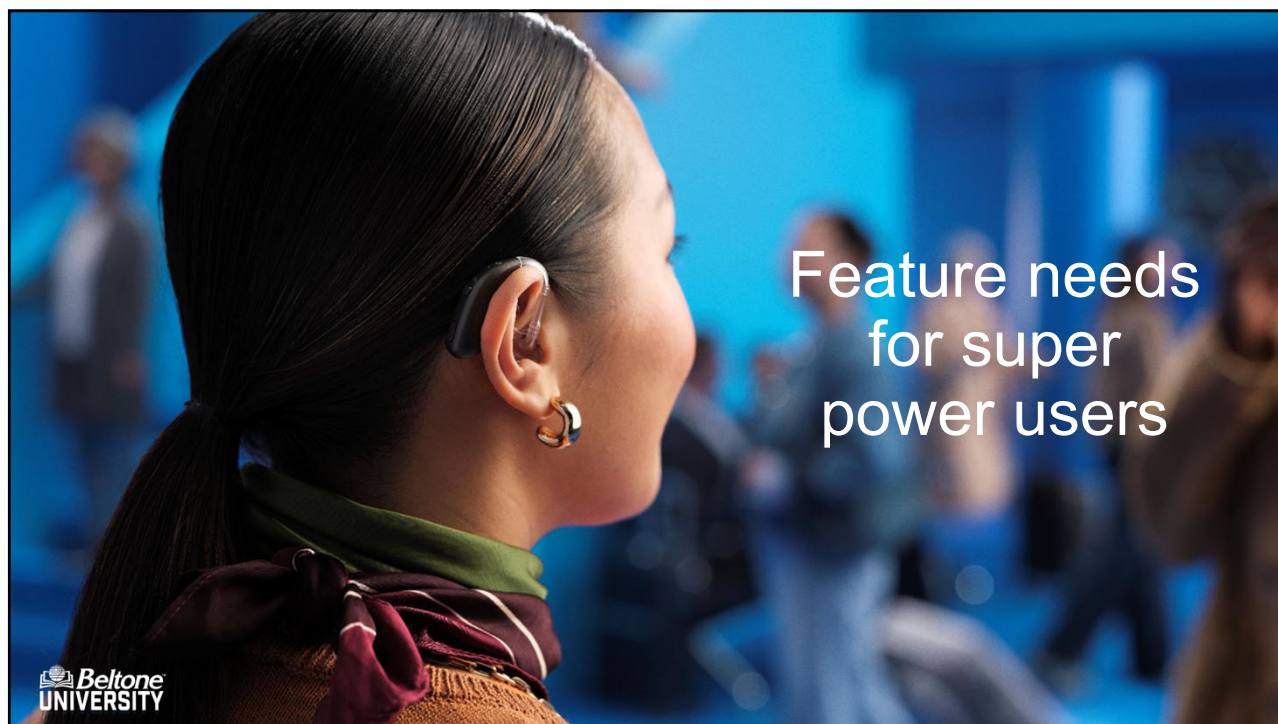




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Learning Outcomes

- 1 List the characteristics of this patient population.
- 2 Explain the features designed for this patient population and when to adjust these features.
- 3 List the factors deemed most important when upgrading into new hearing aids.



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Super power users

11%

Of hearing loss cases are severe to profound¹

All ages

No other hearing loss spans as many ages²

Up to **69%**

Adoption rate for severe to profound hearing loss globally²

Lowest
quality of life score

The more severe the hearing loss, the greater the loss in quality of life²



1. WHO – World Report on Hearing (2021). 2. Hear It – Key Facts on

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Patient experience levels



New user

- Could be new user or new to super power hearing aids
- Might need more counseling



