetooth LE Audio
(Auracast
pending a
firmware
update)
- BLE (MFI &
ASHA)
- Telecoil



Standard Charger



Widex Allure Overview

- Widex Allure is a more traditionally-shaped hearing aid than their most recently launched hearing aid, the Widex SmartRIC. As they are not offering the SmartRIC model in the Allure family (yet), this means that the unique benefits of SmartRIC for reducing wind and handling noise will not apply to Allure
- Hearing in noise claim is limited to “users with mild-to-moderate hearing losses”
- No DNN
- No Auracast yet (pending firmware update)
- No remote microphone accessory available
- AI machine learning in app is based on user preferences, but is not integrated into the hearing aid like DNN-enabled hearing aids

Widex Allure: “The Difference is Clear with Widex Allure”

Objection Handling 1-Pager

Allure PureSound

The Allure PureSound™ program enhances speech intelligibility in noise by 4.3dB for those with mild to moderate hearing loss, combining ZeroDelay technology with advanced processing¹

They are comparing the new PureSound program that includes 2-mic directional processing to the old PureSound program, that does NOT include directional processing. The 4.3 dB difference comes from a non-surprising result of comparing directional benefit vs. omnidirectional benefit in noise.



Cloud-based fitting software

Claimed to be “future-proof,” but could cause problems in markets that have IT restrictions.

Bluetooth LE Audio; Auracast pending firmware update

We also offer BTLEA, and currently are on our 2nd generation of Auracast broadcast connectivity.

1. Weber, J & Branda, E. (2025) Improved Speech Intelligibility in Noise with Ultra-Low Delay. *AudiologyOnline*.

How do we compare to Widex Allure?

Our competitive advantages

- **Automatic, first program with 4-mic beamforming directionality**
It appears at this point that the hearing in noise claims apply only to the PureSound program, which is the second program, which is applicable for mild to moderate hearing losses only. Furthermore, Widex Allure still uses a traditional 2-mic directionality approach, which does not afford the same benefits as 4-mic directional beamforming.
- **Deep Neural Network-based noise reduction**
Widex does not offer DNN-based noise reduction.
- **Auracast**
Widex Allure does not currently offer Auracast broadcast connectivity. It is pending a firmware update.
- **Industry's smallest hearing aid**
It appears that Widex's hearing aids are larger than ours, as no claims are being made about being the smallest RIE hearing aid.
- **Rechargeable custom products and newer BTE options**
Widex does not offer rechargeable customs; the last release of Widex BTEs was in the Widex MOMENT family in 2020.

Where we may be challenged:

- *Widex's new dedicated streaming compressor is unique in the market, although we don't know how well it works at this point, nor any drawbacks it may have.*

GN Competitive Advantage: World's Smallest Hearing Aid – Even With DNN



Size analysis is based on the following dimensional measurements for each model:

- Length: Maximum linear measurement from end to end
- Width: Maximum linear measurement from side to side
- Height: Maximum linear measurement from top to bottom
- Volume: Calculated using length x width x height

Hearing aids with
DNN



GN Competitive Advantage: Long Battery Life per Device Size

Question: If the hearing aid battery lasts all day and has a portable charger, why should you sacrifice cosmetics or need to wear a large device?

Bottom line: Beltone Envision provides a full day's use with the smallest hearing aid in the industry.

Competitor RIC with DNN	Max (hrs)	Portable charger?	Volume of device (mm ³)
Beltone	30	yes	1390
Oticon	24	yes	1847
Phonak	18	yes	2241
Starkey	51	yes	1483

GN Competitive Advantage: DNN Efficiency

- When it comes to DNN, the final outcome in terms of performance is what matters.
- Being “human-centered” means that the most important listening decisions are made by the person’s brain.
- Quality over quantity of samples is what matters!
- Based on per-unit benefit of the SNR improvement for speech in front and in back in the presence of noise due to DNN-based noise reduction, Beltone True Focus is 17x more efficient than a leading competitor.*

*Jespersen et al., 2025.

GN Competitive Advantage: Best for Hearing in Noise

Beltone CrossLink Directionality 4 provides very strong SNR benefit, supports good sound quality for the user's own voice, and offers auditory awareness and spatial hearing benefits, all at the same time and in the same program.

