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Philips HearLink 9050

Futureproof connectivity
and case-based fitting
strategies



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Philips HearLink 9050

Futureproof connectivity and case-based fitting strategies

PHILIPS

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Risks/Benefits

- 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.



Learner objectives

After this course, participants will be able to:

Discuss connectivity features standards and demonstrate key fine-tuning adjustments

Explain how SoundMap 3 supports hearing in noisy, complex listening situations.

Explain fitting techniques and fine-tuning adjustments utilizing QuickSIN and ACT.

5 key takeaways

what matters most



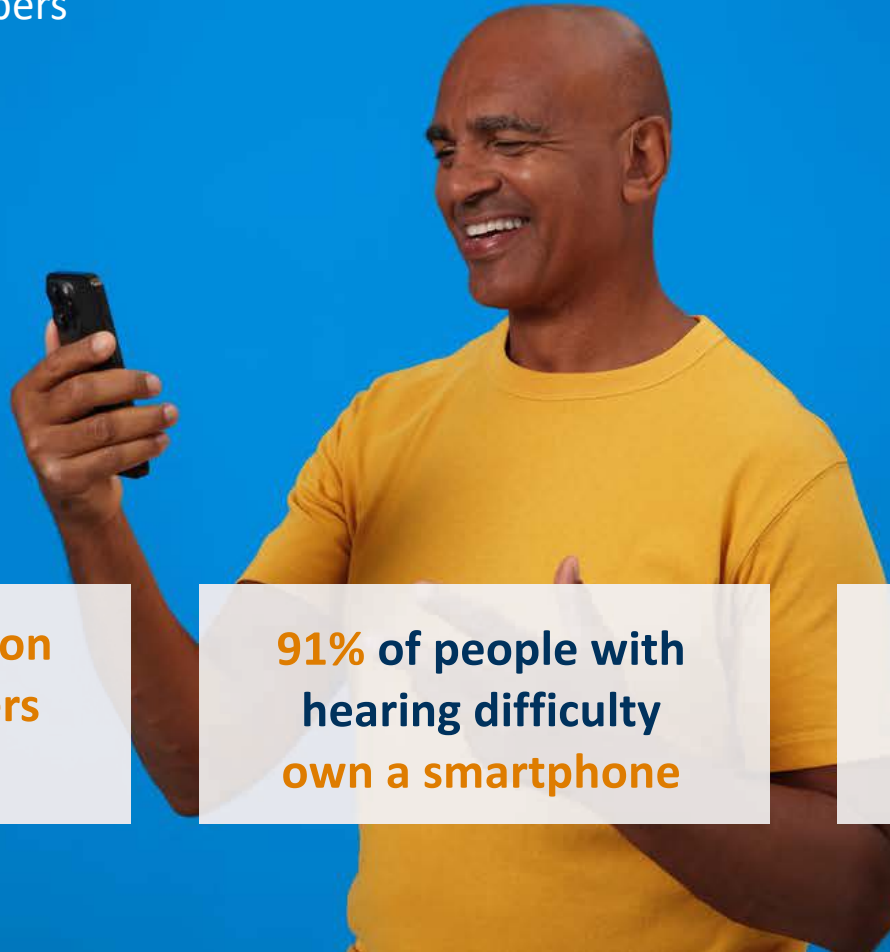
- Easy and efficient to wear
- Easy and efficient to fit
- Easy and fast charging
- Easy to connect
- Easy and quick support

Connectivity Update: Futureproof solutions for HearLink 9050



We are surrounded by technology...

...and so are our members



More than **6 billion**
smartphone users
in the world

91% of people with
hearing difficulty
own a **smartphone**

Streaming ability and
access to an app are
important

Statista, 2023
MarkeTrak XI, 2022

Introducing SoundTie 4



HearLink 9050 miniBTE R



HearLink 2 app



Easy LE Adapter



Bluetooth® LE Audio



Two-way streaming enabling Hands-free communication for Android™

Multi-Stream Audio for improved hearing aid synchronization

LC3 codec for audio streaming

Improved power efficiency

Auracast™ Broadcast Audio

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What if my member doesn't have
a compatible device?

Hands-free calling with non-Bluetooth® LE Audio devices

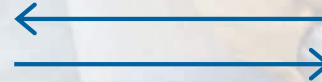


Non-compatible
Android device or PC



Easy LE Adapter

Bluetooth
LE Audio



Allows hands-free calls



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Easy LE Adapter



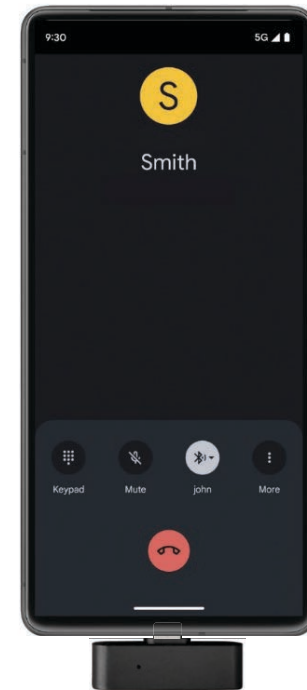
A better all-round streaming experience

High-quality, hands-free calls

Seamless two-way audio from PCs with a USB-C port

Enables pass-through charging

Switch between devices seamlessly



The Easy LE Adapter has been manufactured by Minami Acoustics Limited.

Easy LE Adapter



Bridges the technology gap—modernize with ease and lower cost



For USB-C devices that do not have Bluetooth LE Audio

Enables direct streaming and hands-free communication on USB-C devices

Compatible with phones, tablets, and PCs with a USB-C port

The Easy LE Adapter has been manufactured by Minami Acoustics Limited.



Auracast™ Broadcast Audio

Auracast™ broadcast audio

What is it?

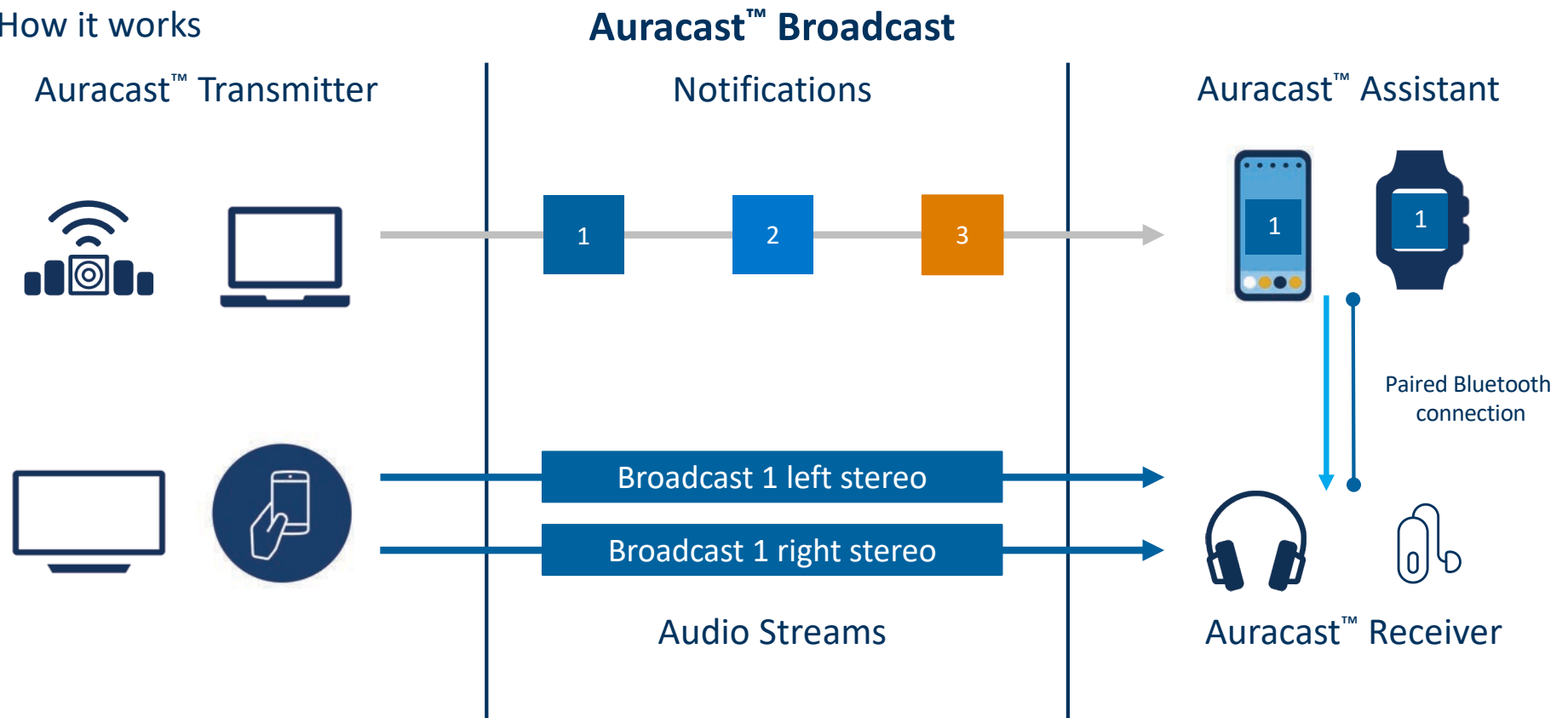
- A Bluetooth connectivity platform that is part of Bluetooth LE Audio
- Enables a broadcast of a Bluetooth audio signal that users can tune in to
- Many use cases including:
 1. Public broadcasts
 2. Televisions in public spaces
 3. Sharing audio with others



Auracast™ broadcast audio



How it works



Auracast™ broadcast audio in action



Note!
HearLink 9050 miniRITE
firmware version 1.3.0 or
higher is required for
Auracast™ broadcast audio
to be enabled.

