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Expanding Signia IX: Superior Audibility for All

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Hello and thank you for joining our course Expanding Signia IX Superior Audibility for All on Audiology Online. My name is Lisa Perhaps and I am the Senior Clinical Development Manager at wsa. Before we start our course, I just want to cover a few key points. If you'd like to get the handout for today, you just need to go to your classroom and in Audiology Online and under pending courses. In your account is where you'll find the handouts.

You can certainly earn one hour of CEUs for today's course, but remember, in order to earn that, you must have a paid membership through Audiology Online. After the webinar, just go to your pending courses and pass the multiple choice exam and you'll earn the one hour ceu. And if you need technical assistance during this course, just call 800-753-2160 or you can email us. Well customer serviceaudiologyonline.com let's cover our learning outcomes because you're going to learn a lot after you take this course. The most important things are one you are going to list.

You'll be able to list the new integrated experience additions and features. You're also going to be able to discuss the benefits and capabilities of the IX platform. And lastly, number three, you're going to be able to describe how real time conversation enhancement uniquely benefits the wearer. We also have the risks and benefits printed out here on the screen. Here you'll see them and that's for today's course.

You'll find these in the handout section if you'd like to read through them. You'll also find the handouts there, as we previously said for today's course. So that's where everything is. Just feel free to download all of it. So let's go ahead and jump right in.

So Signia is a world leader in Audiology and we deliver consumer centric solutions for hearing care professionals and their patients. That has always been our goal. Our technology is designed to enhance real world conversations, particularly challenging environments like noisy group settings. By focusing on amplifying the voices that matter most, users can engage more confidently and naturally, even in the busiest of situations. This means not just hearing better, but fully participating in the

moments that make life meaningful.

Whether it's sharing a laugh at the family gathering or contributing to a lively discussion with friends, or being present for very important milestones. We aim to make these experiences effortless, allowing users to connect and contribute fully, no matter how dynamic or noisy the environment may be. Our approach to real world conversations goes beyond measuring just the Signal to noise ratio. We've gathered in depth data on the dynamics of conversation, whether it's one on one or in a large group. We studied this to better understand how people interact in noisy environments.

We've leveraged exclusive technology, we've created unique benefits and we've enabled the end user, the wearer of the hearing aids, to fully engage in conversations so that way they can enjoy richer, more dynamic social experiences. We focus on innovation and we see that in the form factors. Because we want to make hearing aids more accessible for everyone. Not just for a small segment, but for all types of hearing loss, for all different types of needs. We believe that form factors should not be a barrier.

We want these end user benefits to be available to as many people as possible and we want to reach them. So in order to do that, we are expanding access by design. We do that together, that we know we can facilitate a journey towards better access and acceptance for those who need hearing aids. There are a number of ways that we could do this and we use different strategies depending on different people. So we use aesthetic designs to make sure that we can promote wearing the hearing aid personal identity, empower the listener to wear the hearing aids and to reduce that stigma of the device.

But we also want to make sure that we offer multiple levels of technology and power to suit every audiological hearing need. Ultimately, the goal remains the same, that we need to help more people unlock the full potential of conversation. And we are able to do that with Signia ix. We have one innovative portfolio for all of your patients needs. And we could proudly say Signia IX now offers the

most up to date inclusive device range with industry leading speech processing technology.

That's right. Ultimately delivering an IX option for everyone. Take a look at our expanded portfolio. We offer a comprehensive portfolio based on patient needs. Something for everyone.

We've got stylish and modern, easy to use, mild to moderate, that we could fit all the way up to profound hearing losses. It's time for your patients to experience the Signia difference. So how are we doing this? Well, with our IX technology we're bringing everyone into the conversation. And this most recent launch, this extension of the IX platform has three main pillars.

Our first one is our revolutionary speech processing. That will always be our foundation is better hearing with real time conversation enhancement. It's the best technology for understanding group conversation in noise. And it's now available for all degrees of hearing loss. We're also focusing on inclusive device range so that way you're no longer limited by the level of hearing loss or specific medical conditions.

We'll have an instrument to fit all audiological needs. And lastly, we are very focused on thoughtful design. We want to make sure we encompass what you, the hearing care provider, need and want, but also what the end user needs and wants simple and effective solutions for you and your patients. So let's jump into that first pillar and talk about our revolutionary speech processing with Real Time Conversation Enhancement. Three additional focus beams in that frontal focus locking onto the speech our competitors.

You have to look at the people that are talking in order to focus in or it's just too wide and it's letting speech and noise come in. With Real Time Conversation Enhancement, these three additional focus beams built into that frontal focus layer lock onto the speakers whether they're taking turns talking or talking all at once, Whether they move around, the listener does not need to turn their head. The

person wearing the hearing aids is able to follow this dynamic conversation without watching a tennis match. Moving all around, they can relax and enjoy effortlessly the conversation around them, regardless of how noisy it is. That is the beauty of Real Time Conversation Enhancement in the IX technology.