Experienced non-linear

- Dependent on their hearing aids
- Willing to try new technology



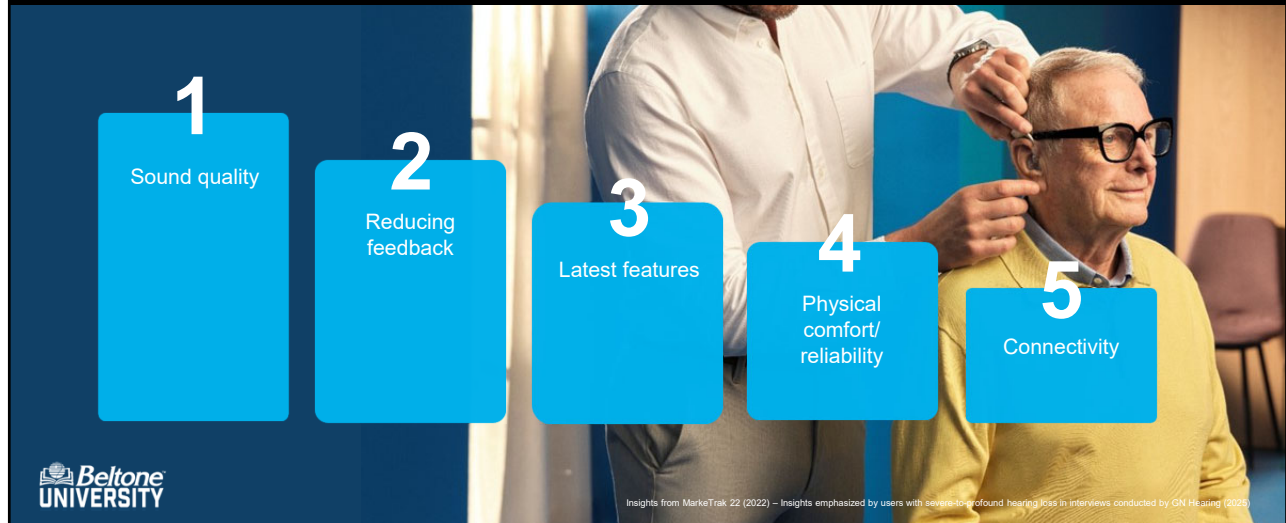
Experienced linear

- Less willing to try new technology
- Not swayed by claims of 'new' or 'best'



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Most important factors when upgrading



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Needs of a super power user

1. More amplification
2. Feedback management
3. Flexibility with compression
4. Frequency lowering technology
5. Improve hearing in noise and all-around listening
6. Comfort and reliability
7. Connectivity

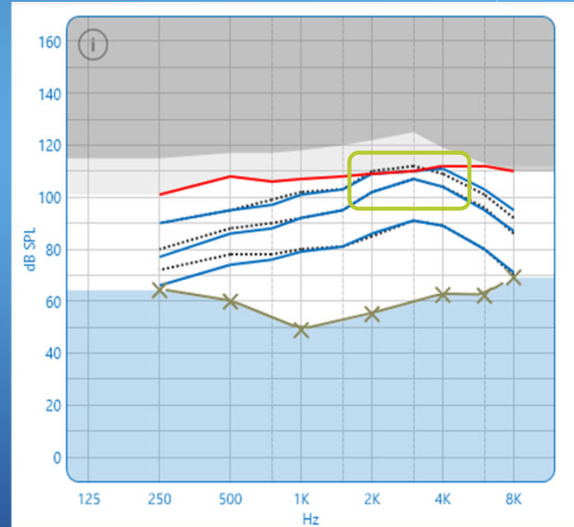
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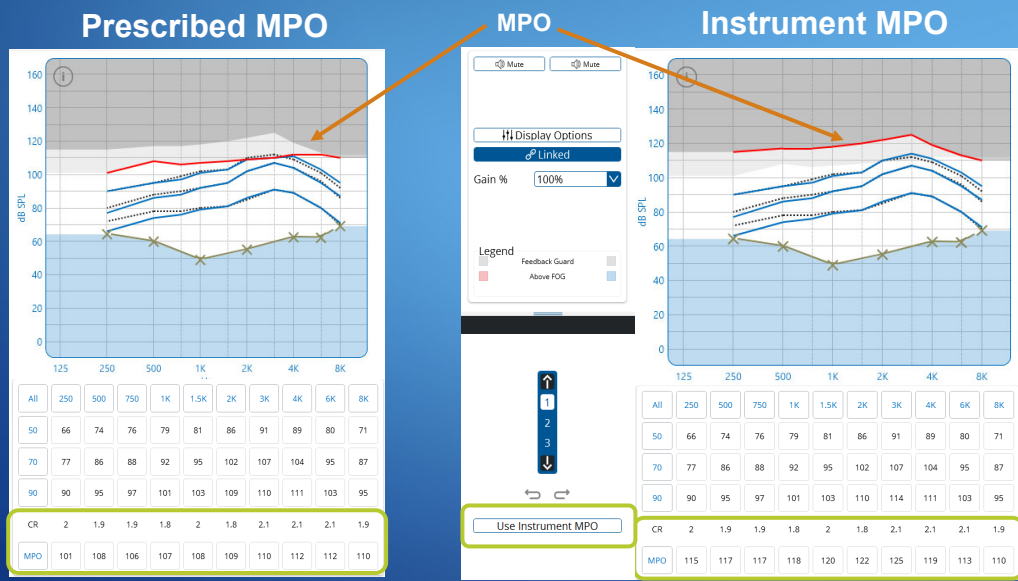
Audibility and Headroom