Demant

Auracast™ Broadcast
Find an audio stream



Google's Fast Pair

Fast Pair

Simplifies the pairing process



Fast Pair

Bluetooth LE Audio compatible hearing aids

Effortless pairing

Always ready

Seamless across devices

*Philips HearLink 9050 miniRITE with firmware 1.3.0 and
Philips hearing aids compatible with Bluetooth LE Audio.*



Fast Pair in action

Pairing process

1. Put the hearing aids in pairing mode
2. Place the hearing aids near your Android device (6 inches)
3. Tap “Connect” to establish a Bluetooth connection
4. You will see a notification upon successful pairing

HearLink 9050 miniRITE firmware version 1.3.0 or higher is required for Fast Pair to be enabled

Note: Fast Pair is only available on LE Audio devices with Android 15 or later.





HearLink 2 app

Integrated features in the Philips HearLink 2 app offer members

- Intuitive control of their hearing aids, allowing easy adjustment of sound settings
- Management of audio streaming
- Support for remote fine tuning
- Philips Journal and more



Highlights of Philips HearLink 2 App



Change program

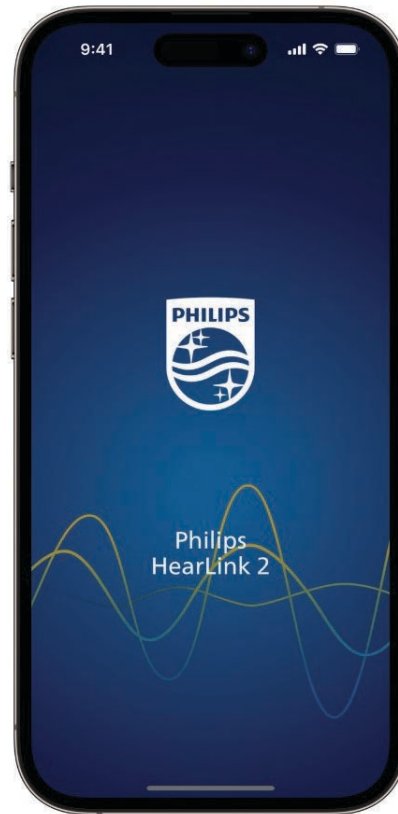
Adjust volume

Remember volume settings

Sound equalizer

Streaming equalizer

Answer calls faster



Philips Journal

Apple Watch® app

Battery level status

"Find my hearing aids"

Remote Fitting

Troubleshooting...and more

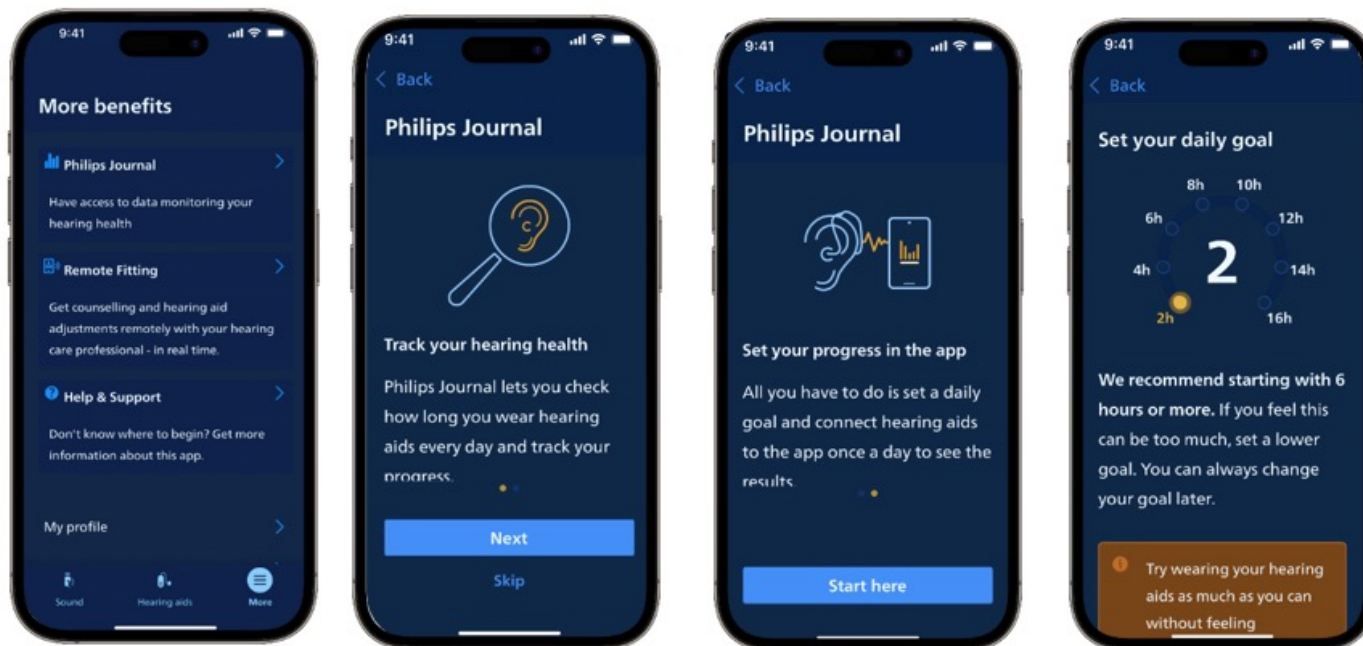
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Philips Journal

Connect like never before

- With the HearLink2 app, members can monitor their daily wear time and set personal goals to feel empowered and engaged.





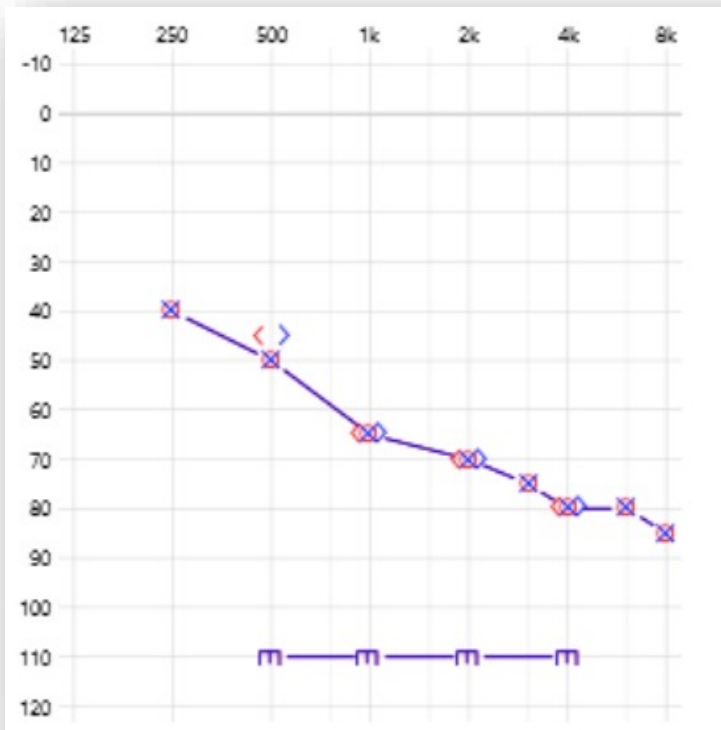
Case study



Easy to connect



Case study



SRT: Right =65 dB, Left= 65 dB
WRS: Right = 76%, Left = 76%

- 30-year-old member
- Mild-to-severe bilateral sensorineural hearing loss
- Fair bilateral word recognition
- Fit with HearLink 9050 miniRITEs, LiteTip, 85 speaker
- COSI goals:
 - I want to improve how well I understand my wife on my cell phone
 - I want to hear better during meetings
 - I want conversations to feel less tiring throughout the day

Case study – follow up

- Returns for two week follow up
- Reports continued difficulty understanding his wife during phone calls – especially in noisy places

Hands-free calling with non-Bluetooth® LE Audio devices

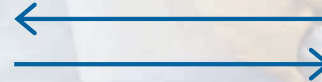


Non-compatible
Android device or PC



Easy LE Adapter

Bluetooth
LE Audio



Allows hands-free calls



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Adjusting the balance – streamed sound