It's revolutionary. We're using a three stage process that works all simultaneously and it analyzes, augments and adapts. Real Time Conversation Enhancement is a live auditory space utilizing split processing to separately process the background sounds to keep you immersed in your surroundings but not distracted by them, while smoothly enhancing multiple conversation partners. We're able to do that by sampling 192,000 data points a second. Who's talking?

Where are they talking? How fast are they talking? Are they talking on top of each other? Are they close? Are they far?

What's the environment? Is there noise? Is there music? What kind of noise? What's the frequency?

That's all what it's sampling and then it's adapting a thousand times a second so that way the listener is immersed in their surroundings, but able to seamlessly hear all the conversation, the dynamic that are going on around them, and truly enjoy the excitement of group conversation, especially in noise. Did you know that just a 3dB increase in sound pressure level means a doubling of loudness intensity? In simple terms, every 3dB boost makes sound twice as loud to our ears. So when we say the Signia IX platform delivers a remarkable 3.2 dB improvement in signal to noise ratio, that's a big deal. This means clearer group conversations in noisy environments.

All competitor devices tend to settle within about 1 decibels of each other in terms of signal to noise ratio, mainly because they rely on different versions of single channel processing for Both speech and noise, Signia IX stands out by independently reducing noise without distorting the speech. Unlike our

competitors, Signia uses split processing, which separates speech from environmental sounds to ensure clarity. Additionally, Signia IX adapts in real time to multiple talkers, a capability enhanced by real time conversation enhancement technology which allows multiple streams to focus and adapt dynamically to the conversation in real time. It's this technology that powers our superior results.

And while a technical signal to noise ratio improvement provided by hearing aids is often linked to better speech understanding, real world performance can be influenced by various factors. Individual differences in hearing loss, auditory processing capabilities and attention mean that the same signal to noise ratio change can impact listeners differently. Therefore, in order to accurately assess speech understanding performance, hearing aids must be tested directly with human participants in realistic conditions. The previous study I showed you was done on kemar. Tested all of the different manufacturers out there.

Signia clearly came number one, was in advanced. Now we have another test that was done independently on people in the real world. We commissioned a university in Germany to conduct an external human performance study comparing Signia IX with the best performing competitor. From our technical study that I just showed you, the best performing competitor, it's a device that was launched late 2024 featuring an AI co processor. Now this is probably a methodology that you've seen before, right?

Speech in the front, noise in the back. Especially in human performance studies where noise comes from behind and a single speaker is positioned in front, this setup effectively demonstrates directionality by narrowing the beam to cut out surrounding noise and pump up the signal to noise ratio, which then will grab the attention. It's a common approach for many flagship claims. While it's not wrong, it's not really indicative of real life or of good sound quality. That's why we took a different approach.

We've got the two speakers that were behind that were actually playing distracting speech and I'm going to advance it again. So we've got two speakers in the front that also was added to a wall of sound that simulated a real life noisy environment. Think of like a restaurant. In this lab based experiment, we created an environment where sound doesn't just come from behind and speech isn't always from directly in the front, but real conversations are dynamic and more they move around naturally, which is why we included this second speaker in the front. We went one step further to challenge the devices more rigorous.

Instead of running two distinct experiments, one with a speaker in front, stopping for 30 seconds, then restarting with a speaker to the side, we had the speakers alternate in real time. This continuous switching tested whether the devices could adapt on the fly. We developed these mythologies to truly test the capacity of our real time conversation enhancement technology. Unlike any other device on the market, Signia IX can track and enhance multiple talkers simultaneously, even as they move and even if you're not facing them. If we can genuinely deliver what we promise, this adaptive performance should translate into a tangible signal to noise ratio improvement and a more natural conversation experience.

So let's see the results. 28 individuals with hearing loss participated in the study and the results demonstrated a significant improvement in speech understanding with Signia IX. The mean speech reception threshold with Signia IX was 1.5 dB better, which is lower compared to the competitor. This reduction corresponds to a 24% increase in speech understanding, a substantial and highly significant improvement. It's important to note that the study served as an external validation of a previous internal study.

The results were remarkably consistent with the current study and showed a 1.5 dB signal to noise ratio improvement, closely aligning with the 1.4 dB improvement that we got in our internal study. The

corresponding increases in speech understanding were 24% in the external study versus 22 in the internal study. So again further confirming the reliability of the findings, despite differences in the test room acoustics and loudspeaker configurations, the present study essentially replicates the previous finding, reinforcing the robustness of the benefit of real time conversation. So what does all that mean? To put it simply, this demonstrates that real time conversation enhancement with split processing and its ability to independently reduce the impact of surrounding noise while tracking enhancing multiple speakers in real time is superior to single stream DNN solutions.

It excels in addressing one of the most challenging scenarios for hearing aids and that's dynamic group conversation in noise. With real time conversation enhancement, your patients don't have to worry about facing this person's talking. They don't have to struggle to keep up. They can simply follow the conversation and actively participate with ease. The benefit was observed when compared to a recently released device which is equipped with the AI Co processor.

