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## **Customizing New Possibilities**

**Presenter: Peytra Gettings**

At Phonak we believe in changing lives and creating a world where life is on for everybody. For more than 75 years we've focused on what matters most and that is improving speech understanding based on the gold standard audiology, Empowering your hearing aid patients to connect socially, thrive mentally and emotionally and ultimately enjoy a greater state of well being. So today we are so excited to introduce a solution that empowers you to customize new possibilities for your patients.

My name is Peytra and I am a senior clinical trainer employed by Phonak. I have no other financial or non financial disclosures, so let's go ahead and look at our learning objectives for the day. So by the end of this course you will be able to summarize the benefits of the new Infinio product. You'll be able to describe the advancements in AI powered features and finally explain the benefits of the Right Fit approach.

What would you expect from a hearing aid? Universal connectivity for your calls and your music. Clearer conversations even in busy environments. Automatically adapting to your different listening situations. Customized for you to fit comfortably all day long.

Experience the new rechargeable Virto powered by the ultra responsive Era chip with Phonak Infinio technology in a discrete modern form factor that looks as good as it feels. Unlock a world of new possibilities with Virto R Infineo.

The Virto R Infineo leverages AI powered precision for truly customized hearing at every level.

Virto r Infineo is right on the outside thanks to Right Fit customization for precision, performance and comfort in every single ear. It's designed for convenience and ease of use for you and your patients with our simple intuitive charging system. And it's right on the inside with our exceptional sound quality speech understanding. Now even more precise and finally right for connections for an improved user experience during the Bluetooth pairing process. So today we will explore how each of these four pillars

combine to make the Virto R Infineo your choice for a custom rechargeable solution for patients.

I want you to imagine for a moment that you had a garment tailored just for you. Not something that was off the rack in your approximate size, but something that was customized specifically for you. For me, I think about a wedding dress that I wore. It was customized for me. Fit like a glove.

And that really is what we are providing to your patients with our new Right Fit customization. It ensures a comfortable fit that is as small as possible and optimized for every ear. Now customization has been part of the Phonak Custom device story for many, many years from our 3D modeling and acoustically optimized vent as well as biometric calibration are not new concepts. So you might be wondering what is different and new with the process. Now from receiving a well defined ear impression together with the right fit order form, there are so many AI powered customization processes that are involved in crafting and delivering a custom virto rechargeable hearing aid.

Now, to further increase patient satisfaction, satisfaction and comfort, we've added a new custom device modeling approach and that is called right fit modeling. We've also created a proprietary receiver strength selection algorithm, the AOR to our customization process. Together with well established but continuously improved customization processes like your AOR and the biometric calibration, we will apply these processes in synergy to deliver the best possible first time right fit virtual R infineo for every ear. And it really is the synergy of the parts that the magic between the science and the art lies. We're going to break this down and we will start with something that you as the provider have the most direct control over, and that is the ear mold impression.

Well defined deep ear impressions are foundational to a successful custom device story.

1.5 out of every 10 orders that we receive at Phonak for custom devices are classified as incomplete or poor impressions. And so the ability to take good ear impressions requires skill and confidence, which

only comes through practice. And so I want to ask you, what are some landmarks of a good ear impression?

I think about the easy view otoblock placed past that second bend, that well defined antitragus and intertragal notch, a complete helix and concha as well as that well defined tragus. You can see that 3D scan of a well defined deep ear impression and it displays evidence of skin contact with the impression material. Thus no shiny material surface with bubbles, cavities or folds. We wouldn't want that again, having that deep ear canal impression with the placement of the oto block past the second bend. So we need an impression that captures every single curve and contour of the ear, accurately reflecting the exact anatomy.

And a detailed impression is required because comfort and performance really depend on that perfect fit for your patient. And so this is a great time to remind you of a great tool that you have in your toolbox. And that is the Easy View otoblock. Now, the Easy view otoblock consists of a soft yellow foam outer seal and inside the otoblock is a cavity. So that cavity is designed to fit otoscope specula and it has a hard transparent membrane at the very end.

And it is this membrane that makes that Easy View otoblock so special. It's angled and that avoids any light reflection from the otoscope specula so you have a clear view of that tympanic membrane and ear canal the entire time. You'll also notice on the bottom part, extending out of the ear is not just a string, but instead a tube. And that provides ventilation and comfort when removing that deep ear impression. Our Easy View otoblocks come in three sizes and they are intended for adult non surgical ears.