- Only competitor to offer multiband directional processing to optimize these benefits in a single automatic program.
- These are benefits that are unmatched among our competitors.

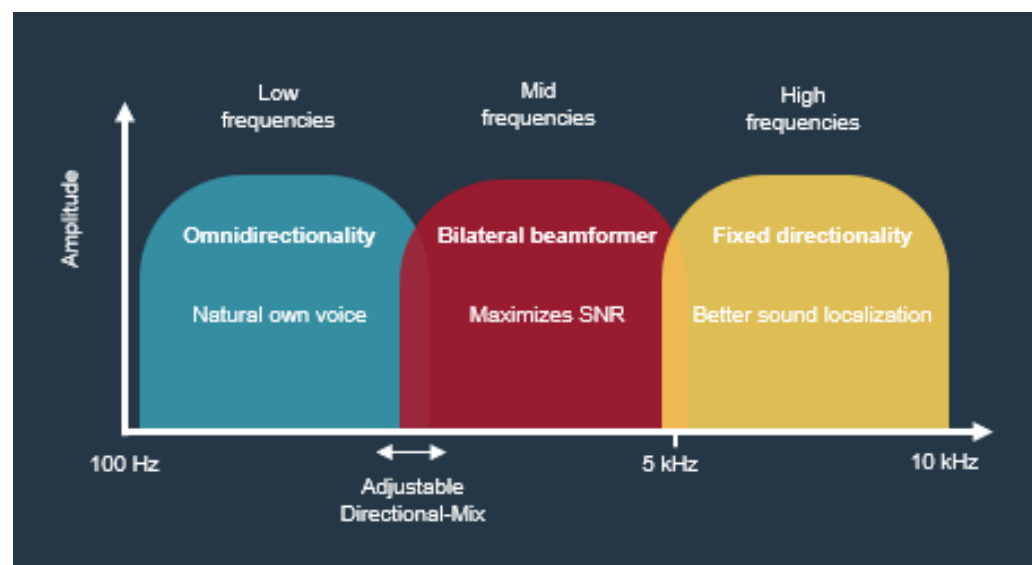


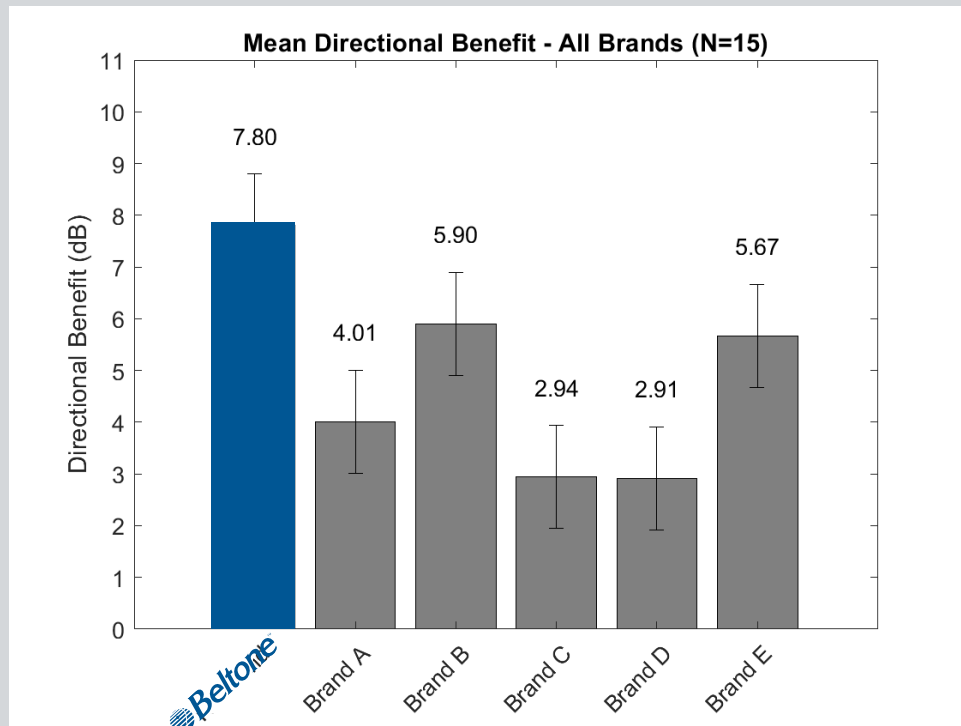
Figure: Schumacher & Groth, 2025.
GN Making Life Sound Better