An impressive 86% of participants, that's 24 out of 28 performed better with Signia IX than the brand A1, demonstrating that it isn't just a benefit for the future. Few skewing the data that is consistent time after time after time. The Data shows the SRT50 improvements of up to 5.6 dB. Those are the red bars. The red bars are Signia, the gray bars are the competitor.

And we see that with most participants experiencing the benefit greater than 1 dB. Now in contrast, when you look at the people who did better with with brand A1, they achieved marginal gains with a maximum improvement of 1.2 decibels and the others below the 1dB range. These findings highlight the tangible advantage of Signia IX advanced processing technology. We offer the wearer superior performance in complex noisy environments where traditional devices, often with single stream processing, fall short. Even the best supposedly AI co processor that's out there.

So that's exciting findings and this again was an independent study that was done. So we're excited to share that with you. So now that you know what the IX technology can do and the benefit that it has for the wearer, let's show you the inclusive devices and the thoughtful design that make up the IX platform. First, we're introducing to you the Incio IX in a canal half Shell ite. This expands the custom family.

Since we previously released Incoix in a CIC and an iic, we now have all the form factors to fill the custom line. Why are we doing customized? Well, it is important. Self stigma is increasingly resistant to fact based counseling. It's they get stuck.

They think it's just that stigma that I'm wearing a hearing aid. I want small, I want tiny, I want something invisible. So we have a discrete solution, but it's also accessible. So we have a tailor made device for comfort, for security. It's going to help those that are reluctant to maybe wear something behind the ear.

But it's also more accessible for those that maybe can't manipulate something behind the ear. Maybe it's easier to insert one piece than it is for two pieces of a RIC or a bte. So what we're looking at is custom devices themselves are still increasingly important in our arsenal of what we have to offer our end users. And while the small instant fit devices are popular, the fact remains that a lot of people still prefer or need the comfort, accessibility and security that can only be provided by a custom device. So we got it.

Let's show you our full IX custom family. So what we're introducing at this launch is the Inceo IX Canal half shell and ite and we have listened to you. You told us you want a battery driven custom product. So all of the products use 312 battery. You also told us you wanted to have real time conversation enhancement in a custom.

So all the sizes, whether It's a canal half shell ITE they have near field magnetic induction with E2E keeping both ears in sync. A full binaural bandwidth integration of sound between the Ears. And that's

what enables us to do the telecoil rather the real time conversation enhancement. You have an option for telecoil, you have customizable controls, but you don't have Bluetooth. Because we also heard you and we heard that there is a need for instruments to be offered that don't have Bluetooth.

There still is an ask for that. So we have something for everyone. When we talk about ix, the Canal Half Shell ite, we have three different strengths that are available. In the Canal half shell, you can get a 50 peak gain, a 55 peak gain, a 60 peak gain. So you can fit a multitude of hearing losses.

When we talk about the ite, it's a little bit larger in instruments or a little bit stronger of matrix that's going to use either the 55 or the 60 DBP gain.

And you'll notice we have six discrete colors. This is hair tone, this is skin tone, and we also added the black to make it look maybe a little bit more discreet, maybe like an earbud to kind of blend into all the other earbuds that are out there. So we offer that in the NCO canal half shell ITE in all technology levels. So it's available in a 7ix, a 5ix, a 3ix, a 2ix and a 1ix. We also have customizable onboard controls.

So what that means is what controls you have on the face plate. So you can order it with no onboard controls whatsoever, but it will come as a default with the push button if you don't indicate. You can also have instead of the push button a volume wheel. And if you can get it raised too, if you need to have something a little bit more prominent on the face plate, you can even get a push button and the volume control wheel at the same time. So you can customize for your patient what you feel would be easiest for them to use.

What is the best. Let me show you another slide. These customizable onboard controls can really assist with accessibility. Think about it. You could separate out the controls so you can have a push button on one side, a volume control wheel on the other.

This might be a great option for the end user that has neuropathy. Maybe they have limited dexterity, maybe they have very big fingers and they, they have a hard time manipulating things. So you can make it easier for them. Tell them, Mr. Patient, anything at all you feel on the right hand side, that's your push button.

Anything at all you feel on the left hand side, that's your volume wheel. Maybe the Patient can't move their wrist, maybe they have a hard time manipulating the volume wheel. You can give them two push buttons and they're programmable, just like we've always had our push buttons programmable. You can program the push button on the right side. Quick press volume up, longer press volume down.

And then the other side you can do for changing programs. So you could customize these onboard controls, you could separate them out. You can have one and one, you can have both the however you need to do it. And if you have less controls on the faceplate, you could possibly even get a smaller, more recessed instrument. So this is all can help with accessibility, help with the aesthetics of that custom product.