And because the Easy View otoblock is not removed from that impression before being scanned in our modeling software, it will provide on average, millimeter additional information on your ear impression versus a traditional cotton or foam otoblock. And so we can see exactly how that ear canal turns. Now, Easy View otoblocks are not required for these custom devices, but I would encourage you try them

out. A lot of providers forget that we even have them. And one ex, one provider I worked with recently, she's been in the industry for over 20 years.

She absolutely knows what she was doing, what she is doing. She said after using that otoblock, she took the best impression of her life. So that's my nudge to you. Reach out to your Phonak wrap or trainer to get a starter kit of these. It can really just make a beautiful, nice, deep impression for patients.

So once you send us your beautiful detailed impression, we take over the next steps of that personalization process and we use our proprietary 3D shell modeling software called the Rapid Shell model renders a digital 3D image of every ear impression received with the placement of an order. Now, the Rapid Shell modeling software, it's not a generic off the shelf modeling software. And because RSM modeling software is proprietary, it is a unique vehicle by which all of our customization innovations are integrated. And that is the tool that drives this new Right Fit customization. Our new approach to modeling the Right Fit modeling provides us with the opportunity to create an as small as possible shell size for each ear.

With that advanced customization to support a precisely crafted custom device that performs as good as it feels for your patient.

Now, with ordering a virtuo r device, the option of selecting a Right Fit as small as possible shell is now possible. You can offer your patient the opportunity to wear a rechargeable custom device that is discreet. But Right Fit also allows for a full shell for patients who have some dexterity challenges and they need that shell to be Built up bigger or big as possible for that dexterity need. With the right fit modeling approach, we're not only creating that aesthetically more appealing custom hearing aid, but wearing comfort has also been improved.

So take a look here at the difference that right fit shell modeling can make. The one on the left was made without right fit modeling and the one on the right is right fit as small as possible. This really gets me excited for just how discreet and comfortable that device can sit in the ear. I love that image on the right.

Now another aspect of custom device remakes is often venting. So let's talk about the acoustically optimized vent. There was a study conducted by Winkler in 2016 and it revealed that one of the major complaints of hearing aid patients, specifically custom hearing aid users, was the whole phenomena of occlusion. And as hearing care providers we know that occlusion could be objective and that refers to the sound pressure level difference between an open ear during self vocalization and then a closed up ear during self vocalization. So when they're talking or on a subjective level.

So again, occlusion could be either objective or subjective. And on the subjective level, occlusion refers to the hearing aid user's change of perception of their own voice when hearing when wearing a hearing aid. So when amplification is then applied, that sound pressure level and perception of the own voice gets elevated and is often referred to as amp occlusion in literature. Our acoustically optimized event algorithm calculates an acoustic event mass value for each ear to optimize the acoustics and a snug but comfortable fit. And our modeling software allows different shapes of vents to be used by the modeler with a different diameter to reach that targeted acoustic vent mass.

Now that acoustic vent mass is calculated considering the required gain based on the hearing loss and then taking into account factors such as occlusion, managing that low frequency resonance in the ear, the risk of feedback. So considering that high frequency gain required for a patient specific audiogram, and then additionally that direct sound benefit to ensure that there's natural sound quality and device acceptance. So choosing a vent based on a subjective interpretation of an audiogram certainly might fall short of balancing wearing comfort and acoustic excellence as it's only looking at one dimension.

Now, considering the natural progressive nature of hearing loss, it really is our responsibility to plan for years to come after that hearing aid patient has been fitted with hearing aids. So having that headroom allows for an increased amplification should the progression in hearing loss outrank the current gain settings and so Take a look at this study here. This was done in Rotterdam of over 675 adults, referring to the progression of hearing loss in the aging population. What they found was that low frequencies changed a third of a DB in high frequencies, 1.35 DB annually.

So does that surprise you? I think oftentimes, as hearing care providers, we might want to overestimate that required headroom, going with a much stronger receiver to really play it safe, which then can influence the size and aesthetics of the custom hearing device.

So our acoustically optimized receiver selection is now a new developed algorithm in our modeling software, and that will calculate the required gain for a specific audiogram and make the correct receiver strength selection for you. Now, the AOR will consider the degree of hearing loss. So from that audiogram that you enter, it'll be based on data of thousands of cases of a weighted algorithm that's been developed considering both low frequencies and high frequencies separately and differently to allow for the required adequate headroom. And then finally, our 3D modelers will consider that available ear space using the rapid Shell modeling software. So by using this acoustically optimized receiver, we really give you the opportunity to create a device that's as small as possible for that patient without compromising on hearing benefit.