CONFIDENTIAL – INTERNAL USE ONLY

World's Best for Hearing in Noise

Industry best hearing in noise without cutting you off from the world

with Environmental Classifier & CrossLink Directionality 4 compared to leading hearing solutions^{1,2}



Test conditions

- "Hear in Noise" program
- Duplicate of "Hear in Noise" program with omnidirectional processing

Background noise:

- Static speech-shaped noise at 65 dB SPL

Test material

- 5-word sentences presented in background noise. The level of the speech is manipulated to determine a speech reception threshold (SRT) of 50% correct performance, resulting in a dB SNR score, with better performance revealed through lower dB SNR scores.²

Repurposing of study on Ultra Focus 2

No competitors have updated their directionality solutions since this study

1) Groth & Cui (2023) 2) Jespersen et al. (2024)

Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Reason #1: Hearing in Noise

Beltone CrossLink Directionality 4 provides very strong SNR benefit, supports good sound quality for the user's own voice, and offers auditory awareness and spatial hearing benefits, all at the same time and in the same program. These are benefits that are unmatched among our competitors.

Beltone is shown to provide competitive advantages in the hearing aid market. Now with DNN, our Hear in Noise program provides the benefits of natural hearing along with AI to result in stronger user preference and performance in the most difficult and dynamic listening environments. Our hearing in noise solutions are derived by applying decades of research, and have evolved consistently to reflect the cutting edge of technology available in hearing aids.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Size/Cosmetics

Reason #2: Size/Cosmetics

Belton Envision and Serene microRIE are the smallest hearing instruments in the industry, providing users with optimal cosmetic appeal and comfort with no compromises on performance and connectivity.