We have CROs compatibility, so if you need to have a CROs, we've got it. You've got the twin phone option in the hearing aids. So you can can program a hearing aid to be actually an amp CROs using twin phone. If you want a true CROs transmitter, we've got the CROs Silk with the charge and go IX that works for 28 hours on a single charge. So you've got a lot of great options for CROs with custom capability.

And you've got a telecoil. Telecoils are important. They are what is used today in order to connect to the induction loop systems that are in meetings, that are in places of worship, they're in theaters.

Induction loops are still very, very prevalent in today's society and they will be for a few more years until oracast does take over. Up until that time though, you're still going to need a telecoil and we've got it.

What if your patient can't manipulate the onboard controls? Maybe they can't do the wheel, maybe they can't do the push button. Maybe they have a hard time even finding anything. That does not mean they cannot make changes to their hearing and change the program, change the volume control. They can use the app, the Signia app on their Apple or their Android.

They can also use the mini pocket remote control and all of the NCO IX custom products have the E2E wireless capability and keep the ears in sync. So whether it's a cic, an iic, a canal, a half shell, an ite, you are doing wireless programming with your connects air.

Now, we are always going to fit as many microphones as we possibly can on that face plate and you're going to get the best benefit of the IX technology, regardless of the size. And if you order the IIC and the CIC that's small, that's tiny. It's only got one microphone that fits. But because we have the E2E wireless capability, keeping both ears in sync, right goes to left, left goes to right, you have binaural 1 mic directionality. This is unheard of in any other IIC or CIC.

We are the only ones that can offer this, that have beam forming in a small discrete solution. We also have the best IX technology in the tiny little package. So you've got the advancements like auto echo shield and speech stabilizer which is going to really make the conversations pop. Auto echo shield gives you clearer sound and echoey environments. And if you have anyone who tells you they're not an echoey environment, you tell them, you ask them, do you have a kitchen?

Most people do have access and are in a kitchen and usually usually daily. And that's a really echoey reverb environment. So auto echo shield can help in their everyday, not just in a big cavernous building. When we look at the canals, the half shells, the ites, those are standard with two mics. So you're going to have true directional mics.

Those true directional mics give you the ability to have split processing, a processor just for speech, a processor just for background sounds, and on top of that processor for speech, have the real time conversation enhancement. Tracking those multiple speakers in noisy environments. All of that is enabled because of that two mic system with the ear to ear. And you've got the great IX too as well. So you got that auto echo shield, you've got the speech stabilizer.

So no matter what size you choose, we have engineered it for the best conversation.

So whether it's an IIC or CIC, you can do discrete, whether it's a canal, it's a half shell, it's an ITE, you're going to get the real time conversation enhancement. This is how we're breaking down the barriers. This is how we're reaching more with the power of conversation. We want to empower more people to live out loud, enjoy the environments around them and to be, to be participating in all of the fun that life has to offer. So let's switch gears.

We went from the smallest size and now we're going to go to one of the larger sizes with our motion line. And this is the motion Charge and Go IX. BTEs, why are we doing BTEs? Well, BTE wearer feels left out many times. BTE wearer most of the time.

This is not a first time wearer. BTE wearers have been wearing hearing aids for years and years and years, and they get usually left out of the most advanced technology, the most advanced capabilities. Many times for most manufacturers, BTEs skip a platform or two or three before they're revamped on the newest technology line. Most of the time, BTE wearers are left juggling tiny batteries while everyone else gets rechargeable. BTE people feel left out.

They want the newest. They want rechargeability, they want the advanced features. So what we're able to do is give it to them. We have the motion charge and go IX family. This is a fully rechargeable BTE family on the IX platform.

And we've also updated it with some great new design features on the casing, so that way we can have something new, something fresh, something with a great sound quality, no matter what the hearing loss is and bring everybody into that conversation.

Let's start first with our motion charge and go Mix small at the same size as the pure. It is a 60p gain, and it works with either the ear hook or the slim tubes. You can do a slim tube or a power slim tube and get even more power out of the instrument. And that's all with the capabilities and the fittings that you're able to do. When we go into the pix on the motion charge and go the power instrument, this one's a 77 peak gain, so it's a lot stronger.

This is going to fit more severe hearing losses, and you can also fit it with the slim tube as well. So we have the regular thin tube 3.0. We also have the power thin tube along with the ear hook. And now the star of the show. This is our motion charge and Go Spix.

This superpower is an 82140 matrix. That's right, 82 peak gain. Please don't put a slim tube on him. He's just too powerful. You can't do it.

Stay with the ear hook, do the ear hook, do the ear molds. You want to get every bit of that power for your patient. And we are so excited about the battery life. You see, correctly, the M, the P, even the sp, you are truly getting a. A full, full day of wear on a single charge.