- Often have reduced dynamic range
- This can be visualized here with little to no headroom around 2-4 kHz
- Patients complaint aids are not loud enough, muffled, or distorted



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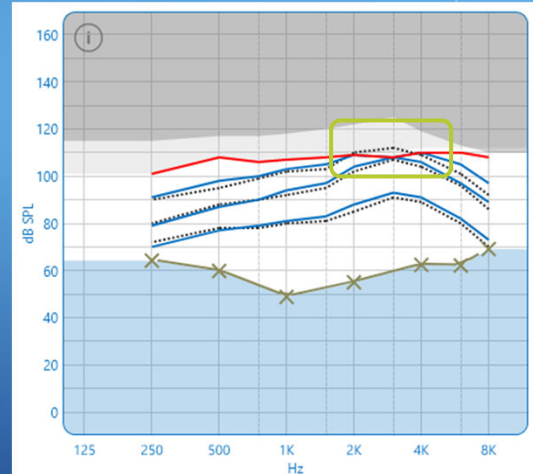
Adjusting MPO



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How instrument MPO avoids over compression & distortion

All	250	500	750	1K	1.5K	2K	3K	4K	6K	8K
50	20	27	29	30	29	26	26	26	24	21
70	9	17	20	23	23	22	22	21	19	17
90	1	8	10	12	11	10	9	8	7	5
CR	2	1.9	1.9	1.8	2	1.8	2.1	2.1	2.1	1.9
MPO	101	108	106	107	108	109	108	110	110	108

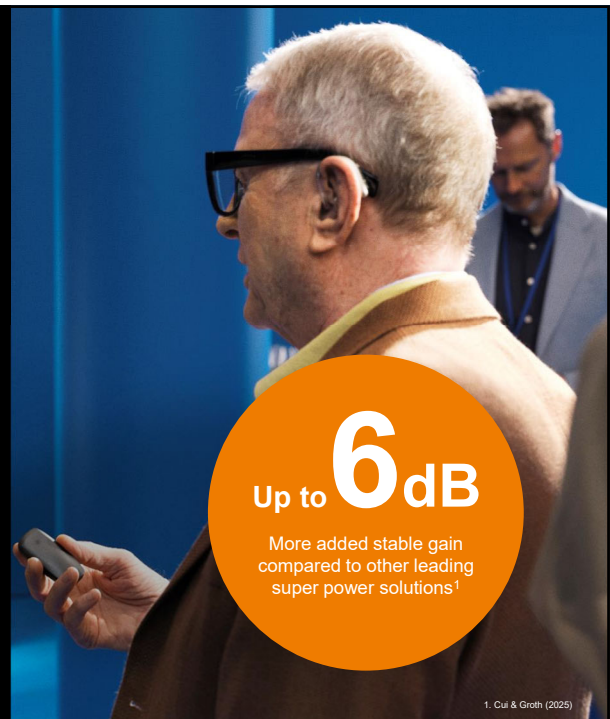
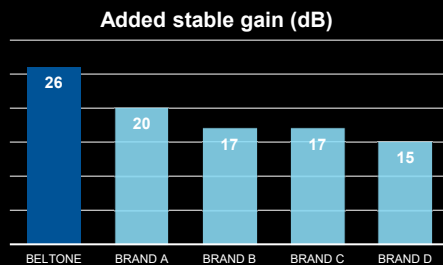


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Feedback Eraser 2

World's best feedback management¹

Our advanced technology delivers the fastest elimination of feedback without compromising on gain.