Top Ten Reasons to Fit Beltone Envision

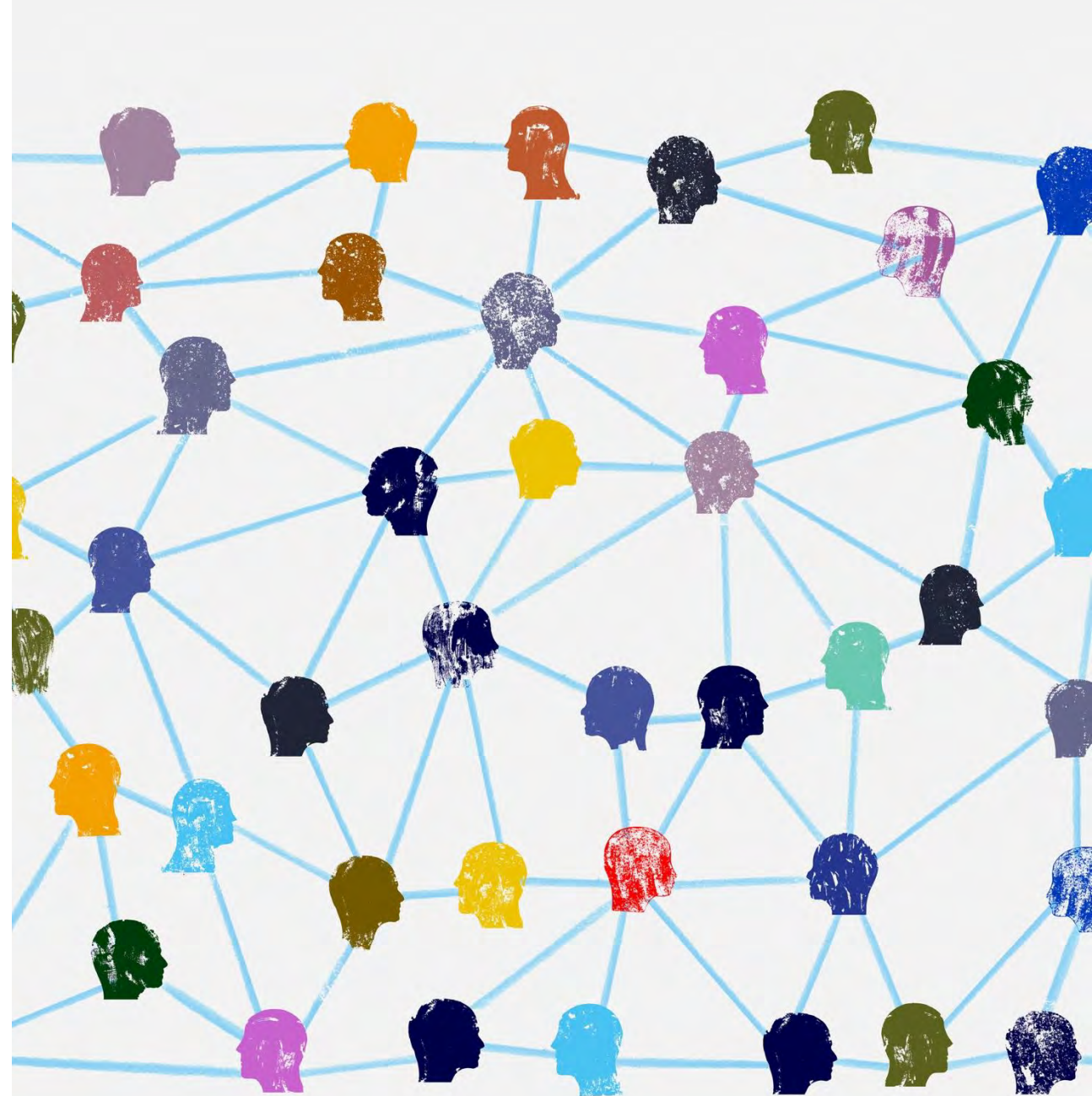
Hearing in Noise

Size/Cosmetics

Connectivity/
Accessibility

Reason #3: Connectivity/ Accessibility

Belton Envision and Serene lead the industry in connectivity and accessibility by providing the most efficient, advanced and numerous options, including BTLEA, Auracast, Made for Apple and Android Streaming for Hearing Aids (ASHA) streaming.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