And it has been specially developed for the right fit customization. So AOVAR AOR will only be available when you're placing your order through that right F on the order form, which we will review. Now, the last customization that we'll discuss applies to all Virto devices, and that's biometric calibration. So biometric calibration is not a new customization innovation for Phonak, but it is by no means average and is still one of the most important differentiators for a Phonak custom hearing

device. And that provides an optimized directional performance and a personalized microphone location effect.

So in this next video, Dr. Rachel Bishop will explain what sets biometric calibration apart. You'll notice that virtos are pictured are from our prior product family, but the principles still apply.

Each ear is unique. Each ear hears differently. The convolutions of your ear reflect sounds in an individualized way. Currently, hearing aids do not know how the individual's unique ear has reflected the incoming sounds as they arrive at the microphone. Welcome to the next level of customization, where hearing aids are not only physically customized on the outside, but are now acoustically customized on on the inside.

Introducing Phonak vertical hearing aid with biometric calibration. Our Software identifies over 1600 data points from the client's ear impression. These biometric data points are then compared to an ear model that knows how the ear reflects sound. An algorithm determines the differences between the ear model and the individual's ear anatomy. The unique calibration settings are calculated which optimizes the cardioid for their individual ear.

The virto knows how the individual ear has reflected the incoming sounds before arriving at the microphone and has been calibrated accordingly to maximize hearing performance. Biometric calibration provides a 2dB improvement in directionality. Here you can see the cardioid for devices that have not been biometrically calibrated. While there is consistency across the front of the beam, there is some spread and inconsistency across the sides of the beam. Here you see the same devices have now been biometrically calibrated.

There is still consistency across the front of the beam, but now the sides and the back of the beam are consistent as well. This 2 DB improvement in directionality helps reduce extraneous background noise

and less background noise leads to an improvement in hearing performance. Virto is a full product family with many features and benefits. Biometric calibration benefits all directional models with no additional effort required by the hearing care professional.

When a biometric hearing aid gives you access to better hearing performance, life is on. Phonak. Life is on.

So in addition to that better directionality, the second benefit of biometric calibration is that personalized microphone location effect. I know my ear certainly is not the same as Kemar's ear. So that really is what this biometric calibration takes into account. Each ear is unique. We know the shape of the pinna and the concha has the natural beam forming effect and the natural acoustics of the pinna and concha to really result in this natural resonance that preserves the high frequencies acting almost like a pre amplifier for high frequencies.

If we take a look at this graph here, it illustrates the microphone location effect at 45 degrees for each form factor. You can see that placement of a hearing device or microphones within the dynamics of an outer ear, such as the case of an ITE creates an opportunity to utilize the natural resonance of the outer ear and support the technical beamforming of the hearing device. It is important that the natural beamforming of the pinna and the technical beamforming properties work in synergy to then optimize the beamforming properties in SNR benefit to the patient. Most manufacturers make use of a single geometric value for the microphone location distance within their gain model calculations. But none has claimed to incorporate microphone location distance with ear specific anatomical parameters in calibrating the beamforming properties of that hearing device.

And we do this by using biometric calibration.

So look at, you can see the resonance of the sound that bounces into that conchable and then bounces down in the ear canal and how that can be different when you put a hearing aid in and where you're putting those microphones. So what do you lose in terms of directionality when that conchable is filled up with a hearing aid?

Customization values are embedded and then stored within the firmware of that custom hearing dev. So biometric calibration goes one step further into that customization process. By looking at the data, there are fewer adjustments that the HCP will have to make and it provides better performance for that patient as you're fitting that device in the target software.

The right fit customization approach provides layers of personalization to maximize the performance for all of your Virto R and Finio wears. And that tailored fit for your patient confidence really assures a comfortable fit that is as small as possible and optimized for every single ear.

As we look at that next pillar, we see that Virto R Infineo is designed for simple intuitive use. One example of that is our proprietary snap and charge system, which makes charging so simple and so secure for your patient.

Convenience and secure charging were two very important drivers in the design of this charger. Virto Infineo, our proprietary Snap and charge system delivers on a secure and convenient charging system. So you simply release that hearing aid into the case and they will securely attach onto that magnetic self seating charging port.

