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## **Unitron's Next Level Technology - Easy to Wear, Easy to Hear, Easy for You**

**Presenters: Stephanie West, Courtney Smith, MA, CCC-A**

All right, guys, welcome. We are so excited to have you here today, and we're going to be talking about Unitron's new platform, Smile. I'm Stephanie. I'm a clinical audiologist. I'm a trainer now with Unitron, and I this is my first my debut of audiology online.

So I'm very excited to be here. And then I have Courtney helping me out on moderating if you want to introduce yourself. Hi, everybody. I'm Courtney Smith and I am a senior manager of audiology and education now at Unitron and I'm excited to be here to support. I'll be monitoring the Q&A.;

If any of you have questions, I will be typing in responses. Please feel free to use it anytime if something comes to mind and I'm here to help you out. Thank you. For the time being, I'm going to turn my camera off. or for the rest of the presentation just to make things a little bit less distracting.

So please, I'm here.

There we go.

All right.

So here are the risks and benefits associated with the course. Feel free to peruse at your leisure. But otherwise getting into the exciting stuff, Welcome to Unitron's newest platform, Smile. We are excited to have you.

So our learner outcomes, you'll be able to summarize the technology and benefits of Unitron's next level platform, outline the key updates in the newest version of the TrueFit fitting software, and identify the key benefits of Unitron's experience tech tools.

Before we tell you all the exciting news with our newest platform, let's just take a moment to remind ourselves about what Unitron really stands for. Love the experience is more than just a marketing slogan. It is the philosophy that drives everything that we do.

At Unitron, our primary objective is to facilitate an overall personalized experience that both you and your clients will love by delivering reliable products which are designed to be easy to wear, with sound performance that makes it easy to hear, and using tools that make the whole process easy for you. These three fundamental pillars guide everything that we do as a company.

Here's a summary of what we mean by each of these pillars. We take them very seriously and work to deliver compelling innovations and ongoing incremental improvements in each of these areas, as you will see in the presentation about our exciting new platform. Our stylish, award-winning hearing instruments are dependable, comfortable, and easy to use and charge.

I'm so sorry, I went too far.

Our products make it easy for your patients to hear. We hope you succeed in every fitting with our brilliant sound performance, which is all about automatically optimizing performance for every situation. This is supplemented with universal connectivity, accessories, and personalization options in our app. And we consistently strive to make it easy for you to work with Unitron's via our intuitive fitting software and exclusive experience tech tools, which help you deliver a differentiated experience throughout the hearing journey.

So stop and think for a moment of a few things that make you smile day to day. In the Q&A, type something in your life that makes you smile.

For me, it's when I get to go home to see my friends and family in Massachusetts. I live in Texas now, but being able to go home to Massachusetts really makes me smile.

We have responses in the Q&A.; Yay. Okay. I have a dog. I have two dogs, too.

They make me smile every day. The light in a child's eyes, grandkids, kayaking. That sounds fun. Yeah. Kids and music are some examples.

Really great. Those are awesome.

So speaking of smiles and smiling, did you know that there is some real science behind the refrain when you're smiling, the whole world smiles with you? Smiling is a basic human expression found everywhere. Research has shown remote tribes completely disconnected from Western civilization use smiles the same way as you and I.

Research from Sweden found that it's very difficult to frown when looking at someone who smiles. Seeing another person smiling suppresses the control we usually have on our facial muscles. So smiling really is contagious.

And most adults smile a minimum of 20 times or more per day. Only about 14% of us smile less than five times per day. But in contrast, children smile up to 400 times a day. It's no wonder that being around happy children makes us all smile more too.

Charles Darwin, famous for evolutionary theory, suggested that the act of smiling itself actually makes us feel better and is not only a result of feeling good in the moment. He stated, Even the simulation of an emotion tends to arouse it in our minds.

But there's more. Smiling stimulates our brain reward mechanism in the same way even chocolate cannot match. British researchers found that one smile can generate the same level of brain stimulation as up to 2,000 bars of chocolate. And they also found that smiling is as stimulating as receiving about \$25,000 US dollars.

And then there's real health benefits to smiling too. It can help reduce the levels of stress-inducing hormones like cortisol and increase levels of mood-enhancing hormones like endorphins. And that overall reduces your blood pressure. And then there's a recent Penn State study found that when you smile, you appear to be more likable, courteous and competent to other people.