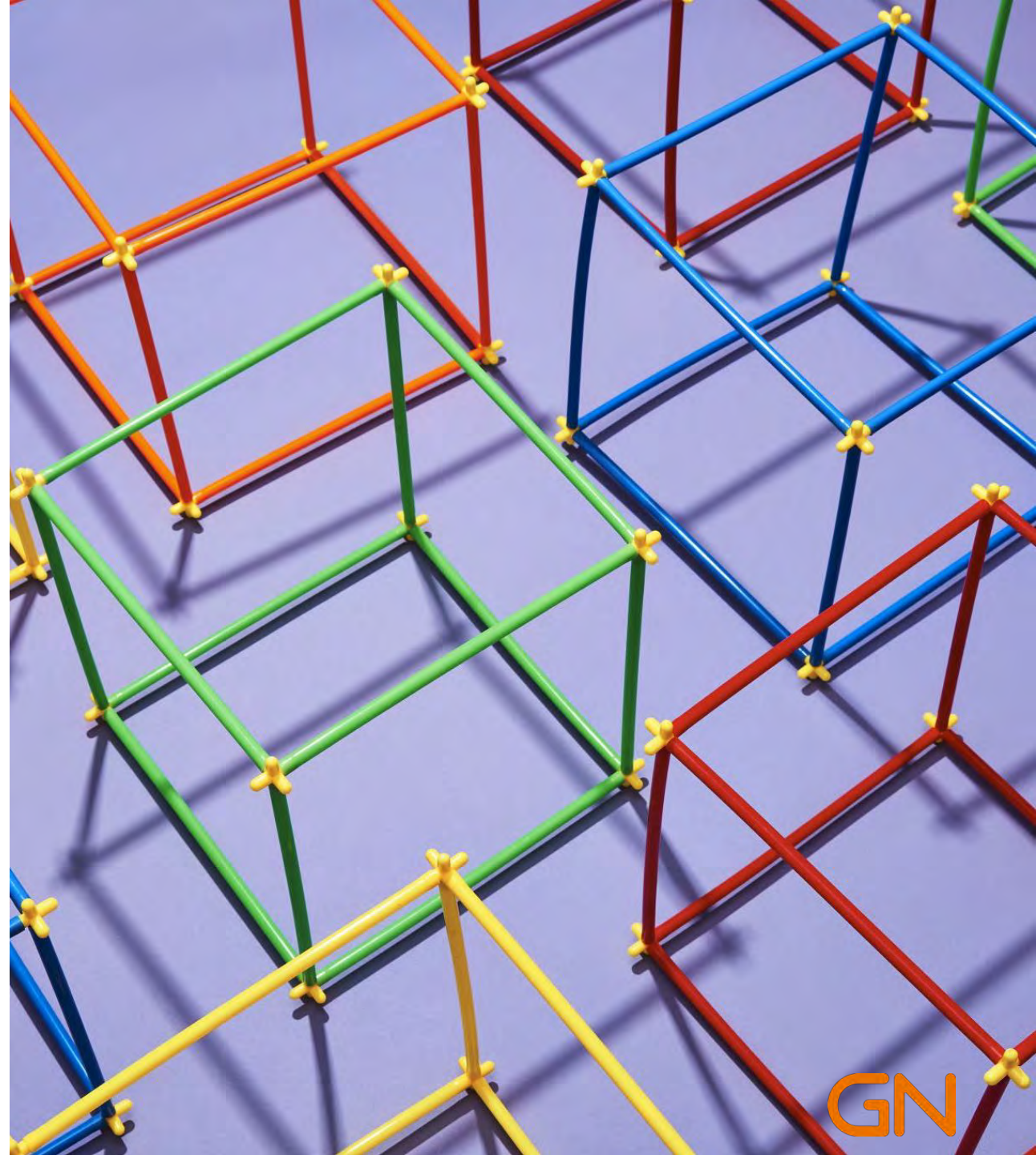
Size/Cosmetics

Connectivity/
Accessibility

Environmental Classification

Reason #4: Environmental Classification

Beltone environmental classification has been shown to lead the hearing aid industry in accuracy, which means that our hearing aid features will activate and deactivate as they should, according to the user's surroundings.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Size/Cosmetics

Connectivity/
Accessibility

Environmental Classification

Low Signal Processing Delay

Reason #5: Low Signal Processing Delay

Beltone offers industry-leading signal processing in terms of the group delay in the first default program. The group delay is defined as the time it takes sound to enter the microphone of the hearing aid and exit via the receiver of the hearing aid.

The first program is the most appropriate for nearly all listening situations, and is typically the primary program that people use.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Size/Cosmetics

Connectivity/
Accessibility

Environmental Classification

Low Signal Processing Delay

Wind Noise

Reason #6: Wind Noise

Beltone Wind Noise Reduction and bandsplit directionality both provide relief from wind noise, without compromise to other features such as directionality.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Size/Cosmetics