Philips HearSuite

Client Data

Instrument Acoustics

Fit Instrument

Feature Selection

Finish Session

Features

Sound settings

Phone and Auracast level

-9 dB

-3 dB

0 dB

3 dB

9 dB

Mic to phone and Auracast level

-12 dB

-9 dB

-6 dB

-3 dB

0 dB

Sound perception

Fullest

Fuller

Default

Brighter

Brightest

Low frequency enhancement

Off

Low

Medium

High

Smartphone

TV Adapter

AudioClip

Accessories

Streamed sound adjustments

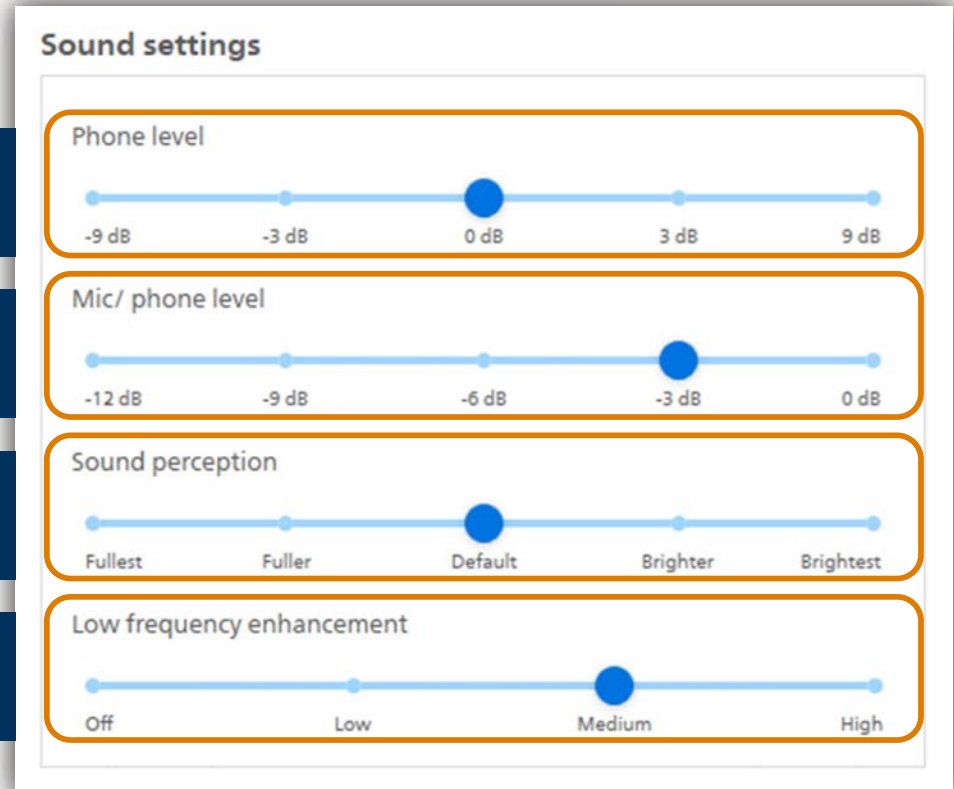


Adjusts 'phone' or streamed sound level

HA mic level relative to level of streamed sound

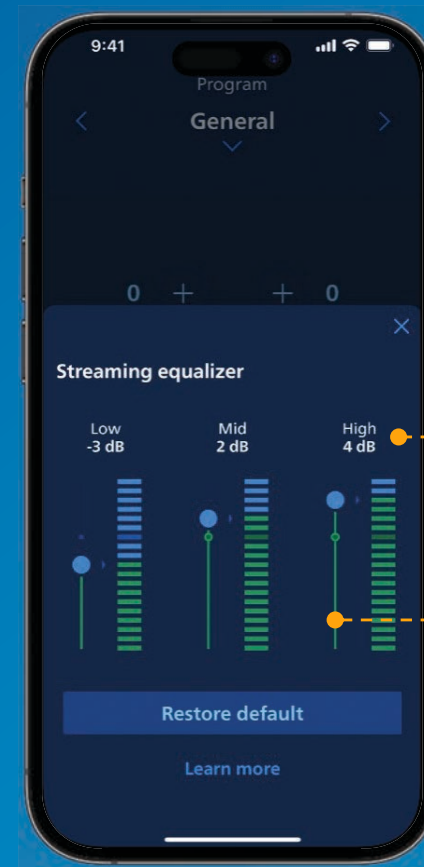
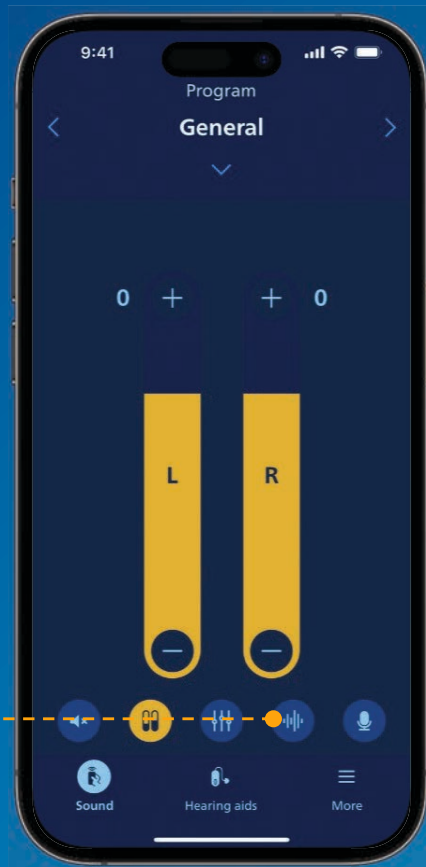
Sound quality relative to low and high frequencies

Amount of gain for input between 125-625 Hz



Streaming equalizer

Streaming
equalizer



Frequency
bands

Move sliders
to adjust



Product update: Meaningful and impactful technologies



An expanded HearLink 9050 family...

New!



**HearLink 9050
miniBTE R**



HearLink 9050 miniBTE R

IP68 reliability

LED indicating **power status**

Double push button

Longer **battery life**

Faster **contact** charging

Benefits of Bluetooth® **LE Audio**

Two fitting levels 85 & 105





Philips Earmold Updates

- Several new earmold modeling changes have been introduced to enhance our approach to building earmolds
 - Thin layer of material on the surface of the impression has been reduced – helps with pressure points
 - The end of the canal is now made with a rounded end instead of a square end – provides a more comfortable fit
 - The canal lock is now being made thinner – less heavy and more cosmetically appealing
 - Made with a more contoured shape – helps to prevent over insertion

** Both the old and new modeling technique will be taken into consideration when building a mold and the most appropriate will be picked based on the ear anatomy

Meaningful and Impactful Technologies:



Feature

- What does the **feature** do?

Benefit

- What is the **outcome**?

Value

- How will this **improve my member's experience**?

SoundGuide

How does it work?

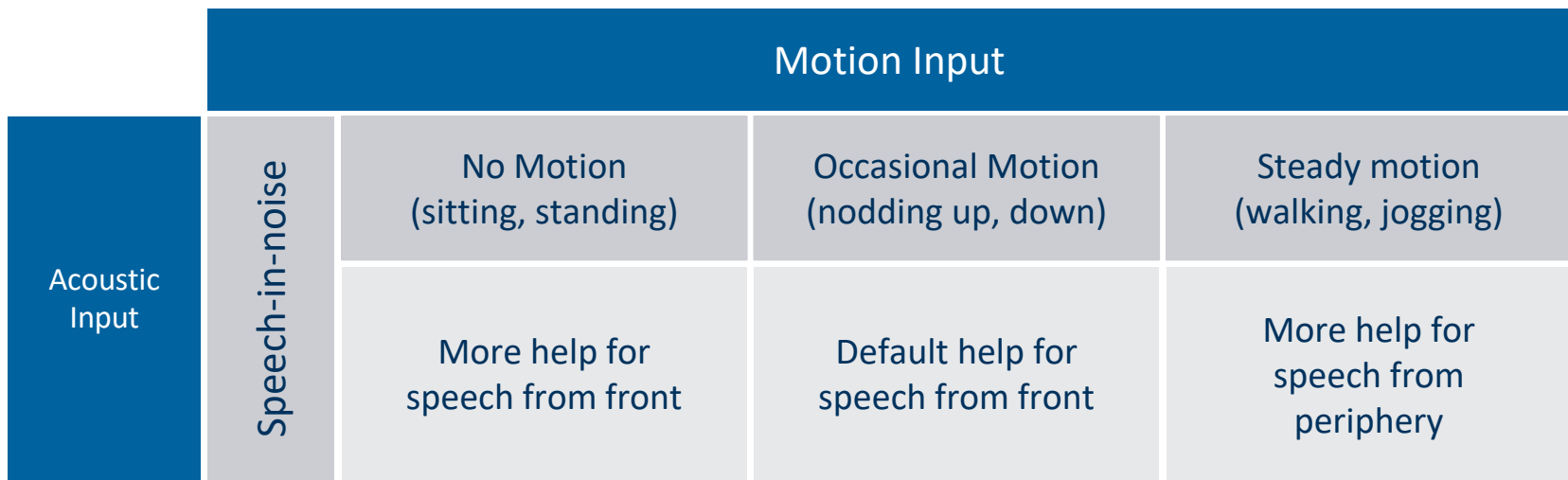
Detects movement by measuring changes in velocity over time

Measures whether the speed of movement is brief or constant

Input informs SoundMap Noise Control

SoundGuide

How does it work?



Spectrum of help – continuous, fluid system



SoundGuide

Feature – What does the feature do?

- SoundGuide, a built-in motion sensor, allows HearLink 9050 to register head movements when talking to other people and body movements such as walking or standing still.

Benefit – What is the outcome?