So basically, if you want to appear confident, look great, reduce your stress, boost your mood, live a longer, happier, healthier life, smile. I'm here today to present Unitron's latest platform, the Unitron Smile, to all of you here.

The new Moxi Smile hearing instrument combine a sleek stylish look with a reliable durability. With its water resistant construction, Moxi SR is built to keep pace with everyday life.

In this section, we will see how Smile differs, delivers in various ways to our key easy to wear brand pillar. This includes an all new Moxi RIC, with the latest sound delivery system six and some compelling reliability improvements and a new option for charging on the go. So let's dive a little deeper into the ways that smile is reliable and easy for your patients to use.

Moxi SR, our newest RIC style, features an entirely new housing design, which includes four microphone ports, one on each side for the front and back microphones, New sound delivery 6 system, SDS 6 receivers, including a new length option, a snap lock mechanism for receiver connection, which means there is no extra pin or need for those easy to misplace pins or tools. I know that if you would probably take a metal detector around my old office, we'd find thousands of those pins and tools 100%.

And then there's also increased water resistant with new coatings inside and out. And we're going to take a further look at each of these in further detail.

So first, let's talk about the chargers, as there's some news here to make you smile. The big news is we have two different charging options. The Charger RIC-S and the Charger GO RIC-S. Both options provide easy, flexible, and reliable charging options to keep your clients powered up throughout the day. at home or out and about.

Both chargers are built for ease of insertion and removal of the hearing instruments with a magnetic pull to hold the hearing instruments securely in place while charging. The two chargers are the same size and look the same from the outside.

Inside the difference is you'll see an LED light. So looking a little closer at the ChargerGo RIC S, there's the new feature with a built-in battery. When it's fully charged, the new ChargerGo will supply three additional full charges to the hearing instruments without being plugged into an outlet. It slips easily into a purse or pocket so your clients can enjoy the freedom of knowing their hearing instruments will be ready for action no matter where life takes them. They can feel the joy of their favorite sounds all day long without compromise or worry about running out of power.

So it should be also noted that this charger is not backwards compatible with the Vivante RIC devices. The RIC housing on the Vivante, I mean, sorry, on Smile is new, so the inlets for charging are just not lined up the same way. So just in case you should have a patient ask.

So we're going to take a look at the new SDS receivers.

Smile uses the SDS 6 receivers which have eight gold-coded contact points. There's four on each side. You can see in the image here the corresponding eight contact points inside the receiver connection on

the RIC instrument. You will also be happy to know that there's no retention pin and no pin tool is needed, as we discussed before. In the images on the right, you can see there are three raised areas that serve to hold the receiver in place.

There's one at the top and two at like five and seven o'clock. There's also a new gasket ring as well, which ensures a tight moisture resistant connection.

For the best experience with the new receivers and the connection to the hearing instruments, we recommend that you insert the receivers as shown on this slide. You want to push the receiver connection straight into the housing or on a slightly downward angle, not on an upward angle. This could possibly cause damage to those internal connections. And this is the same for removal. Pull the receiver straight out.

Here you can see the four power level options, the S standard, M moderate, P power, and then the UP, which is only available as in the past with a custom C-shell. and here you can see the five receiver links that are available for both ears. So this is using the M receiver as the example. So for those of you who have wanted a shorter option than what was available in the past, you will be happy to see there are now there is now a double zero option, the shortest available. But I do want you to be aware that you cannot use a double zero receiver with our custom seashells.

Here are the power and performance details for the Moxie Smile Rigs. The various receivers all offer the same performance as the previous platform with all four receiver options and the full range of coupling options: domes, custom slim tips, and seashells that are all available to accommodate the most hearing losses, accommodate most hearing losses, I'm sorry.

Okay, so that's all the details on the SDS6, and there's plenty to smile about there. There's also improved reliability, which is another reason to smile. Moxi SR has been designed to be ultra reliable so

your clients can confidently wear them just about everywhere. The housing itself, external plasma and new internal parylene coating, battery encapsulation and extensive testing are all to contribute to this. We will look at each of these aspects of reliability in a little bit more detail to increase your confidence and peace of mind too.