1. Cui & Groth (2025)

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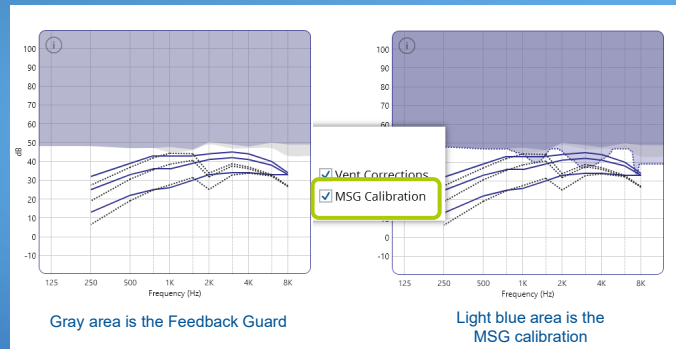
Feedback Eraser 2: Two systems working tandem

Static system:

Helps control feedback due to physical properties of the hearing aid and ear (unchanging factors)

Dynamic system:

Helps control feedback due to significant changes in the feedback pathway like placing a phone near the ear, hugging or chewing (moving factors)



These properties are determined by the Maximum Stable Gain (MSG) calibration, which is why this needs to be completed in the patient's ear

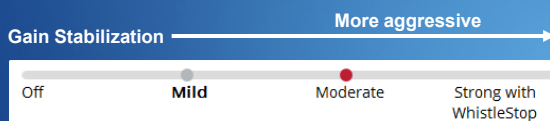
Remember in Solus Max to view the MSG curve, it needs to be selected



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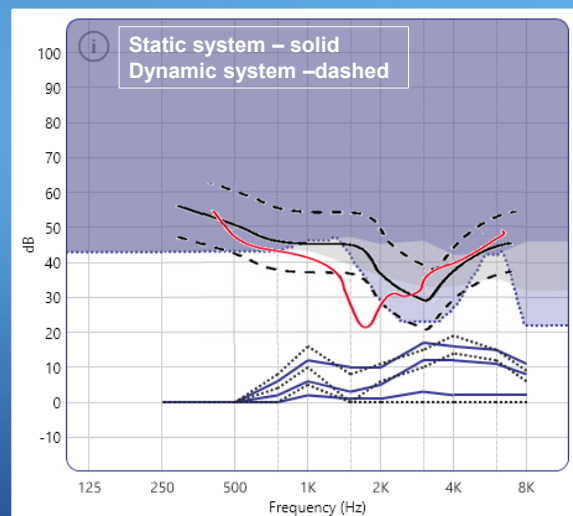
What are the levels adjusting?

The gain stabilization component of Feedback Eraser 2



When the calibrated system can't control feedback on its own, gain stabilization kicks in

- If feedback is within the range of the dynamic system, gain stabilization is not activated
- If feedback is out of the dynamic system's range, gain stabilization will kick on to the degree selected



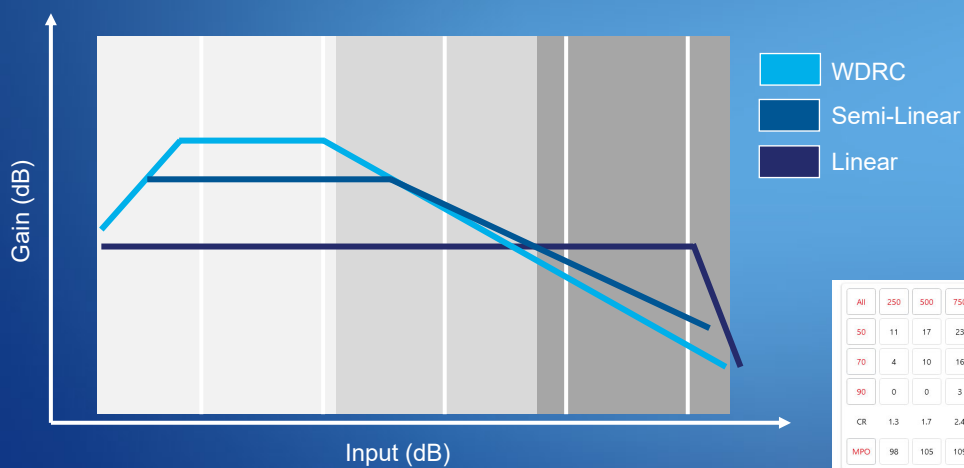
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Compression characteristics