- The hearing instruments automatically adjust the directionality level and noise reduction based on your member's movements and their current sound environment.

Value – How will this improve my member's experience?

- SoundGuide tailors sound based on your member's movement, so they always receive help hearing speech around them with **no need to make manual adjustments.**

Dynamic Directionality

Pinna mode



Omni Directional



Pinna

Two settings: **Omni Directional** or **Pinna** in HearSuite

Dynamic Directionality



Speech in noise: Maximum Effect

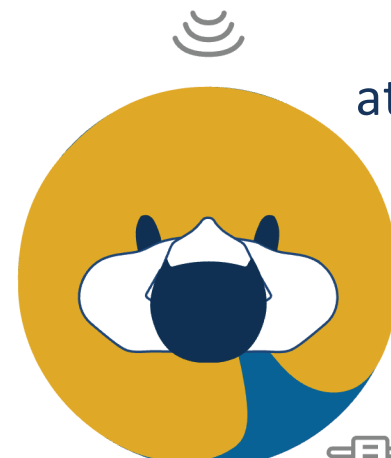
Least noise
attenuation



Low



Medium



Most noise
attenuation with
best SNR

High

Maximum effect: seamless **null steering** in each of the **24 frequency bands**



Dynamic Directionality

Feature – What does the feature do?

- Dynamic Directionality is an adaptive microphone system for listening environments that fluctuate between speech-in-quiet and speech-in-noise.

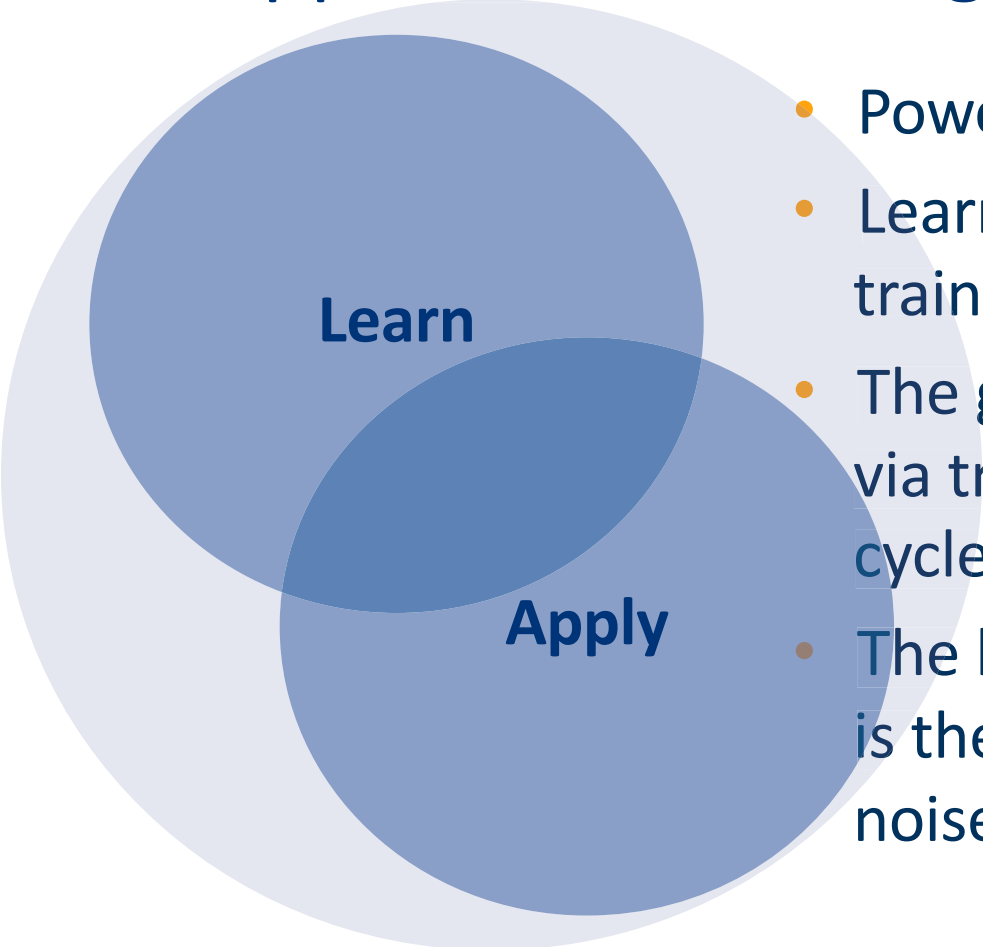
Benefit – What is the outcome?

- The hearing instruments effectively manage various types of noise and provide the best signal-to-noise ratio even in complex listening environments.

Value – How will this improve my member's experience?

- Dynamic Directionality helps hearing aid users **hear better in noise automatically**, so they don't have to make manual or app adjustments.

AI approach to learning

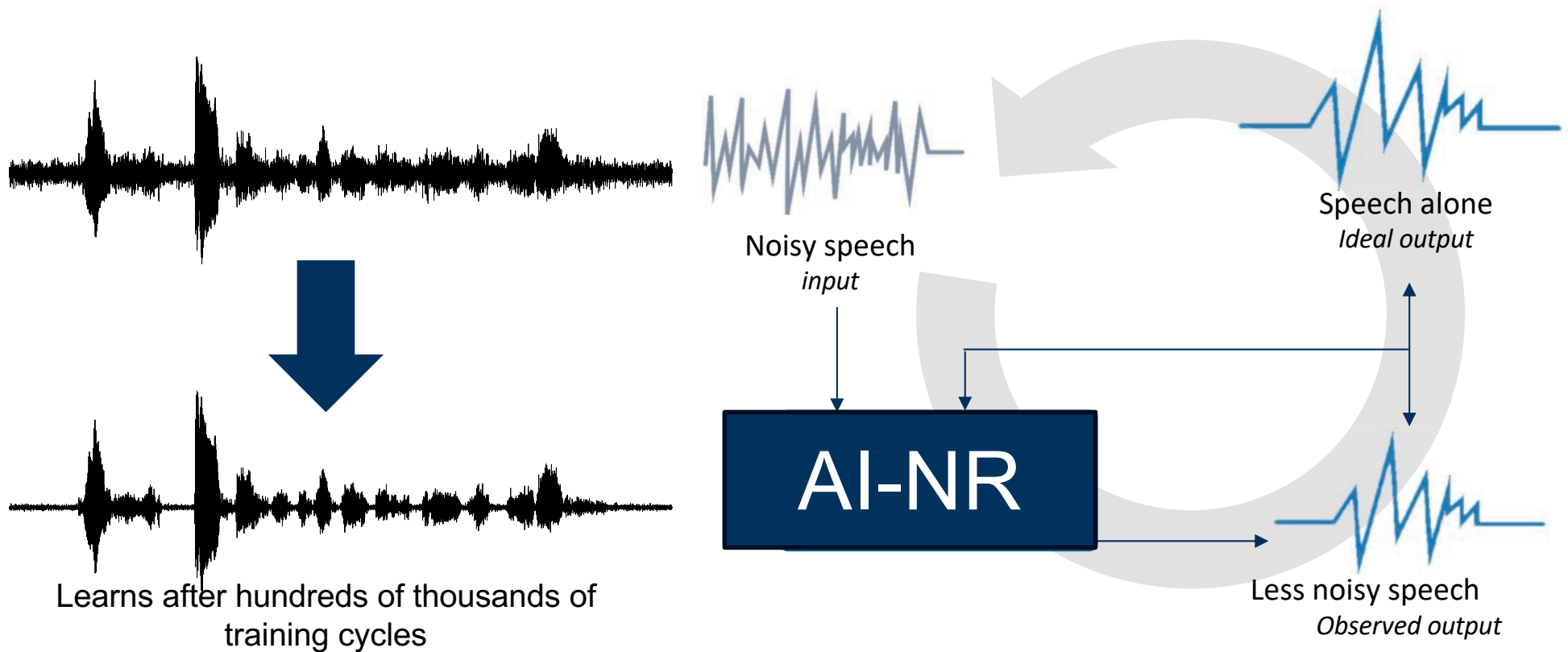
A Venn diagram illustrating the AI learning process. It consists of two overlapping circles, one labeled "Learn" and one labeled "Apply", both in a medium blue color. These circles are contained within a larger, light blue oval background. The intersection of the two circles is a darker shade of blue.

Learn

Apply

- Powerful problem-solving tool
- Learn how to perform a task by being trained
- The goal of this process is to self-learn via trial and error through repeated cycles
- The knowledge gained from this period is then applied to making speech in noise clearer for your member

AI Noise Reduction (3rd generation)





AI Noise Reduction

Feature – What does the feature do?

- **3rd generation of stronger** AI Noise Reduction allows for coordinated noise reduction across 24 frequency bands. This leads to improved noise reduction and improved frequency resolution of SoundMap Noise Control and Amplification.