We know product repairs are an annoyance for you and your clients, and sometimes they are unavoidable. But all those protective measures we just covered add up to our most reliable RIC device to date. And believe me, when I say we really put them through a lot of tests to verify this, we continue to improve our reliability. And one of the ways we do this is by subjecting our products to more than 100 different tests for reliability. We won't list them all, but here are just a few.

Just some of the key examples of the environmental, mechanical, and longevity testing done to make our products among the most dependable in the industry. I'm pretty sure these hearing aids have been run over as part of these tests. IP68 is still the formal rating for the Smile RICs, but we actually go well beyond that criteria.

So to round up the topic of easy to wear new Moxie SR, it will probably come to no surprise that the Moxie SR is available in our six attractive colors with high value lacquered finish. So you have colors to suit a wide range of hair and skin tones, as well as individual preferences. We sometimes make assumptions about which color will be best for a given client, but there are usually two or three good options depending upon how they wear their hair and simply which colors they prefer. So it's nice to have a choice and letting them select their preferred color is another way of engaging and empowering clients as partners in this hearing journey.

What questions do you have so far regarding the easy to wear pillar? Anything coming to mind?

No questions so far in the chat, Stephanie. Okay.

We can move on.

So let's take a look at how Smile delivers better than ever on our key easy-to-hear brand pillar for both acoustic and stream signals. Powered by the latest Synova chipset, SMILE takes the next big leap forward in the area of universal connectivity with several noticeable improvements for call and streaming. And acoustic sound performance also moves upward with enhancements for both high and low complexity environments. And we will share some great news with evidence of benefits relative to listening effort and fatigue.

At the heart of Smile is the new ERA chip, which delivers a remarkable combination of stability and power.

ERA the new Sonova hybrid chip in Smile produces features 74% more RAM for faster processing compared to the chip PRISM, which was in our previous Vivante products. And all of this is packed into a chipset smaller than a Tic Tac candy mint. Industry-leading universal connectivity is brought to a new level for instant compatibility with all Bluetooth-enabled devices.

Designed to seamlessly fit into and enhance their world, SMILE leverages the new ERA chip to offer brilliant sound performance with AI-trained Integra OS and universal connectivity. So from sharing a laugh with friends over dinner to catching every story at a family gathering, Smile adapts in real time, enhancing sound to match life's changing moments.

Connectivity is no longer nice to have, but a must have. Clients don't want to have to think about and change their behavior when streaming calls or media. It should all be easy to hear, right? We are excited to share with you a bit more about the significant improvements in the area of universal connectivity coming with SMILE. Calls, online classes, meetings, and so much more with any operating

system and Bluetooth capable devices have never been easier or sounded better.

The AeroChip for SMILE delivers a more stable Bluetooth connection, provides uninterrupted hands-free calls, and streaming up to twice the distance. This is in thanks to a new patented antenna design, which takes connection stability and efficiency to a new level. SMILE has up to six times higher transmission power compared to Vivante. So calls are streaming, so calls and streaming are easy even when your hands are full.

With the power and capacity of the Arrow chip, we are able to deliver on an easy, seamless phone call experience for Smile patients. Smile has an additional improvements for outgoing call stability. Patients will experience improved stability for calls and seamless switching to whichever hearing aid has a better connection to the phone in the moment.

And then of course, let's not forget about our convenient supplemental accessories for clients who may benefit from an additional solutions for control, streaming and hearing over distance and in noise. Smile is compatible with all of our convenient accessories, the TV connector, partner mic and this simple remote control. Also Roger with built-in Roger Direct capability.

So let's pivot and talk about acoustic sound performance and how Moxi SR delivers more smiles than ever.

Our audiological engine, Integra OS, is informed by over two decades of AI training for speed and accuracy. It classifies sounds into a range of eight key listening environments, from very quiet to loud noise environments, blending most of the environments into thousands of combinations to automatically optimize the listening experience to the ever-changing sound landscape. We don't just have to choose one discrete program for each listening situation. Rather, Integra OS blends most environments into one of many thousand combinations. We have been using a blended approach for

many years, and that continues with Smile.

Six of the eight environments, those are the ones in the cyan blue area on the screen, can potentially blend with each other to optimize performance for the unique acoustics and challenges of a wide range of listening situations, from quiet, low complexity to noisy, high complexity environments. There are also two exclusive or unblended environments, which fully activate when appropriate. The automatic music environment has been available for many years and never blends due to the unique characteristics of music which may or may not have lyrics or speech components and can vary in complexity. For face-to-face conversations, when certain criteria are met in the environmental classification process, the unblended conversation and loud noise environment will also automatically and fully activate to handle the situation. Its microphone mode, HyperFocus, has further evolved.