With the mix, you've got 32 hours on a single charge, and that includes five hours of streaming. And, you know, just so you know, on average, most people will stream about two or three hours. So with five hours of streaming, it will definitely cover most people's needs. But even if they were streaming 10 hours a day, you're still getting a full day on a single charge with the motion charge and go pix a little bit more power, a little bit bigger, has a little bit more capability. Still you get your full day, 30 hours on a

single charge, which includes the five hours of streaming.

Now we move up to the motion charge and go sp. This is unheard of. 65 hours, which include five hours of stream and 73 hours if you're not streaming. Yeah, you heard me. 73.

So even if the superpower person wants to wear it all day long and you know, it is the first thing they put in before their feet hit the ground and it is the last thing they take off before they close their eyes at night and lots of times they want to sleep in it. So they can sleep in the right one, charge up the left one at night, next day, wear them both that night, sleep in the left one, charge up the right one and you can wear them both the next day. You can still wear them literally 24 hours and still get a full day because that's what the superpower people want to do. They are scared of rechargeable because honestly, rechargeable hasn't been very reliable from their experiences with all the different brands out there. But remember Signia invented rechargeable.

We started doing rechargeable in 2006. That's 2006 is when we started rechargeable. So we know how to do it, we know how to do it well and you can trust you get a Superpower from Signia, you are guaranteed to get that full day.

That's superpower. We believe that no one should be left behind. We have the longest battery runtime of any rechargeable super powered device. So I just want you to remember that 73 hours on a single charge, 65 hours when you're including five hours of streaming, you're truly going to get that full day. And now your patient doesn't have to worry about carrying 675 batteries with them and having it in all pockets and in their car and making sure that they have it.

They don't have to worry that the hearing aid is not going to, it's going to stop working in the middle of the day. There's no battery changes. They have control of their hearing and the freedom of rechargeability. This is what people have been asking for. So we offer lots of great colors.

We've got the skin tone, we've got the hair tone. But those BTE people, as we've said prior, they've worn hearing aids before. They are very used to wearing hearing aids. They might have been wearing hearing aids for years and years and years. These are the people that are not burdened by stigma.

They honestly don't care. All right? They don't care. They need it. This is not an accessory.

This is not an option. This is a necessity. So for the people that wear BTE hearing aids, they want it to show, they want it to be fun. They're the ones that are out there bedazzling it. They're the ones that are looking with jewelry they could put on what stickers.

What can I do to make my hearing aid fun? Well, you know what? Again, it's all about accessibility, but it's also about listening to you, listening to your customers, listening to your patients, and developing what you need. So we heard and I am so excited to show you our fun colors. So yay.

We have 14 colors available in our BTES. So the Motion IX line is available in a 7ix, a 5ix, a 3ix, as well as the S demos. And it doesn't matter whether it's an M, A P or an sp. You have the choice of the standard colors. And also galactic blue and sporty red and turquoise blue, which is my favorite, and pearl pink, you have those options so you can make it fun for your patient.

And if maybe your patient is visually impaired and you want them to really know which one's the right and which is the left, do the sporty red and the galactic blue. That's going to give them the best opportunity to make sure that they see the contrast, see the colors and get the hearing aids on the correct ears. So have fun with it. We're excited to show you our fun colors. That's my favorite part.

So again with the btes, the wearer wants something current. They want the most capabilities. So of course we have Bluetooth in the btes and it has the seamless connectivity that you would expect with

IX in that all of the BTEs will connect to an iPhone using the made for iPhone, the MiFi, or to an Android using Asha, or if it's a newer Android, the Bluetooth LE Audio. You have all of those capabilities and you may need to have a cross with the BTE, so we've got that too. The BTEs work with the CROS Pure Charge and Go IX.

It's going to provide 29 hours on a single charge. And if you're not familiar with our crosses, we do our crosses just a little bit different than what the other manufacturers do with their CROS transmitters we found, and this, we found this actually many years ago, that the cross wearer will constantly complain that their hearing aid or the cross, I should say, shuts off a noise. And it's not shutting off the noise, it's doing what the top photo is showing in this graphic. So if you look at the top right hand corner and you see that frontal focus, that dark orange, that's what the hearing aid and the transmitter do usually when it's in a noisy situation. But the person wearing the cross, because of that frontal focus, lost localization.

And now they don't know where the sound is coming from. They don't know who's speaking. And this is what's giving them the perception that their hearing aid has shut off in noise. So what we do is the bottom right hand picture, we do skewed directionality. And what that is, the transmitter side on the right ear is instead of doing a frontal focus, it's doing a skewed focus.

So it's a little bit wider of a range of directionality, but still geared towards the front. So that way the listener will be able to get the localization they need. They know who's talking, where they're talking from, but it is still focused to the front to get best understanding in noise. This skewed directionality is what we do in all of our crosses, and it makes a huge difference. This is the reason, one of the many reasons why people choose Signia, because crosses work.

And this will be for someone who previously did not have success with a cross. I implore you, please try our crosses with that patient and you will see that the skewed directionality makes a difference. We've learned as well what you want and what's easier for you. And what you said back, you told us with our

pure bctix that you loved our LED light that's on the spine of the hearing aid. So we implemented it into the Motion IX 2 as well.