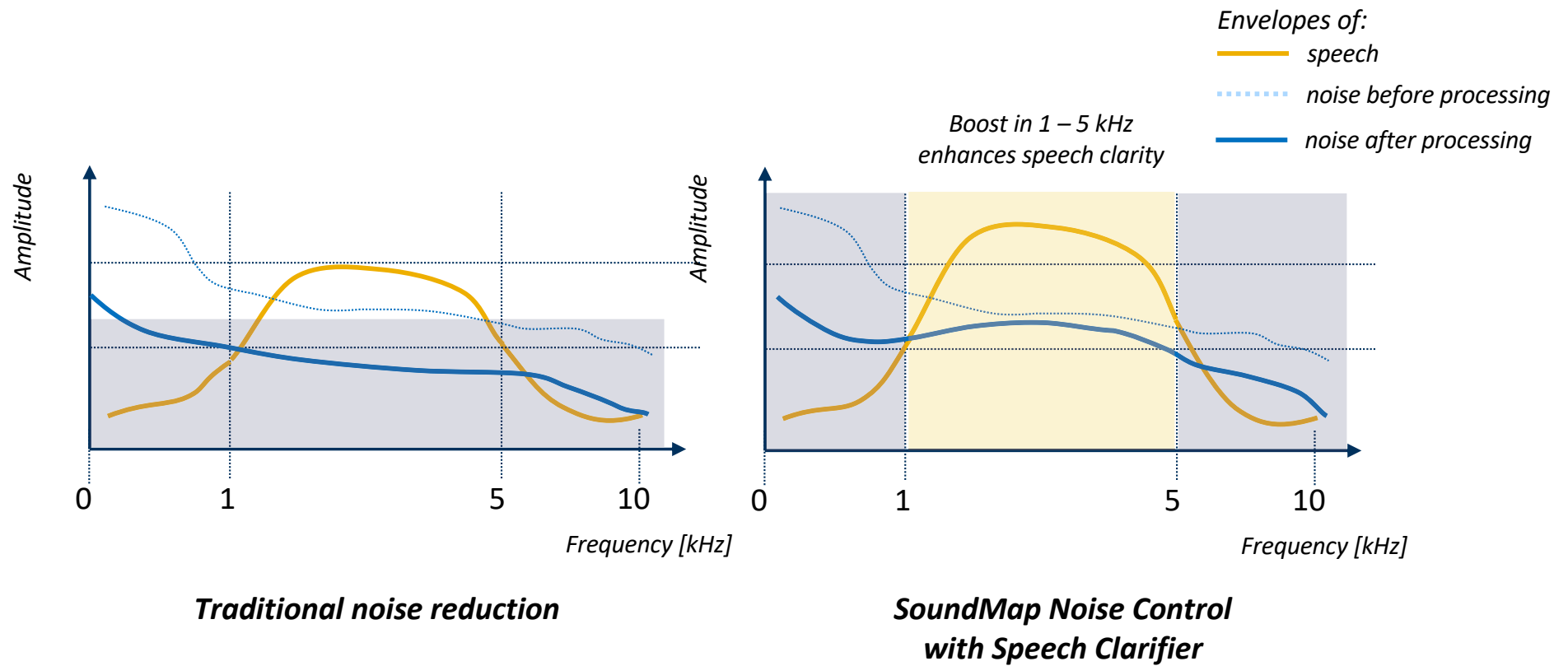
Benefit – What is the outcome?

- The hearing instruments provide more precise and more efficient noise reduction.

Value – How will this improve my member's experience?

- AI Noise Reduction results in improved comfort and speech understanding in noisy environments and **fewer follow-ups for adjustments.**

Speech Clarifier





Speech Clarifier

Feature – What does the feature do?

- Controls the degree to which speech stands out from noise.

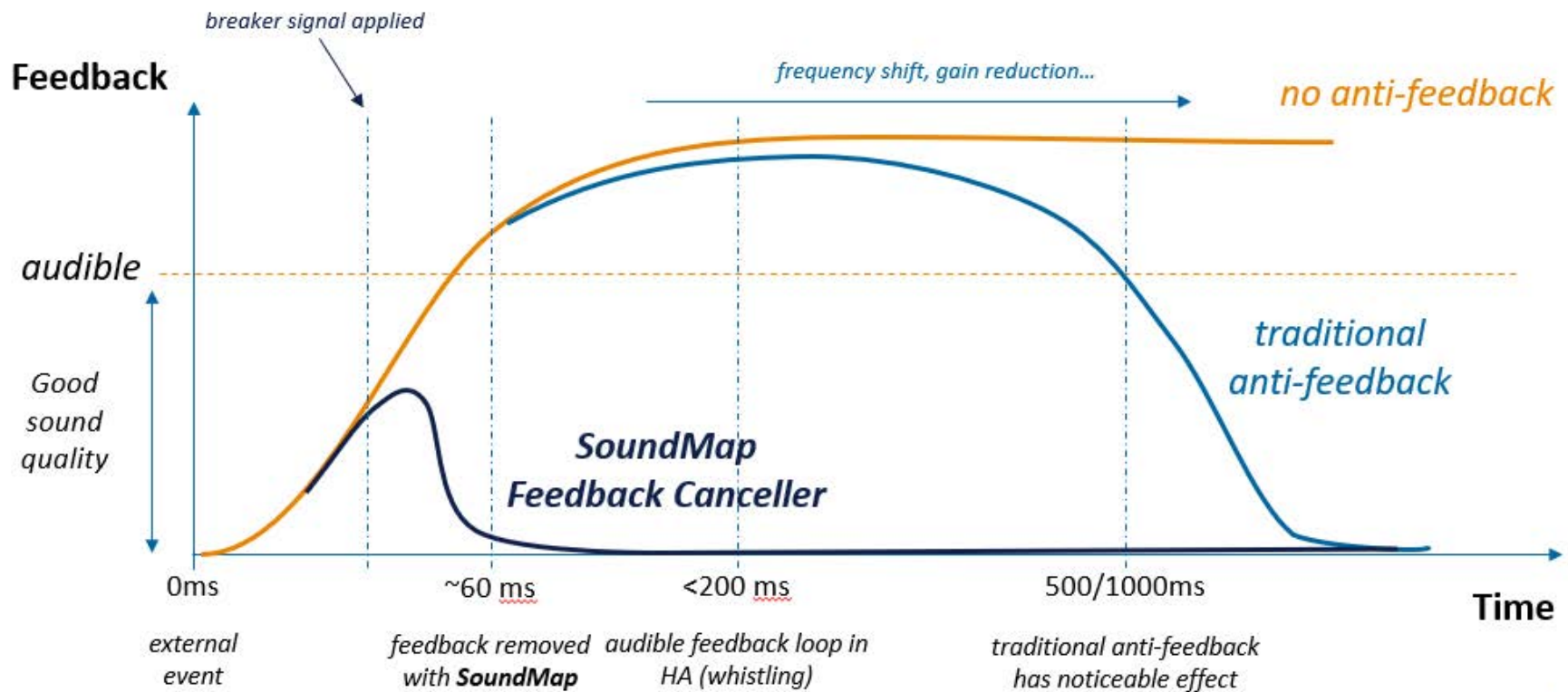
Benefit – What is the outcome?

- Increases the perceptual contrast between speech and noise for improved first fit success, leading to fewer follow-up adjustments.

Value – How will this improve my member's experience?

- Leads to improved speech understanding in difficult environments. Because of this, the **member has better satisfaction and hears better.**

SoundMap Feedback Canceller





SoundMap Feedback Celler

Feature – What does the feature do?

- Efficient feedback cancellation system that incorporates two systems that work to counteract potential feedback in both the static and dynamic path.

Benefit – What is the outcome?

- This effective system allows for more open fittings when appropriate and lessens the potential for occlusion.

Value – How will this improve my member's experience?

- **Peace of mind** knowing that feedback will not occur.

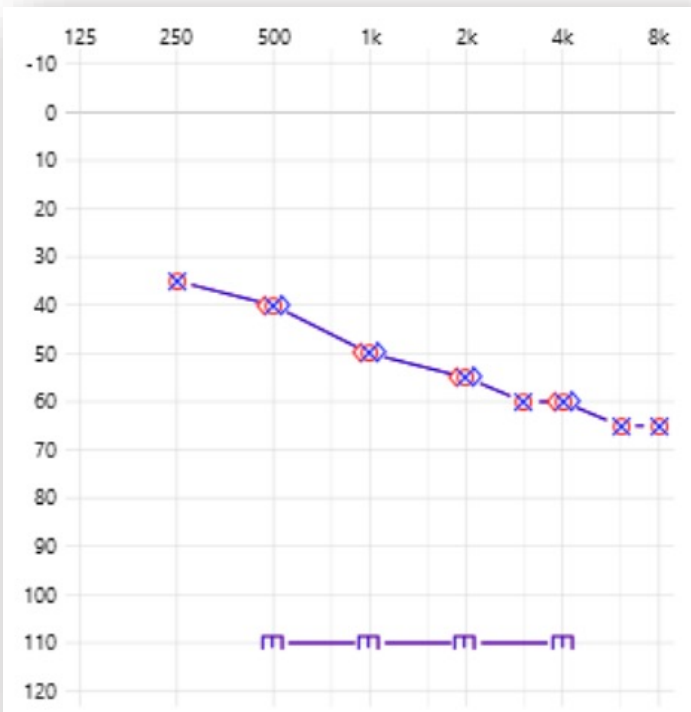
Case study



Easy and efficient
to fit



Case study



SRT: Right =45 dB, Left= 45 dB

WRS: Right = 88%, Left = 88%

- 65-year-old female
- Mild-to-moderate bilateral sensorineural hearing loss
- Good word recognition ability bilaterally
- Fit with Philips HearLink 9050 miniRITE with bass dome double vent, 85 speaker
- Top two COSI goals:
 - I want to hear and enjoy plays again at the local theater
 - I want to follow conversations at restaurants during family celebrations
 - I want to hear better when watching TV at home