We'll show you how in just a moment.

So let's take a broader look at how Smile handles high complexity listening situations, particularly those with conversations and noise. AutoFocus 360 manages speech from any direction and HyperFocus engages for speech from the front and loud noise to give the best chance to stay engaged in the conversation. Noise reduction and speech enhancement also engage as needed across the range of complexity.

As the name AutoFocus 360 suggests, beamforming is steered in the direction of the identified speech location, not only to the front, but it is more than just beamforming. This feature also applies gain offsets to allow patients to maintain awareness that speech is coming from the corresponding direction. And it steers speech enhancement within the beamforming pattern to provide extra contrast between speech from that side and noise from other directions. On top of all of that, when speech is coming from the front, dynamic noise reduction provides a further signal-to-noise ratio boost.

And finally, for speech from the front, dynamic noise reduction works in conjunction with autofocus and autofocus 360 to give your patients an added benefit. When the system identifies that speech is coming in from the front, an AutoFocus 360 narrows the directional beam to the front while at the same time activating dynamic noise reduction to suppress added noise from the rear hemisphere.

HyperFocus was introduced with our Vivante platform. This is our most aggressive microphone mode. When HyperFocus engages within the conversation and loud noise environment, it applies a highly focused beam to the front. This special beam forming pattern leverages our wireless binaural system. HyperFocus uses the wireless network of four microphones in a binaural fitting, exchanging audio between the instruments to create a narrower beam than is possible otherwise.

The activation of HyperFocus is not just an abrupt change of the beam forming pattern, which could produce a distracting change artifact for the wearer. Rather, once the conversation loud noise environment activates, HyperFocus will engage gradually and smoothly for a good client experience. There are three requirements to be met for this new environment and microphone mode to automatically engage.

The first is a face-to-face conversation, or in other words, speech has to be coming from the front. Second, loud noise has to be present. And third, the listener or the hearing aid wearer is stationary. They're not moving. And as the illustration on this slide suggests, there is also not just one specific narrow beam. Rather, the strength or the narrowness of the beam has a dynamic element which adjusts the beam strength depending on the noise level.

As the noise level increases, the beam strength also increases accordingly. But as is often the case with key features, Hyperfocus is evolving further with Smile.

Now patients using Smile will have an even greater signal to noise ratio improvement thanks to our new and improved Hyperfocus. Dynamic Noise Reduction. Vivante patients already know the benefits of HyperFocus. Now this feature has been enhanced to give Unitron patients greater signal to noise ratio benefits than ever before. So some key facts about HyperFocus with Dynamic Noise Reduction.

Dynamic Noise Reduction always works in conjunction with a directional microphone mode. This enhancement gives patients the advantage of further reduction of background noise from the side and back of the patient when the speech is identified from the front. Dynamic noise reduction is on by default in Smile. We are excited to we have exciting data to share in the next slides from studies we have completed on HyperFocus with dynamic noise reduction. Further details on settings and adjustments in TrueFit are covered on a separate deck with other TrueFit details.

So signal to noise measurements are one way to demonstrate the potential benefits of features such as directional microphones and noise reduction. The greater the measured signal to noise ratio improvement, the better the hearing instrument is at separating speech from noise to deliver clear speech to the client in high complexity situations. This relationship between signal to noise ratio and speech intelligibility is complex, but we can approximate the improvement in intelligibility with each dB change in signal to noise ratio. This rule of thumb is derived from the fact that the speech signal is improving relative to the background noise. So, 1 dB signal-to-noise ratio increase is roughly a 3% improvement in intelligibility.

A 3 dB signal-to-noise ratio increase is roughly a 10% improvement in intelligibility. And a 6 dB signal-to-noise ratio increase is approximately a 20% improvement in intelligibility.