Connectivity/
Accessibility

Environmental Classification

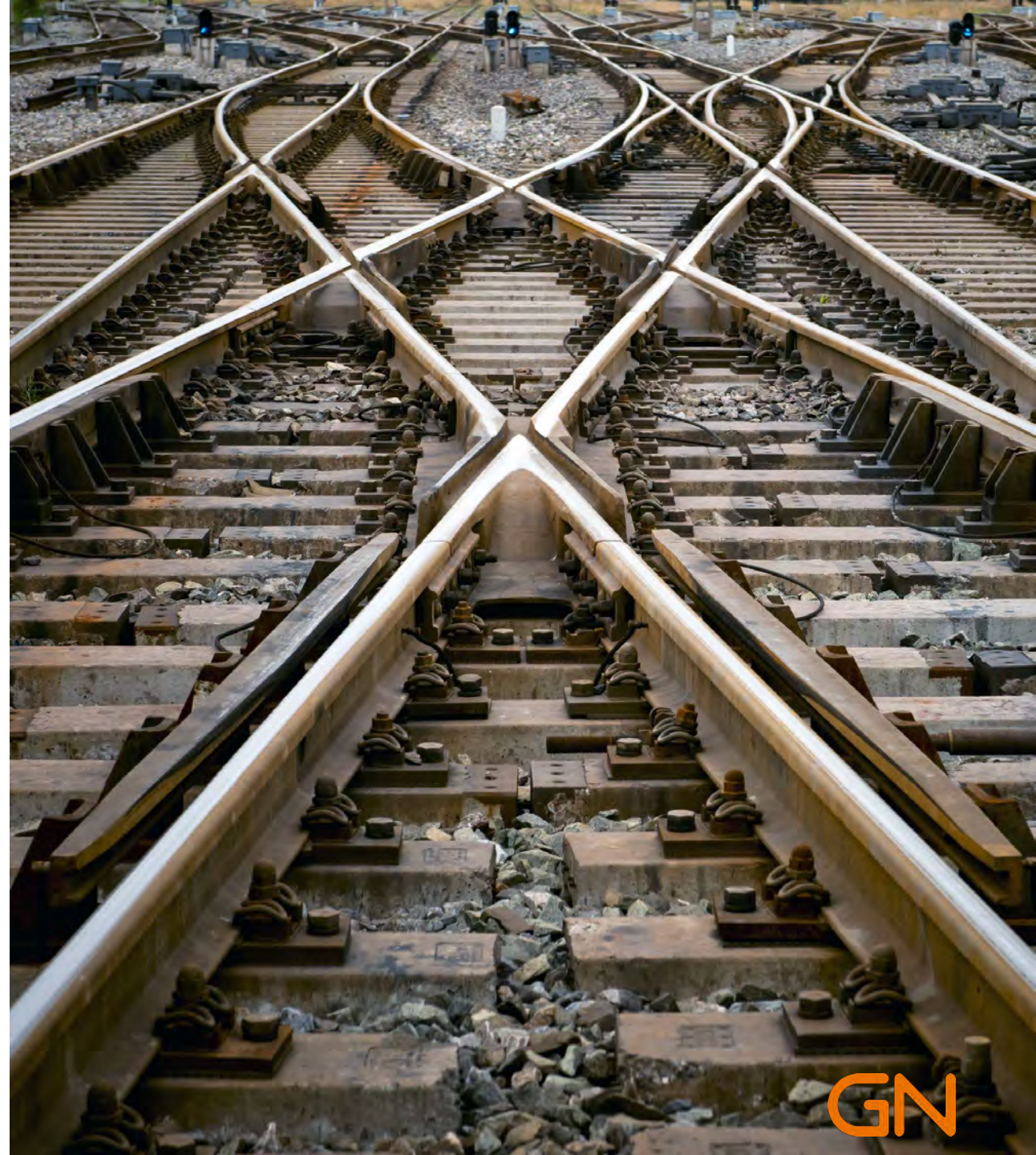
Low Signal Processing Delay

Wind Noise

CROS/BiCROS

Reason #7: CROS/BiCROS

Beltone provides directionality options for CROS that offer more auditory awareness than competitors. The main reason to fit a CROS is to provide more audibility for sounds coming from the side of the poorer ear.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Size/Cosmetics

Connectivity/
Accessibility

Environmental Classification

Low Signal Processing Delay

Wind Noise

CROS/BiCROS

Rechargeable Batteries

Reason #8: Rechargeable Batteries

Beltone Li-ion batteries offer 80% capacity after 4-5 years, which means that the user does not have to worry about having their Li-ion batteries replaced for the expected lifetime of the hearing aid.

Beltone rechargeable hearing aids offer a full day of use, even with streaming – without any compromise on the size or cosmetics of the device. We are able to offer this battery runtime without increasing the size of our hearing aids.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Size/Cosmetics

Connectivity/
Accessibility

Environmental Classification

Low Signal Processing Delay

Wind Noise

CROS/BiCROS

Rechargeable Batteries

IP Ratings

Reason #9: IP Ratings

Beltone hearing aids are tested with the same IP testing as ALL other hearing aid manufacturers today: IP68. Like other manufacturers, Beltone uses the same tests for ingress protection and robustness, including accelerated aging tests with biological stressors such as sweat, and environmental stressors such as humidity, extreme heat, cold and fog. In addition, Beltone uses nanocoating both inside and out, to provide long-lasting protection from moisture and debris.