With this charger it is so fun, very easy to use that magnetic charger ports there conveniently interchangeable. So the right side can sit on the left port, the left hearing aid can sit on the right port. You can switch them in and out so it allows for that 360 degree snap and charge. So very easy for a patient who has some dexterity or vision challenges. Each charger port sits on an LED light that lights

up when that hearing device is attached, no matter what angle.

So that LED indicates the charging status very clearly to the patient. When flashing green, that LED indicates that the charging is in progress. And then once it's fully charged with 100% battery, you'll notice a solid green light on around those rings with the red light appears. That means that troubleshooting needs to perform, be performed or contact your phonak team in Addition, we have used the rapid shell modeling software database to consider different shell size fit comfortably within the charger case. That simply means that when that case is closed, there's not going to be contact with those hearing aids.

There will be enough space in that charger to accommodate them.

The charger Virto Infineo will offer you and your patient very efficient charging. Battery charge and charging time, you'll see from 0 to 100% is three hours for a full charge. If you don't have that amount of time and maybe you're just trying to get them in before your quick fitting, a 15 minute charge will give you 30 minutes of battery life so you can do just a rapid charge to get you through the fitting. So this is how long it takes to get the hearing aids charged up. But how long is the battery runtime?

Let's take a closer look at this slide here. You'll notice once it's fully charged in just three hours, your patient can expect 16 hours. And that is based out on eight hours of autosense with eight hours of streaming. And that streaming could be made up of Bluetooth streaming or TV connector using that Airstream technology. So a mix of both.

If your patient is in straight Autosense and they're not doing any streaming, they can expect up to 30 hours of battery life.

With the IP68 rating, your patients can certainly rest assured that these Virto r devices are going to withstand all day wearing and a variety of environments, that they are in a very purposeful design to support comfort, ease of use and then aesthetic appeal. You will notice push buttons are on both hearing aids. The default configuration is right raises the volume, left lowers the volume and a long press for the program change. Either side can answer a phone call. We also have an indicator light on the bottom right hand side at about like 5 o' clock on that device.

And that mirrors the behavior of all of our other devices. So it'll flash green as that device is charging on and then you'll see a red light when you're holding that push button down to manually turn the hearing aids off. On either side of the push button are microphone protectors, which we will unpack in just a bit.

As you can see here, closer look at those microphone protectors, there's one on the left side of the push button and one on the right side. And these would be changed by you as the hearing care provider. They do come in two colors, pink and gray. Gray is the default microphone protector for the black device and the brown device. Pink is the default microphone protector for the pink, tan and cocoa face plates.

So again this would be something that would be changed by you in office and we recommend changing them every four to six months or as needed by that patient.

Here's a quick video so that you can see how easy they are to change. Kind of similar to a wax guard.

And those microphone protectors come in packs of 50. So 50 for the right, 50 for the left.

Wanted to show you here the color options that you can choose from. Our faceplate colors. You've got five options across the board. Obviously they come in all colors. It is the black color that's mostly featured on all of our marketing which is look quite techy.

But you can choose from any of those five faceplate colors for the shell colors we have added or we do still have that red for the right, blue for the left which is just a nice visual for a patient who needs that. Or transparent that clear shell for other patients. The Virtual R Infinu comes in all tech levels 90, 70, 50 and 30.

This push button can be configured by you in the target software as I mentioned. Right raises the volume. Left lowers the volume. It can be configured for programs as well. Answering the phone call in addition to that, hanging up that phone call, putting it in flight mode or doing a hard reset of that device.

Now to set your patients up for success with daily maintenance of their devices, don't forget that we have care kits that are available. This one is unique to an ITE device, but we do make care kits for btes which are separate than these and then rics as well. And it really makes a great complement to protect the patient's investment. Care kits provide content for a whole year of effective care and maintenance to your patient. It comes with a nice care guide for providing step by step instructions on cleaning the devices, maintaining them and can be a great just addition to the care that you provide.

Let's go through the ordering process and that is this new Right Fit three step ordering process. We're going to guide you through how to order device. With this new Right Fit customization.

We are certainly mindful of time constraints that you have workflow demands. You know that you have to keep your clinic running and you're quite busy. So it really came about on how we can improve this satisfaction, patient satisfaction as well as clean up any remakes repairs and then find just an integrated approach to crafting the custom device. Right Fit integration customization will include this new three step ordering process. Step one includes that customer and patient information in the audiogram as you normally would, you'll enter that step two includes the product information.