So here you can see our latest HyperFocus signal to noise ratio values for speech from the front with fixed wide included for reference. All of these measurements are relative to the Omni mic mode. As you see, HyperFocus now with dynamic noise reduction is the most effective in improving the signal to

noise ratio for speech from the front. Using the estimates from the previous slide with over 6 decibels of signal to noise ratio improvement relative to Omni, hyperfocused with dynamic noise reduction at maximum can potentially improve speech understanding in very difficult listening environments by over 20%. And it seems like we are now in a period where signal to noise ratio measurements are being used quite a lot across manufacturers to try to show and also dispute effectiveness of key features.

However, the lack of standardized measurement protocols make it difficult to compare devices objectively. Because each manufacturer uses unique study setup, direct comparisons of signal-to-noise ratio claims are not possible. But such comparisons are being made anyway. So quite often recently, as part of marketing and sales activities. Cutting through all of the marketing noise of the moment out there about SNRs, we used a very realistic setup with 12 speakers and real world noise from all around, not just static noise from the back as others have done recently.

So you can see even with the challenging realistic measurement paradigm, hyper focus now with dynamic noise reduction, at the default setting boosts the signal to noise ratios by 1.4 decibels compared to HyperFocus without dynamic noise reduction, which is what Vivante has. And with dynamic noise reduction at maximum setting in the, the SNR boost is approximately 2.6 decibels compared to with no dynamic noise reduction and almost four decibels compared to fixed wide, which is the default high complexity microphone mode for our lower technology levels. This translates into an additional improvement in speech intelligibility over 10%.

Hyperfocus is automatically activated by Integra OS at the premium or the level nine technology as part of the conversational loud noise environment when it's relevant. So clients can just enjoy conversations even in loud noise without really needing to take any actions other than participating in the conversation. But remember, a manual conversation and loud noise program, which engages the new HyperFocus with dynamic noise reduction, is available at both the premium level nine and advanced

level seven technologies. And you can provide this from TrueFit, and the client can also select it as an optional app program labeled Party in the Remote Plus app.

So let's turn our attention from the higher, noisier complexity listening situations and focus on the quieter, less complex situations for a moment.

Most people actually spend more time in quieter environments. In fact, data from Blue and Vivinté Rik Wears show just over half the time was spent in low complexity environments. So good performance matters in these environments as well. Speech enhancement with Soft Speech has particular relevance in these quieter environments, and there are a few enhancements and changes to tell you about. Our legacy speech enhancement has been available for well over a decade.

Soft Speech Lift, as we then called it, was introduced later on with the Discover Next platform. And these two were different algorithms working to provide additional gain in channels where speech is the dominant signal. Soft Speech Lift was designed to provide a further boost to very soft speech, and that's around less than 50 decibels. The new Smio platform provided an opportunity to integrate speech enhancement and soft speech lift into a single algorithm for greater efficiency. As you'll see, when we look at the software, we have made some changes to the adjustability of these features.

Here's a way of visualizing the effects of soft speech using a speech envelope of a recording of a child's voice with some low-level static noise in the background. So with soft speech on, you can clearly see more of the peaks of speech, but between the speech sections, the noise remains largely unchanged. So you can see we really are able to identify subtle speech cues and boost speech without elevating other potentially undesirable sounds in the patient's environment. So this overall level was 50 decibels with a positive 10 dB signal to noise ratio recorded using a passage of a child's voice. Wow, we've been seeing way more stars out here than at home.

there's the Big Dipper. So that means there's the North Star, Polaris.

So the good news, the refactoring of speech enhancement with soft speech also brings with it new evidence of the benefits in low complexity listening situations. Listening effort and fatigue are real world challenges for your clients and Synova investigations show tangible benefits not only for speech understanding, but also listening effort and fatigue. Study results showed up to 23% better speech intelligibility for speech from a distance, which is greater than 12 feet. Beyond this, up to 39% reduction in subjective listening effort when listening to soft or distant speech, and 21% reduction in fatigue at the end of the day.

In addition to the results on the previous slide about speech understanding, listening effort, and fatigue, additional research found that having soft speech enabled improved memory and comprehension performance for adults with moderate to severe hearing loss. If you're interested in further details, we have a document shown here summarizing the key points and includes references for the articles for each study.

So do you have any questions so far on smile sound performance? You can use the Q&A; to type in your questions and we'll do our best to answer them live or in the Q&A; as we are able to.

Stephanie, there's no questions right now in the Q&A; so you can keep on going. Awesome.