Top Ten Reasons to Fit Beltone Envision

Hearing in Noise

Size/Cosmetics

Connectivity/
Accessibility

Environmental Classification

Low Signal Processing Delay

Wind Noise

CROS/BiCROS

Rechargeable Batteries

IP Ratings

Ease of Use

Reason #10: Ease of Use

Beltone offers Check My Fit to help users properly insert their receivers. This provides up to 11 dB more usable gain than if the receiver is improperly inserted by the user. Check My Fit is an exclusive benefit for Beltone hearing aids. Also, our all-in-one program, All-Around, simplifies hearing aid management for users in most listening situations.



Beltone Envision Universal Objection Handling

This can apply to ALL competitors today

Regarding...	Objection Handling
Hearing in Noise	Beltone CrossLink Directionality 4 provides very strong SNR benefit, supports good sound quality for the user's own voice, and offers auditory awareness and spatial hearing benefits, all at the same time and in the same program. These are benefits that are unmatched among our competitors. Beltone is shown to provide competitive advantages in the hearing aid market. Now with DNN, our Hear in Noise program provides the benefits of natural hearing along with AI to result in stronger user preference and performance in the most difficult and dynamic listening environments. Our hearing in noise solutions are derived by applying decades of academic research, and have evolved consistently to reflect the cutting edge of technology available in hearing aids.
Size/Cosmetics	Beltone Envision and Serene microRIE are the smallest hearing instruments in the industry, providing users with optimal cosmetic appeal and comfort with no compromises on performance and connectivity.
Connectivity/Accessibility	Beltone Envision and Serene lead the industry in connectivity and accessibility by providing the most efficient, advanced and numerous options, including BTLEA, Auracast, Made for Apple and Android Streaming for Hearing Aids (ASHA) streaming.
Environmental Classification	Beltone environmental classification has been shown to lead the hearing aid industry in accuracy, which means that our hearing aid features will activate and deactivate as they should, according to the user's surroundings.
Signal Processing Delay	Beltone offers industry-leading signal processing in terms of the group delay in the first default program. The group delay is defined as the time it takes sound to enter the microphone of the hearing aid and exit via the receiver of the hearing aid. The first program is the most appropriate for nearly all listening situations, and is typically the primary program that people use.
Wind Noise	Beltone Wind Noise Reduction and bandsplit directionality both provide relief from wind noise, without compromise to other features such as directionality.
CROS/BiCROS	Beltone provides directionality options for CROS that offer more auditory awareness than competitors. The main reason to fit a CROS is to provide more audibility for sounds coming from the side of the poorer ear.
Rechargeable Batteries	Beltone Li-ion batteries offer 80% capacity after 4-5 years, which means that the user does not have to worry about having their Li-ion batteries replaced for the expected lifetime of the hearing aid. Beltone rechargeable hearing aids offer a full day of use, even with streaming – without any compromise on the size or cosmetics of the device. We are able to offer this battery runtime without increasing the size of our hearing aids.
IP Ratings	Beltone hearing aids are tested with the same IP testing as ALL other hearing aid manufacturers today: IP68. Like other manufacturers, Beltone uses the same tests for ingress protection and robustness, including accelerated aging tests with biological stressors such as sweat, and environmental stressors such as humidity, extreme heat, cold and fog. In addition, Beltone uses nanocoating both inside and out, to provide long-lasting protection from moisture and debris.
Ease of Use	Beltone offers Check My Fit to help users properly insert their receivers. This provides up to 11 dB more usable gain than if the receiver is improperly inserted by the user. Check My Fit is an exclusive benefit for Beltone hearing aids. Also, our all-in-one program, All-Around, simplifies hearing aid management for users in most listening situations.