So all the Motion BTEs on the IX line have this visual confirmation. When the hearing aid is powered on and off, the LED light will be a solid green when it turns on, and that solid green will stay on for six seconds and then shut off. And when you shut off the hearing aids, that green light will flash. So it'll be a blinking light for about three and a half seconds and then shut off. So there's no need to configure or disable the light because it goes off after just a few seconds.

So it's wonderful. It gives the indication, you know, when it's on. You know, when it's off, you can visually see that you don't have to listen. So it's wonderful for caretakers too as well. But the best part part is it doesn't stay lit so it's not that flashing neon green from behind your head for the whole entire day that you're wearing the hearing aids.

We also heard you that you love the serial number window, so we've added that to to our BTEs. So all the motion BTEs, whether it's the M, the P or the SP on the IX line, have the serial number window. It'll show the serial number. It will also show the platform. So It'll say like 7ix or 3ix.

It'll be all in that window. And you have an indicator for right and left in that visibility window. So you're going to get a little indicator stick with your order that'll be red and blue. And you can put the little nubbin into the window to mark that one being right ear or that one being a left ear, to make it much easier for your patients to tell which is right, which is left. Or you can order the red and the blue, as we said prior, whichever is easier for you.

They're all though robust, and you could be confident that no matter what color you order or how you indicate right or left, that you're still getting the best protection against dust and water with the IP68 rating. That's the highest for dust, highest for water, and you don't have to get different supplies. So it

uses all of the earwear 3.0. So our motion BTES on the IX platform will use the same slim tubes that you had prior, the same power thin tubes, the same regular thin tubes, the same sleeves, the same ear tips, the same ear molds, standard ear hook. They're all the same on the Earwear 3.0.

Now remember the though only the M and the P can use those slim tubes and the sleeves and the ear tips or an ear hook on the powerade on the right. Please just use the standard ear hook. It's way too strong to put a slim tube on.

And we have lots of chargers available, so you can pick the charger that fits your patient's needs. What comes standard with the order is the desktop charger for most. The desktop charger for motion is available in three different styles, and it could be the motion charge and Go mix charger, desktop charger for motion, or the desktop charger for the Motion charge and Go pix, or the desktop charger Motion Charge and Go Super Power ix. The reason why there's three is because there are three different sizes and the slot on top where the hearing aid fits into, you want it to fit snugly around the body of the hearing aid. So we have three different chargers with three different openings on top in order to fit appropriately and snugly the instrument that is charging.

How can you tell what the charger is for? It's right on the bottom. So the part that sits on the desktop, if you turn it over and take a look at the bottom, you're going to see it'll say Motion Charge and Go Mix or Motion Charge and Go Pix or Motion Charge and go sp. You'll know. So don't worry.

They're all labeled, but there is one specific for each size of bte. And remember, those are the ones that come standard. You can opt to get a dry and clean charger of the Motion and the dry and clean charger is just for the two stronger BTEs. So that dry and clean charger is available for the Motion Charge and Go P IX and the Motion Charging Go Go Spix. All right, so just the two stronger ones.

You can also get the Multi charger. And the Multi charger is a very small compact charger. It was really made for the hearing care professional keep in their office. They can charge them up. But let's say you have two different styles and maybe you've got a superpower BTE that you're using the the pure Cross Charge and Go.

Maybe you want to use the Multi charger so you could charge them both up with the same charger. That's a great option and that's compatible with all of the Motion Charge and Go IX families. With the Motion btes, you're using the TV sound. So this is the new TV sound streamer that will connect seamlessly to the hearing aids. It's compatible with all of the BTEs on the motion line as effortlessly pairing and also backwards compatible with all connectivity enabled Signia hearing aids.

Other accessories that are available are your Streamline mic and your Mini pocket. Now, remember the streamlined mic. You may think, oh, I don't need it anymore because now the hearing aids connect to Android as well as Apple. But Streamline Mic is also a remote mic. And this might be a a fabulous option and accessory for a BTE user, especially a superpower who might use and really benefit from the option of having a portable remote mic.

And the Mini pocket is always a great option for everyone. If the patient doesn't have a Smartphone maybe can not manipulate the onboard controls. It works with every hearing aid because it's using coded high frequency sound and not blank Bluetooth.

The Motion btes do have Bluetooth, so you are programming them with the blue with the Noah Link wireless, just like you would with most of your IX line. So when we wrap up everything that the Motion charge and go IX has, We've got the LED light, we've got 14 colors with the fun colors. We've got a tactile push button that's very easy to use and feel. We've got a serial number viewing window on the underbelly. So you don't need to take off those push buttons to look for the serial number.

It's right there on the underbelly. It's nice and strong and robust with IP68 rating to keep the moisture out. You can have simple control whether you're using the Signia app or remote. And you've got a telecoil built in to every bte, whether it's the M, the P or the sp. So that way you can utilize those induction loops in all of the public places.