So let's take a look at our easy for you brand pillar. Unitron has always led the industry in ease of fitting. So A few things to look at are the that are enhanced in the smile platform that make the experience easier for both you and your patients. Fitting and adjustments via TrueFit are faster and smoother when using the latest NoahLink Wireless 2. An exciting new option for locating misplaced hearing instruments via the app many patients will appreciate.

And for you, Log It All has been enhanced for easier recommendations and counseling.

Programming SMiLE has been made faster and more stable thanks to a combination of the new ERA chip and the NOA Link Wireless 2. So if you're still, you are still able to program SMiLE with an original NOA Link Wireless, but the improvements to the speed of the fittings is only seen with the NOA Link Wireless 2.

With version 5.3, we are introducing a few great new app features: Find My Devices, some additional programs, and a Stay Connected feature. We'll look at each of these in more detail.

So we're pleased to share with you that there is a new Find My Devices feature in the Remote Plus app. If a client misplaces his or her hearing instruments, they can now easily track them down right in the app.

Wouldn't it be nice to have this available for like find my car keys or find my wallet or find my passport? Just connect it to the app. We'll be set.

The Find My Devices feature can be found on the Devices tab within the Remote Plus app. From here, you can view a map showing the latest known location of the hearing instruments. That's what you see here on the screen in the middle. And if they're still on and connected, Bluetooth strength is shown to help navigate to the precise location.

And more good news, this is available retroactively for Vivante products, so when clients update to the latest version of the app, this will also be available for them as well.

The Find My Devices feature will be available for Vivante and Smile users to ensure that both users of Smile and existing Vivante users are made aware of the new feature will surface it in different locations.

New users will be notified of the feature during the app onboarding. A new screen will explain that by enabling location services, features like Find My Devices will be available. In fact, allowing location services here automatically enables Find My Devices. Existing Vivint users will receive a coach notification telling them about the new feature.

The coach notification will be delivered to Vivante users' devices one day after they update to app version 5.3. We will get into the details of this new functionality when we get into substantial changes into the Remote Plus app in just a few minutes.

We also want to make you aware of two new programs which further improve the client experience when they are relevant. The Bluetooth phone program now makes it so that the hearing instruments can be remain connected to the Remote+ app while this program is in use. So this is improved sound quality for hands-free phone calls, smoother streaming experience, and improved connectivity with the mobile app. There's also a new tinnitus manual program available in the program manager in TruFit. This was created in response to market requests.

The behavior of the tinnitus masker has not changed. You can still enable it in any acoustic program, automatic or manual, as before, but if you want to offer a dedicated manual program for tinnitus management, you can now select this option and it will appear within the tinnitus label in the app.

Previously, you could not rename a program in TrueFit. Oh, sorry. Previously, you could rename a program in TrueFit, but that name did not carry over and appear for the client in the app. So if the tinnitus program was based on a conversation and quiet program, the app would show conversation and quiet, not tinnitus. So this offers an option for a manual program with the explicit intention of supporting a client with tinnitus, and provides end users with clear and easy access to this manual program in the mobile app.

With the latest version of the Remote+ app, there is now an option to stay connected to the hearing instruments even when the app is not in the foreground on the phone. So reconnection is not needed every time you open the app. This state connection functionality increases the reliability of find my devices. Background data processing, for example, success check, will occur more frequently. And obviously it improves performance by reducing connection delays when opening the app.

This option can be enabled or disabled at any time.

Updates to TrueFit version 5.8. So what's new?

So I'm excited to share with you what's new in the upcoming release of TrueFit. It's actually already released last week. We will go into more detail about each of these items throughout the deck.

So log it all performance screen updates.

Data logging has been around for a very long time and is offered by pretty much all manufacturers, offering you basic usage information like wearing time, program usage, and client adjustments. But Log It All, as the name suggests, is more than just data logging.

At Unitron, we want to be your best partner in creating and delivering a truly differentiated, personalized experience both you and your clients can enjoy right from the start and long after purchase. So beyond providing brilliant sound performance and attractive, comfortable hearing instruments and personalized options, our experienced tech tools can help maximize the experience for all. Our suite of experience tech tools encompasses eight individual tools that come together to make working with Unitron easy for you. We mentioned several of them when talking about options available with the Remote+ app and TrueFit. Here's just a quick reminder of the full suite of experience tech tools.