Beltone Commence

Feature Comparison

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Technology Level Competitive Comparison		Beltone Commence 3	Phonak Terra+	Oticon Zircon 1	Signia 1 IX	Widex: N/A	Starkey: N/A
Signal Processing	Number of channels	12	10	(48 channels) 14 bands	(16 channels) 8 bands		
	Max frequency bandwidth	8 KHz	>8 KHz	8 KHz	8.3 KHz		
	Adaptive Directionality	✓	✓	✓	✓		
	Switching Directionality (automatic between omni/dir)	✓	X	X	✓		
	Fixed Directionality	✓	✓	✓	✓		
	Impulse Noise Reduction	✓	X	X	✓		
	Tinnitus masking	✓	X	✓	X		
Connectivity	Bluetooth LE Audio	✓	X	X	X		
	Bluetooth Auracast	✓	X	X	X		
	Direct streaming from any Bluetooth device ("Made for All")	X	✓	X	X		
	Direct audio streaming for Apple and Android	✓	✓	✓	✓		
	Telecoil option in select model(s)	✓	✓	✓	✓		
Hard-ware	IP rating of 68	✓	✓	✓	✓		
	Li-ion rechargeable model(s)	✓	X	✓	✓		
	HA models offered	RIE: • Mini (Li-ion) • Standard (312) • Standard with Telecoil (13)	RIE: • Standard (312) BTE: • UP (675) • SP (13) • M (312)	RIE: • MiniRITE (Li-ion) • MiniRITE T (312) BTE: • MiniBTE (Li-ion) • MiniBTE T (312)	RIE: • Styletto/slim (Li-ion) • Standard (Li-ion) • Standard with Telecoil (Li-ion) • CROS (Li-ion) Custom/stock ITE: • Silk (Li-ion) • Silk CROS (Li-ion) • Active Pro (Li-ion) • Active CROS (Li-ion) • Insio IIC/CIC (10)		

Commence 3 Advantages	Commence 3 Disadvantages
Bluetooth LE Audio (vs. all)	Only 1 model (RIE) (vs. all)
Auracast (vs. all)	No universal connectivity to all phones (vs. Phonak)
More advanced directionality option (vs. Phonak and Oticon)	Fewer channels/bands (vs. Oticon and Signia)
Impulse noise reduction (vs. Phonak and Oticon)	
Tinnitus masking (vs. Phonak and Signia)	
Li-ion rechargeable model (vs. Phonak)	

Technology Level Competitive Comparison		Beltone Commence 2	Phonak Terra	Oticon Zircon 2	Signia: N/A	Widex: N/A	Starkey: N/A
Signal Processing	Number of channels	10	8	(48 channels) 12 bands			
	Max frequency bandwidth	8 KHz	>8 KHz	8 KHz			
	Adaptive Directionality	X	✓	✓			
	Switching Directionality (automatic between omni/dir)	✓	X	X			
	Fixed Directionality	✓	✓	✓			
	Impulse Noise Reduction	X	X	X			
	Tinnitus masking	✓	X	✓			
Connectivity	Bluetooth LE Audio	✓	X	X			
	Bluetooth Auracast	✓	X	X			
	Direct streaming from any Bluetooth device ("Made for All")	X	✓	X			
	Direct audio streaming for Apple and Android	✓	✓	✓			
	Telecoil option in select model(s)	✓	✓	✓			
Hard-ware	IP rating of 68	✓	✓	✓			
	Li-ion rechargeable model(s)	✓	X	✓			
	HA models offered	RIE: • Mini (Li-ion) • Standard (312) • Standard with Telecoil (13)	RIE: • Standard (312) BTE: • UP (675) • SP (13) • M (312)	RIE: • MiniRITE (Li-ion) • MiniRITE T (312) BTE: • MiniBTE (Li-ion) • MiniBTE T (312)			

Commence 2 Advantages	Commence 2 Disadvantages
Bluetooth LE Audio (vs. all)	Only 1 model (RIE) (vs. all)
Auracast (vs. all)	No universal connectivity to all phones (vs. Phonak)
Tinnitus masking (vs. Phonak)	Fewer channels/bands (vs. Oticon)
Li-ion rechargeable model (vs. Phonak)	



Thoughts? Ideas? Questions?

Thank you for joining!