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Sound Processing Options



All	250	500	750	1K	1.5K	2K	3K	4K	6K	8K
50	11	17	23	27	31	31	31	29	25	21
70	4	10	16	20	26	28	30	29	25	21
90	0	0	3	6	12	14	15	15	13	10
CR	1.3	1.7	2.4	2.3	2.7	2.3	2.5	2.2	1.6	1.6
MPO	98	105	109	111	119	125	129	128	128	103

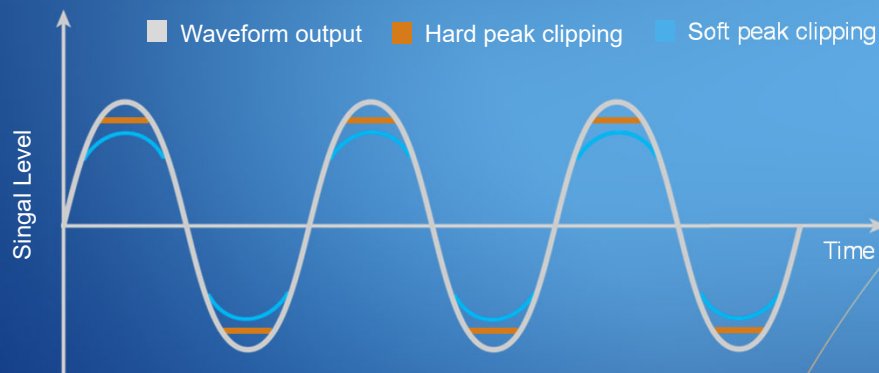
Handles: 6 10 Compression: WDRC Linear Semi-Linear WDRC

Calibrate MSG



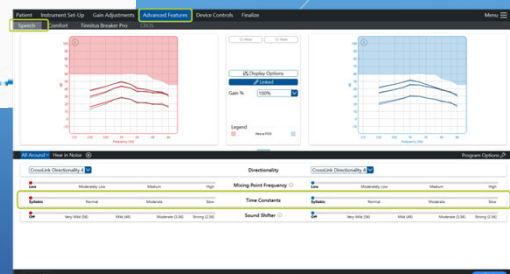
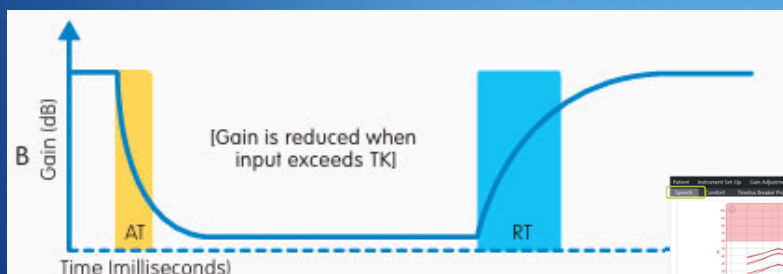
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Compression Limit Mode



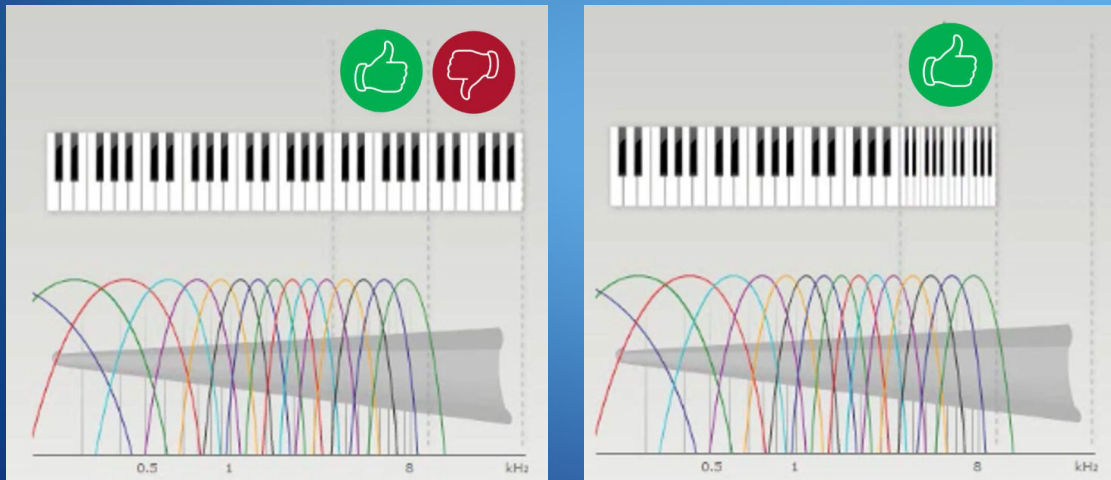
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Time Constants