So we have the FirstFit, We have flex trials, the flex upgrade, success check, coach, remote adjust, ratings, and log it all. Using the Q&A, how many of you have used these experience tech tools and which one is your favorite? What's your favorite experience tech tool?

While we wait for responses, Stephanie, I will tell you that my personal favorite is Flex Upgrade. Why is that? Yes. I absolutely love Flex Upgrade. We're the only manufacturer in the world that offers this and gives patients so much flexibility and personalization.

When their needs change, we can support them no matter how it changes. Yes, that's so true. My favorite is coach because it really takes the repetition and the need to remember everything from a patient standard and have those instructions and reminders right there on the app. Nice little peace of mind. Like, how do I change the wax filters again?

Or red is right or blue is right? And it's all right there laid out for them. I like that a lot. Someone responded that Logitall is their favorite experience tech tool. Nice.

Logitall's awesome. It's looking at the patient's own hearing Fitbit, you're looking at their data, not someone else's or having to rely on them to tell you the environments that they're in. It's all right there for you. Yeah, those are great. All right, let's move on.

Unitron trainers routinely hear from our customers how much they love Logitech. It provides evidence-based recommendations to match the technology level to each individual's own unique lifestyle. It can be very powerful for clients to see the reality of where they spend their time acoustically speaking. Your clients experience an objective breakdown of the environments they spend time in and a more personalized recommendation based on their unique listening lifestyle. This builds trust and makes it much easier to recommend higher technology levels when appropriate, while minimizing the stress of trying to sell.

It makes a partnership, not just a transaction. And even beyond the sale, Logitall can help you give you more confidence in your ability to troubleshoot performance issues quickly.

While a lot of you appreciated the directional data on this performance screen, we also received feedback that this screen was too complex and some of you were confused about having two different log it all scores. Our analytics also showed that very few users clicked on the high low complexity toggles. Based on this feedback, we spent a lot of time consulting with our customers as well as many of our global trainers and are excited to introduce our new Logitech Performance Screen.

So you will see the graphic in the middle of the screen is unchanged and still features the client's real-world data. We've also simplified the section in the upper right, removing the high-low complexity toggles so the hearing care professional can see the max microphone mode for both high and low complexity environments on one screen. And we replace the performance labels with stars for easier understanding. We've also removed the environment icons since this information is readily available on the coverage screen. And as you can see, we've simplified this screen by removing the second set of scores and instead show you a visual of the directional performance used for high complexity environments at each level.

So moving on to more about the manual tinnitus program.

This new manual tinnitus program, you'll find you'll be able to add it in the manual program when you go to fitting. Program Manager, and then selecting tinnitus from the available programs. This new program is based on a conversation and quiet environment with the tinnitus masker activated. And this manual program has been added based on feedback from customers who have been asked for a program with relevant tinnitus label which will appear in the Remote+ app.

As the name suggests, of course the tinnitus masking noise is automatically activated for this program. Adjusting this is the same as it has been for many years. To change the noise level and other tuning parameters, navigate to the tuning screen.

We also have a new AI dome proposer.

So a change has been made to the DOM recommendation process in TRU-FIT. The ERPs recommendations are now informed by an AI model trained using data such as what's shown here on screen from thousands of successful fittings. The outcome of the AI model training now informs the DOM recommendation in TRU-FIT. Practically, this means that the more vented domes may be recommended than in the past, and an unusual audiograms such as reverse slopes in particular are likely to have a more useful recommendation.

In TruFit, it will look exactly the same as what you are used to seeing as part of the acoustic setup during a fitting. but the logic behind the software recommendations is now based on this new AI model.

So speech enhancement with soft speech adjustments.

We talked earlier about the integration of speech enhancement and soft speech into a single algorithm with smile. So here's a screenshot where you find the controls in the fitting software. It's under fitting and then configure features. Within the automatic program or Integra OS, the speech enhancement slider also adjusts soft speech.

For manual programs, it's a bit more simple or straightforward. For higher complexity manual programs including all of the optional app programs, only speech enhancement will be active and adjustable, which makes sense because soft speech is for soft speech, not noise.

For lower complexity manual programs where speech is likely to be quieter, only soft speech will be active and adjustable. So as you can see, only the relevant feature slider will be available for manual programs.

But wait, there's more.