We also want to talk about own voice processing. Own voice processing could be a huge benefit for BTE wearers. How many times have you heard the people say, my voice sounds boomy. My voice is too loud, it's echoey. I love when they say I sound like I'm in a barrel.

And I ask them, how many times have you been in a barrel? They usually don't answer, but I know what they mean. It's just they don't like hearing their voice amplified. It's. Their voice is amplified, it's more audible, it's being processed and it's exacerbated by a little bit of the occlusion effect.

And it's just a disaster for that end user. These are really common issues, as you know. I'm not telling you anything new. And traditionally, what do we tell them when they complain about their own voice? Well, we tell them that they'll get used to it, just keep on, on wearing it.

It'll get better. Or we open up the vents, we give them less gain. We try everything to solve the problem without touching the gain, but sometimes you have to, and then it reduces the audibility. We found that 56% of experienced hearing aid wearers, even if they had an open fit, they're still dissatisfied with their own voice. That's a huge percentage.

If you have to lower the gain, that could help. Sure. They're not hearing their voice as much, but they're also not hearing all the sounds as much either. It's a lose lose situation. Signia is the only company that has a solution without compromise.

We're the only ones where you don't have to reduce gain and sacrifice clarity in order to achieve own voice comfort. With OVP 2.0 own voice processing, we preserve familiar sound of the hearing aid wearer's own voice. We're able to analyze the environment and detect when the wearer is talking. And we do this because we've trained the hearing aid to know the patient's voice. That's a 12 second process that you do at first fit in which the hearing aid is actually taking an exact measurement of the distance between the ears and the mouth, the microphones and the mouth.

So that way it knows exactly when the wearer is speaking. So the hearing aids are going to analyze, they're going to augment that own voice perception. It does that by rapidly applying compression to the wearer's own voice. It's in less than 50 milliseconds independently to the surrounding sounds. And we're able to do that because we have the split processing technology.

And then we're adapting continuously in real time, seamlessly optimizing the own voice compression in relation to the environmental voice volume. Own voice processing rapidly releases the compression of the own voice when the wearer stops talking. So it's seamless. This is how we are able to contribute comfortably with clarity. We're the only manufacturer on the market that has this technology and we're the only manufacturer that you don't have to alter audibility to get your patient happy with their voice.

So we definitely, definitely stress, you've got this feature, use it. We've got the research that backs it up too as well. We found that 75% of participants were initially dissatisfied with their own voice, instantly reported being satisfied when OBP was activated. What's really funny is that the key here is that this group were initially used as the control group in the study and they chose to have voice processing off. And they were very dissatisfied with their voice.

And with no acclimation process or any extra counseling, as soon as the OVP was just switched back on, they became instantly satisfied with their own voice. This is really powerful. We also found that In Comparative Studies, 81% of users with closed fittings and OVP OVP reported equal or higher

satisfaction of their voice than the competitor hearing aids that were fit open. So that's right, closed with OVP was higher satisfaction than open without ovp. That's huge.

What does that mean? That means you could hit targets. That means you can get better audibility. That means you have better sound quality. And studies have shown that not only does OVP increase comfort, but it also helps with contributing to the conversation.

Where 78% of the participants reported that they started talking more once they had OVP on, it's significant. Another great improvement that you have available to you with the Signia IX Motion BTES is Signia Assistant. This is our AI fine tuning tuning. We know that fitting the hearing aid is tough. You have to be the detective.

You have to figure out what is going on, what is process what you need to adjust. And we know that the patient may not be the best reporter all the time of what they're experiencing. They may not tell you as succinctly of what you need to adjust. This kind of eats into your counseling time and it could really make the patient dissatisfied because they can't communicate what's wrong and you're not able to fix it as best as you could. They may get discouraged.

Signia offers smart AI. This is our Signia Assistant to give patients real time, intelligent support without having to wait for their next appointment. It's powered by a deep neural network network. But unlike others locked into the hearing aid firmware, ours is live and continuously updatable. That means it learns from thousands of anonymized real world interactions and keeps improving as the suggestions come rolling in.

Think of it as a learning loop. It gets smarter over time based on actual user input. What's also important is transparency. Every change made by Signia Assistant is logged and can be easily reviewed and discussed by you during the next appointment. This helps take the pressure off the clinic

and also reduces unnecessary repeat visits.

And it'll also empower that end user to solve small issues, have a little ownership over their fit. You know, get the sound support that they need on the go. Now it also includes besides the AI capability of making adjustments, it includes practical how to's like cleaning the hearing aid or replacing the receiver all in one easily accessible place in Signia Assistant. Ultimately what Signia Assistant does is it makes the hearing experience more dynamic, responsive, connected, makes the patient more invested in their fitting without sacrificing any of the professional oversight that you give. It is a tool for you to help you.