Case study – follow up

- Member returns for two-week follow-up
- She reports hearing well in quieter situations, but she would like improved clarity in restaurants
- Recently at a play, she found hand clapping bothersome
- When watching TV, the volume is comfortable, but kitchen noise from behind remains distracting

Fitting Assistant



The Fitting Assistant guides the conversation with your client to facilitate adjustments

1. Select topic

Loudness
Own voice
Speech
Sound quality
Noise

2. Specify complaint

Speech loudness
Speech quality
Speech in noise
Speech in noise is unclear
Speech in low frequency noise (e.g. car) is unclear

3. Apply solution

Recommended solution

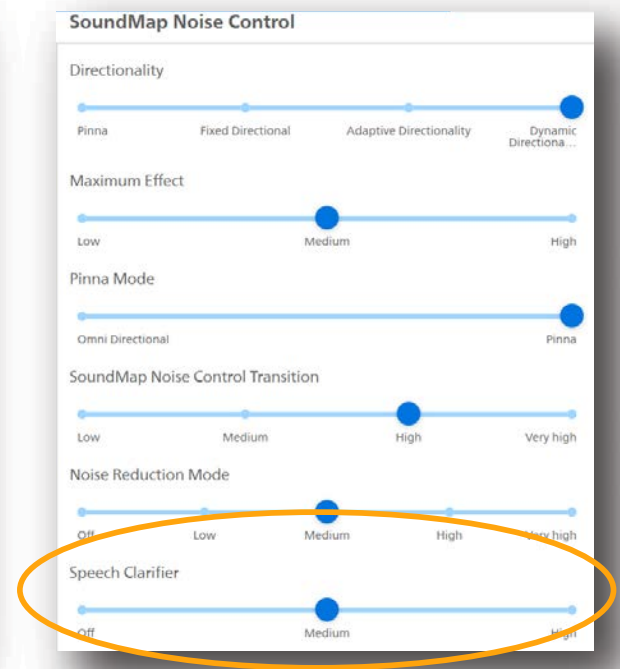
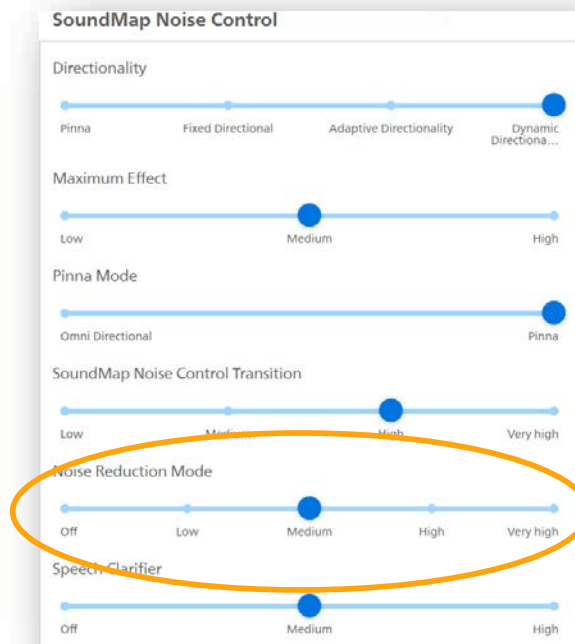
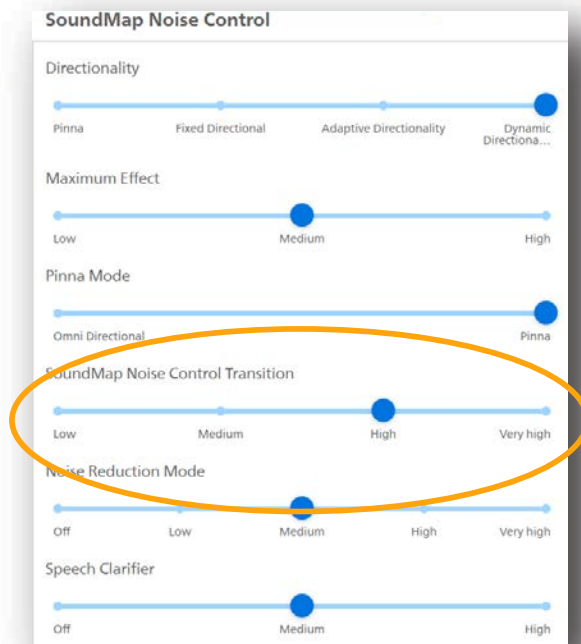


Change Features settings:

SoundMap Noise Control Transition	High to Very high
Noise Reduction Mode	Medium to High
Speech Clarifier	Medium to High

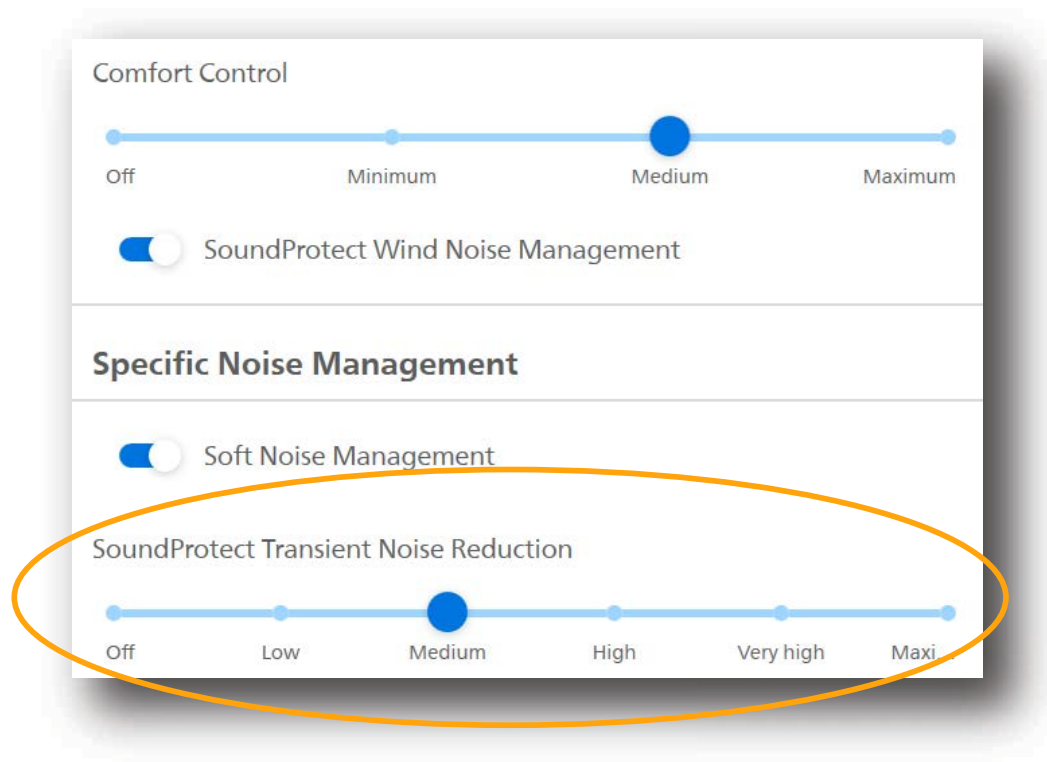
Fitting Assistant solutions

In this example, the solutions suggested



SoundProtect Transient Noise Reduction

Reduces sudden, intense sounds



- This feature reduces sudden, intense sounds without affecting speech audibility
- The effect results in the member still hearing the hand claps but they are more muted and less bothersome

QuickSIN and ACT



Using QuickSIN with Philips HearLink



Practice List A (Track 21) - Result: 3,5 - Right			Result: 0,5	
			Score	
1.	The lake sparkled in the red hot sun.	S/N 25	5	5
2.	Tend the sheep while the dog wanders	S/N 20	5	5
3.	Take two shares as a fair profit	S/N 15	4	5
4.	North winds bring colds and fevers	S/N 10	4	5
5.	A sash of gold silk will trim her dress	S/N 5	3	3
6.	Fake stones shine but cost little	S/N 0	1	2
Total			22	25
25.5 - TOTAL = SNR loss			3,5	0,5

QuickSIN results

A vertical color gradient bar on the left side of the table, transitioning from green at the top to red at the bottom, with yellow and orange in between.