We have made some updates to the automatic wheel or measurements, including support for the MedRx Studio. Other updates include support for high versions for other systems, so please see the user guide for more details. We have also updated our training sessions to support the new personas for the Smile platform. Mateo's data is within the Flex Trials training session, and Devs is portrayed in the Flex Upgrade training session. Lastly, Zara's data is represented in our Validate training session.

And these people are our new campaign models. The models that we saw with each of the pillars, that's who that's talking about.

So here's a summary of everything we learned.

At all levels, host of fitting and sound stabilization features and options. This includes our unique first fit approach to help new clients with immediate acceptance of amplification while quickly and seamlessly transitioning to full target fitting with the automatic adaptation manager. For clients with some specialty needs, all products offer frequency compression two and the tinnitus masker. And just like everyone needs a seatbelt and basic safety options in an airplane, regardless of seating class, all clients have the inherent benefit of our legacy innovations, Antishock 2 wind control and our feedback phase cancellor.

We mentioned our personalization options, the Remote Plus app, and other ease and convenience connectivity options already. All of these are also available across all tech levels. And of course, all of our experience tech tools are available regardless of tech level. These help you deliver a truly

differentiated experience that helps you stand out from a crowd of competitors.

so just a quick recap highlights of what we covered today with our new smile platform and Moxi Sr. In each of our brand pillars, smile brings compelling advancements. Easy to wear the new RIC design, the go charger, and the SDS6. Easy to hear seamless switching between acoustic environments managed by AI trained Integra OS and stream signals thanks to the ERA chip with its huge leap forward in capacity, improved hyper focus and dynamic noise reduction and speech enhancement with soft speech, and new evidence of its benefits. Easy for you, more peace of mind with Find My Devices, faster fitting with NoahLink Wireless 2, and enhanced Log-It-All for even more effective counseling.

There are a lot of individual It elements, but what makes Smile truly special is how effortlessly everything works together. Smile automatically adjusts to every environment, enhancing the sounds that make life special thanks to AI trained Integra OS. Smile also delivers seamlessly universal connectivity while maintaining a full day of battery life. Clients can count on Smile to keep up with their daily routine, whether it's listening to the birds on a peaceful morning walk, catching up with an old friend at a noisy party, or enjoying hands-free phone calls and streaming media. With easy charging at home and on the go, the ultra-reliable new Moxi SR with SDS-6 is ready for anything life brings, even more peace of mind with the new Find My Devices option in the Remote Plus app.

Enhanced log-it-all and faster fittings and adjustments with the KnowlLink Wireless 2 make things easier for you to deliver a personalized differentiated experience for clients.

And for those of you who like numbers, here are a few significant ones. Easy to wear, in addition to the newly designed RIC housing and charger, including the new charger go, we do thousands of hours of rigorous reliability testing and ensure products and chargers are stable and dependable. Easy to hear, we have six times more transmission power and twice the streaming distance for calls and media. Over two decades of AI training of Integra OS, our automatic system, with dynamic noise reduction now part

of our hyperfocus up to a 6.2 decibel signal to noise improvement and for speech from the front and loud noise. And in quieter situations, thanks to speech enhancement with soft speech, up to 23% improvement in speech intelligibility for speech from a distance.

39% reduction in listening effort and 21% reduced end of day fatigue. For easy for you, intuitive true fit is found to be easy to use by 87% of our customers and the redesigned remote plus app now has an impressive App Store rating of 4.3 out of five stars with smile. Your clients can embrace a life where hearing feels easier, conversations flow smoothly and staying connected comes naturally. It's not just about hearing better, it's about living better. With sound that supports and enhances every moment, introducing smile where hearing from ear to ear means smiling from ear to ear too.

So what topics from this presentation made you smile? You can use the Q&A; if you'd like.

While we wait for those answers to come in and thank you all for using the Q&A; today, I want to say that my favorite smile feature so far is Hyperfocus with dynamic noise reduction and that awesome data that we have to support that data or that feature being used with patients. and their performance. So cool. 100%.

And Alejandro says that log it all, the enhancement to log it all. Tina says, wow, you guys have a lot of good answers. Tina says figures of reduced listing effort. Isn't that amazing?

and how feature rich in all tech levels. Yes.

The benefits of the signal to noise ratio boost clarity. Great.

Yeah. So that is it, everyone. Thank you so much for joining us and we hope you learned all about smile and are ready to fit it. And if you have any questions, please reach out.