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Frequency compression



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Improve hearing in noise and all-around listening

Industry-leading access
to **surrounding sounds**²



**CrossLink
Directionality 4**

Better hearing all-around with less effort in daily situations and noisy environments.

Industry's **most
narrow beamformer**³



Clear Focus

Highlight speech and eliminate distractions, without cutting you off from the world.

Industry's most accurate
real-time **environmental
classification**¹



**Environmental
Classifier**

For clear and comfortable hearing that automatically adapts to changing environments.

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1. Groth & Cui (2023); 2. Groth et al. (2023) & Jespersen et al. (2024); 3. Cui & Groth (2024)

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Physical Comfort



Rely on their hearing aid every day to support their hearing¹⁻²



Size is not everything, but wearing comfort is¹⁻²



1. MarkeTrak 22 (2022); 2. Interviews with users with severe-to-profound hearing loss conducted by GN Hearing (2025)

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Reliability



Up to 28 hours or 20 hours with 50% streaming



Easy exchangeable microphone filters



All-weatherproof IP68-rated and protective nanocoating in and out

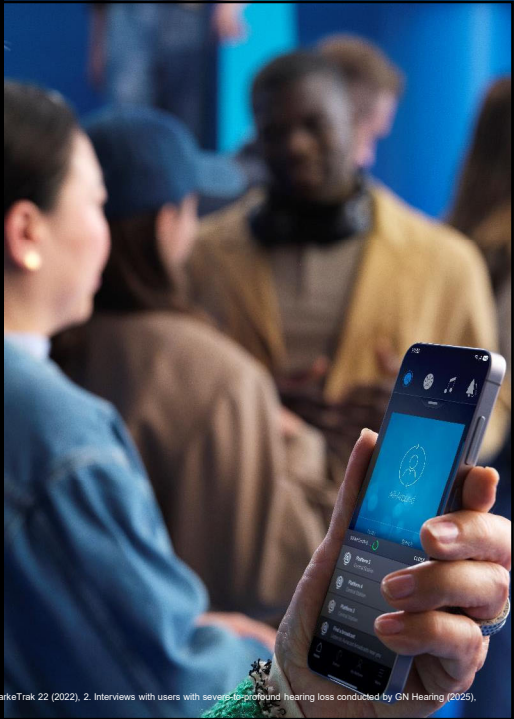


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Connectivity

-  Ability to stream calls is crucial when communicating via phone¹⁻²
-  Auracast is known in the severe to profound hearing community²
-  People with severe to profound hearing loss use their accessories on a **daily basis**¹⁻²





1. MarkeTrak 22 (2022). 2. Interviews with users with severe-to-profound hearing loss conducted by GN Hearing (2025).

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Accessories



Multi-Mic+



TV-Streamer+



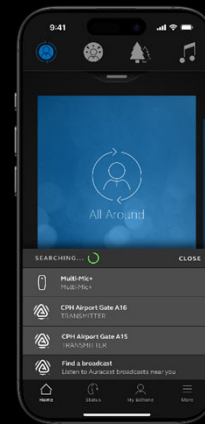
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Auracast Assistant

World's first Auracast Assistant for hearing aids¹

How it works in the Beltone HearMax app:

- 1 Click on "Find a broadcast at the bottom of the screen
- 2 Choose an Auracast broadcast from the list
- 3 Enjoy sound directly streamed to your hearing aids



Beltone HearMax app with Auracast Assistant



1. GN Proprietary data on file (2025)

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Summary

1

This patient population encompassed all ages, has about a 70% adoption rate, but only makes up 11% of hearing loss cases. They are also the group with the lowest quality of life scores.

2

Features designed for this patient population include, Sound Shifter, the ability to change compression characteristic and ample headroom.

3

Want good sound quality, no feedback, the latest features, comfort, reality and connectivity.



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