SNR Loss	Degree of SNR Loss	Expected Improvement with Directional Mic
0-3 dB	Normal/Near Normal	May hear better than those with normal hearing are able to in noise
3-7 dB	Mild SNR Loss	May hear almost as well as those with normal hearing are able to hear in noise
7-15 dB	Moderate SNR Loss	Directional microphones help; consider array mic
>15 dB	Severe SNR Loss	Maximum SNR improvement is needed; consider FM system

ACT prescription



File Edit Tools Help

ACT, HearLink 9050

HL 9050 MNR 60 P1 HL 9050 MNR 60

Philips HearSuite

Personal Data Audiogram **ACT** Personalization RECD REUG

Client Data

Instrument Acoustics

Fit Instrument

Feature Selection

Finish Session

Audible Contrast Threshold (ACT) ⓘ

No results

Enter ACT value

How to measure ACT?
ACT is measured using an audiometer and takes 2-3 minutes. [Check here for more details about ACT.](#)

☒ Prepare recommendations based on ACT

Detect ▼

Compatible hearing aids



Philips HearLink 9050



Philips HearLink 9040
(firmware 1.1.0)

Features influenced by ACT value



Maximum Effect

SoundMap Noise Control Transition

Noise Reduction Mode

Speech Clarifier

Comfort Control

SoundProtect Transient NR

ACT Scale



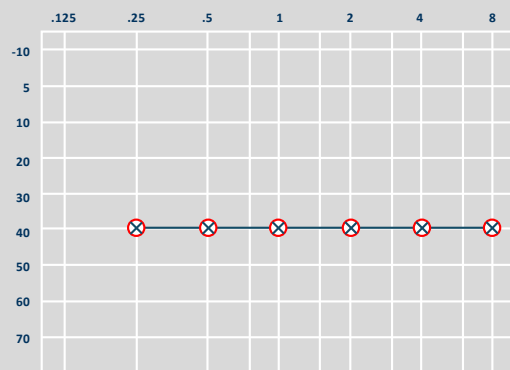
ACT Value (dB nCL)	-4 to 4	4 to 7	7 to 10	10 to 16
Hearing loss	Normal	Mild	Moderate	Severe
Prediction for aided speech in noise performance	Normal range	Mildly poorer than normal	Moderately poorer than normal	Severely poorer than normal
Fitting advice	Adaptive features set to minimum level to help preserve natural sound in all environments.	Adaptive features set to slightly higher than the minimum level to help preserve natural sound and improve speech understanding in the noisiest environments.	Adaptive features set slightly lower than the maximum levels to help balance speech understanding while maintaining natural sound in moderately noisy environments.	Adaptive features set to maximum level to help prioritize speech understanding in even the least noisy environments. Also consider streaming devices and communication training.

Meet Pedro and Will

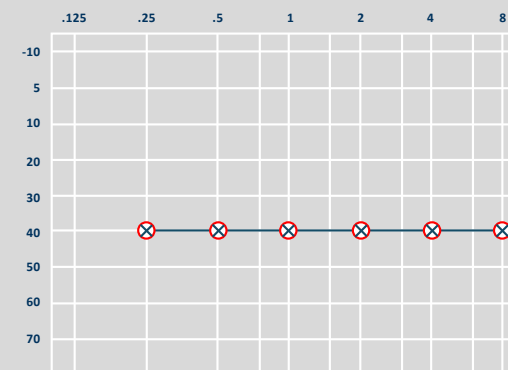
Same age, same audiogram, but significantly different ACT values