It will never replace you. How does it work? It's all part of the app. The Signi Assistant is easily accessible in the app to easy and very easy to use. And intuitive.

It's a conversational interface allowing for suggestions and optimization and even troubleshooting. So it's going to ask, how can I help you? Is the problem your own voice, other voices, Sound quality, handling? If the patient is streaming at the time when they use Signia Assisted, it can make adjustments to the streaming quality too as well. And then it'll ask, is this sound happening at this time?

Because the AI is monitoring all these sounds in the environment. And then it gives it choices. What are the problems? You know, is it. Is it too loud, too soft?

Is it voices in general? Voices from the back? And the patient just has to pick. They don't have to find the right verbiage. It gives them the choices.

The patient picks. And then Signia Assistant will make the change in real time. Patient then decides if they like it or if they don't. If they don't like it, it reverts back to where it was before. If they like it, they can keep it.

This continues until the patient doesn't need Signia Assistant anymore and the changes are all made in real time in your universal program. So what does it do? It analyzes the listening situation. It augments the sound processing. It adapts over time.

This is Signia Assistant. This is the live deep neural network that we use in our app. Signia Assistant involves the client journey. So that way you have more time to concentrate on what matters and less playing the detective of trying to figure out what the heck the sound was two weeks ago at that time when the patient was in that one restaurant. So they can make the adjustments in real time while they're experiencing it.

That's the beauty of Signia Assistant. We've updated the app too, as well. So you might have noticed there are some new changes to the app. The new version is 2.7.20. Some of the main things we've done with the app, every time we update the app, we'll do some bug fixes.

We'll make it more efficient, make it work better. We've optimized the iOS pairing, so that way the app pairing is more seamless. What we've added to as well is screen reader support. So it's going to support the iOS, the Apple voiceover or the Android. Android.

Android Talkback. Built in screen readers. The Signia app is going to work automatically with these built in screen readers when the screen reader functionality is activated on the phone, so there's no additional setup required. And then the person wearing the hearing aids can just navigate through gestures associated with the phone screen Reader feature. So all the core app functions are available.

That's your menu, your pairing, your volume control, your program changes, and the proprietary features of the app like My well Being or Signia Assistant. Those are not supported for technical reasons due to the interface of the app and the screen reader. But the benefits are that your wearer

with low vision can now use the app independently. So again, it's all about accessibility and you can feel confident that when you recommend the Signia product to your patients with low vision, they're going to be able to manipulate and use all of the features that they need, which is exciting. Another thing we did in the new update of the app is we changed the name of Face Mask mode.

It still works the same. It's still going to enhance the speech and really make it pop when you're in noisy situations with speeches. Unclear, but we change the name to Speech Boost. The reason why we did that is because people weren't using it because they're not really wearing masks as much anymore, so they didn't think it was as appropriate for them anymore. It definitely is.

Speech Boost is going to give them that emphasis on speech when they're in situations when maybe the mouth is not as clear, maybe it is covered by something, or if the speech is just not as clear as they'd like it to be, it gives them that added boost. So this is a great change that works just the same, but with a more user friendly name. So those are all the changes we did in the Signia app. And just to narrow it down, if you want a rechargeable BTE with the IX platform, so you want Real time conversation enhancement, we got it. Let's say you want an IX Ric with different form factors.

So you want a Slim Ric or a standard Ric. Maybe you want want Bluetooth Classic or maybe you want Made for iPhone. We've got that on the IX platform. Maybe you want a custom product that uses Zinc Air batteries, we've got that too. No matter what the size is, you might want Real time conversation enhancement.

And maybe previously it was only available in one or two form factors. Now we've got it in almost every form factor that has true directional microphones. You can have real time conversation enhancement at IX platform. You want CROs, we got it. Did you know even the instant fits have cross too as well?

So on the IX platform you've got lots of cross options and an instant fit. Instant fits are not just your Silk on the top right or the Active Pro on the bottom left. Your Instant fits are anything you pull off the shelf and fit that same day as the patient is sitting. So it could be a ric, it could be a bte and it certainly can be our Instant Fit Customs. So you have options with ix and you know, no matter what form factor you pick, you're going to get the best sound quality with the best hearing in noisy environments.

We got it all. So we are so excited. That is our full platform that we have available to you on IX. We've got Ricks, we've got BTEs, we've got Customs, we've got Instant Fit Customs, we've got it all. We are so excited to share this.

The stylish and modern, easy to use, mild to profound. We have a comprehensive portfolio that's based on patient needs for the best accessibility and the best hearing. So we can enable more people to unleash the power of conversation. We've got a whole list of references of all the studies that I talked about. Print out that in your handouts and I'm just going wrap up and thank you.

Thank you for joining us today and for taking the time to learn more about Signia IX technology. If you're interested in learning more about our products, maybe walk through the software. We encourage you to search out our courses on audiology online and always be sure you can always reach out to us for assistance. You can call at 800-766-4500. We are here to help help you.

Thank you again and have a wonderful day.