Pedro, age 65
ACT value 4 dB nCL

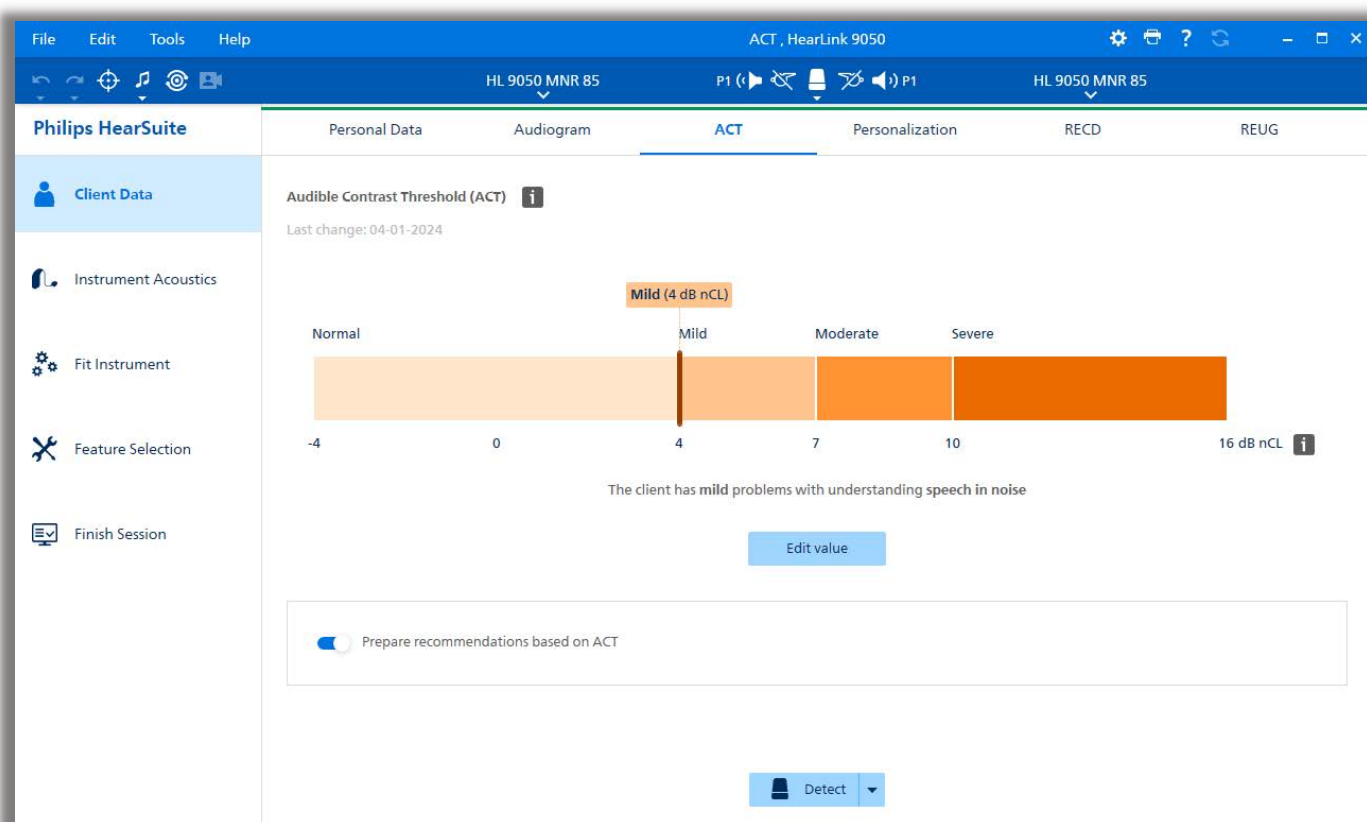


Will, age 65
ACT value 14 dB nCL



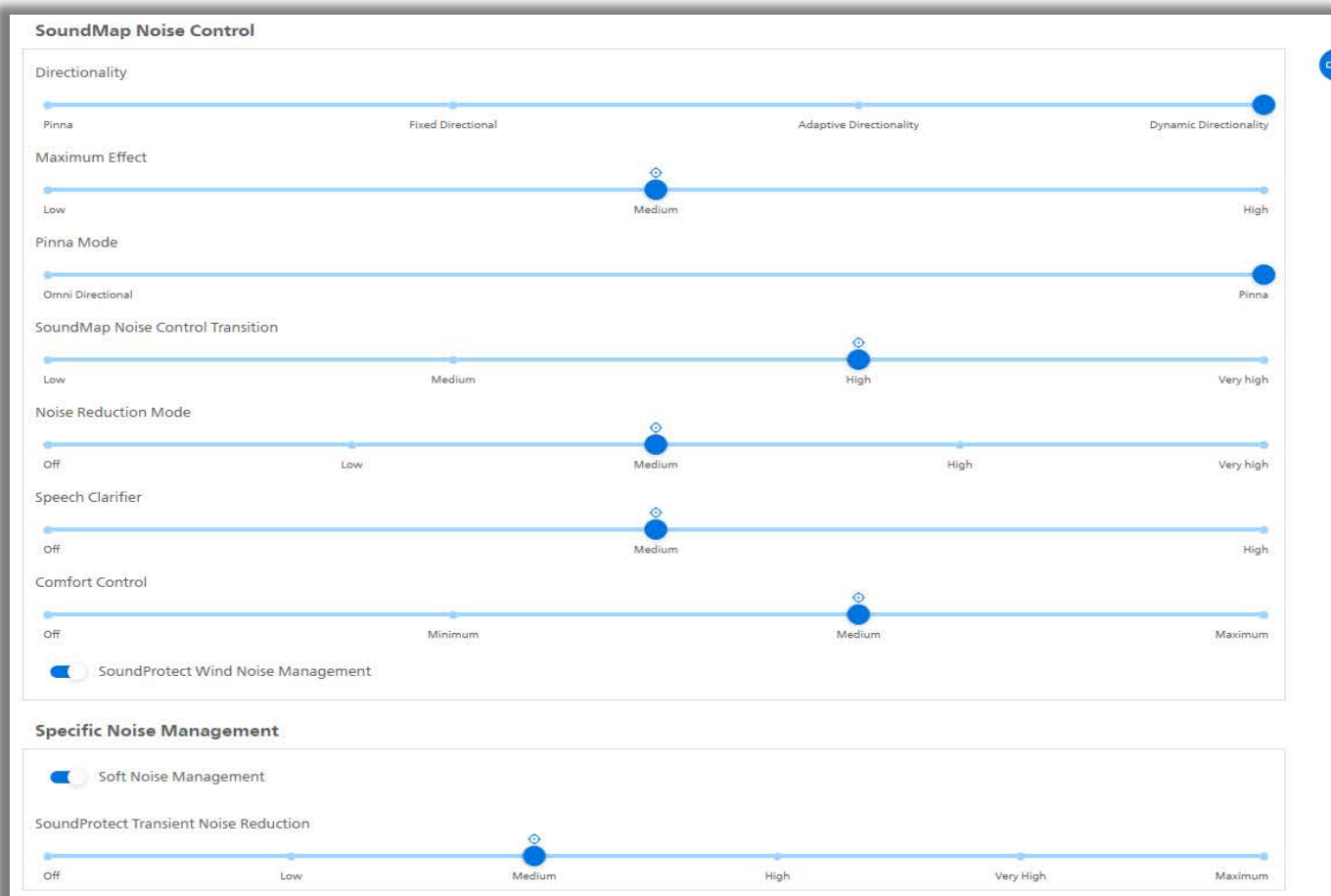
Pedro: ACT value 4 dB nCL

Mild problems with understanding speech in noise



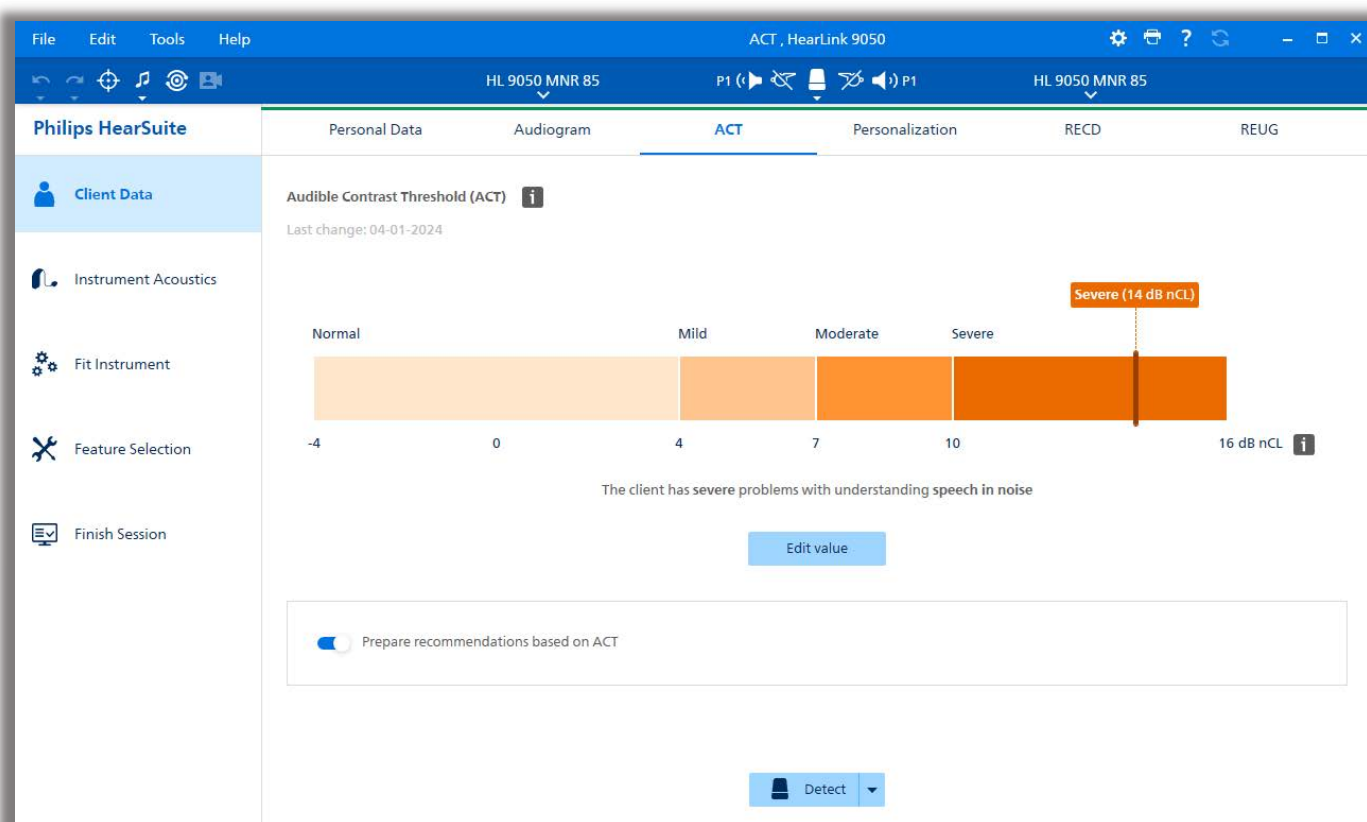
Features: Pedro

ACT value 4 dB nCL



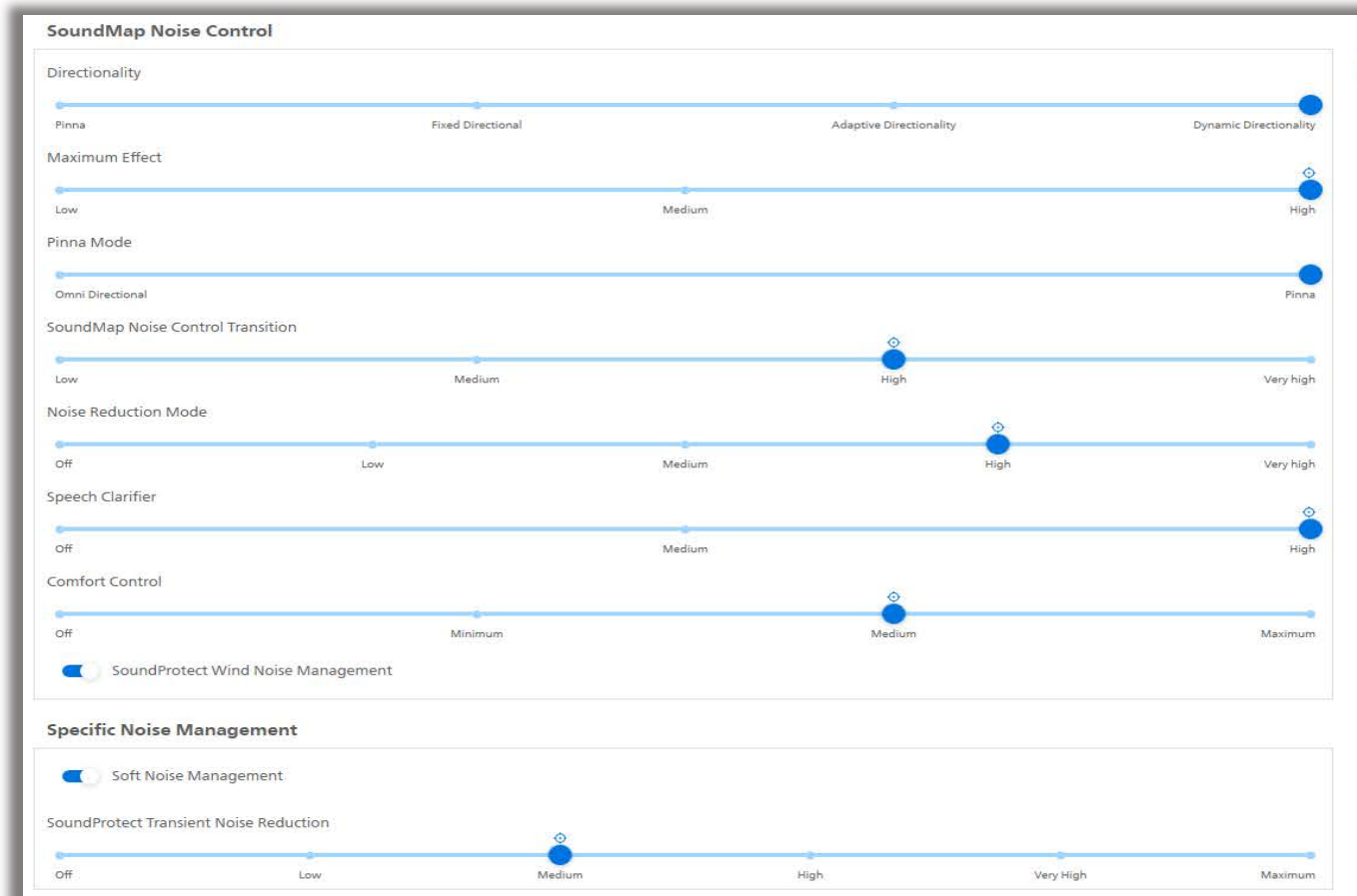
Will: ACT value 14 dB nCL

Severe problems with understanding speech in noise



Features: Will

ACT value 14 dB nCL



5 key takeaways

what matters most



- Easy and efficient to wear
- Easy and efficient to fit
- Easy and fast charging
- Easy to connect
- Easy and quick support



Easy and quick support

Customer
Excellence

800-327-3394

For HCPs: Customer Service/Technical Support/Key
Account Manager

Consumer
Care

800-327-4779

For Members: Connectivity Support