And finally, step three is that selecting Right Fit to give way to our proprietary application of customization intelligence, we'll see how easy this looks on the estore. So, to begin your configuration, you will choose the Virto I infineo through one of the following methods. So either go into your estore, select products ITE hearing Aids, and then configure from there. Once you choose that Virto R, which stands for rechargeable, you can start a new order, have your patient name ITE hearing Aids, and then configure here.

You'll enter in the audiogram for that patient. So the right and the left your thresholds. You can enter the audiogram obviously right in here. And then for the impression option, we do take digital ear scans, or you can mail in that impression.

From there you'll choose the performance level and then the model. So with that product, if you were choosing Right Fit as small as possible, it will appear here, here.

At that point, all of the decisions will be made for you. So you don't need to choose the vent size because AOR will be part of that Right Fit modeling process. If you do like to choose all the details and specifics of your product, you would simply not choose Right Fit. You would enter in the specific vent size that you are wishing.

Again, you're choosing your shell color inflate face plate option for the patient. And then just a reminder, this section would be used to customize your order. So it would not be used if Right Fit is chosen. Again, this is manual selection of the shell size, vent size, power level. That would not be part of the Right Fit because with Right Fit you don't have to make those decisions.

We make all of those based on that unique algorithm.

If you are somebody who prefers a paper order form, we have a new order form which you can download from our E store. Reach out to your rep or trainer if you need a copy of this. This new order form is two sides. On the one side that has those green horizontal bars. It is the Right Fit size.

On the gray, on the other side where it's gray bars, that's going to be build your own. Again, walking you through this form, your step one is going to be including that patient information, their first last name, audiogram information. Step two, you are choosing that product. So if it's for both ears, the tech level, your face plate and shell color. And then step three is your simple Right Fit as small as possible or Right fit, build it full shell.

From there you are all done completing that form. You do not need to go on to option four or five unless you're choosing any accessories. So again we are trying to make this as simple as possible, whether you are doing a paper order form or our estore for the ordering process.

So we've talked about the customization that's all involved, that simple intuitive charging. Now we're going to go on the inside. So that right fit on the inside we give you that sound quality speech understanding that you have loved from that Infinio platform that's been out for just over a little bit over a year now offering it in the first rechargeable custom solution from Phonak. The Virto R Infineo is powered by the ERA chip. And this takes a giant leap forward since our last custom product, that was the Virto paradise which was powered by the prism chip.

With Era, you now have Adaptive Phonak Digital 3.0, our fitting formula to deliver that instant comfort, instant love with 93% patient satisfaction from a first fit compared to a competitive solution. You'll also notice our autosense OS 7.0, really the brains behind the hearing aid, orchestrating all of those artificial intelligence features to accurately identify and adjust your patient's listening situation now has been trained with 18 times more sound environments compared to our previous AutoSense. And that final pillar is the smart speech technology, bringing a next generation feature set now to custom device

patients.

That automatic system seamlessly optimizes the sound so your patients can hear in a world more clearly every step of the way. So whether your patient is ordering their favorite cup of coffee at a local coffee house, or maybe watching a video clip sent by a friend, or attending a strategy meeting and their work environment, or maybe having, you know, a birthday celebration with their family or autosense OS is going to work automatically for them and really make it even easier in those environments.

With Virtuo r Infineo, we took the opportunity to take another look at autosense and see if there was a scope to retrain it to make it even better. So you might remember that we used machine learning artificial intelligence to train Autosense. We started with an input. So here we have speech and noise input, but the inputs can be many, many different scenes. And then AI searches for a more typical feature in that sound sample.

So it learns those features belong to a particular category of a sound environment. So we'd label those features as X. So in this example it would be speech and Noise. When it sees a similar set of features, it then can classify that environment as X Again. SPEEC we know that machine learning approach to change a classification system means performance and it depends on the amount of data used during that learning phase.

You might remember over that last year when we launched the Infinio platform, we built a large database and now can access that database of millions of speech and noise recordings. And that was thanks to the development of our deepsonic chip. And it offered us a great opportunity to retrain our environmental classifier. With this database, we were able to retrain AutoSense with 18 times more sound samples than previous generations, making this classification more robust and more accurate. And this retraining resulted in Autosense OS 7.0.

So the outcome of the improvements in classification accuracy result in patients benefiting from the right combination of features and functions according to the environment that they are in. AutoSense OS 7.0 now more precisely adapts to that patient's listening environment, resulting in boosting the speech understanding in noise making. It really a key innovation by improving their performance of their hearing aids. So how does this translate to the patient? They can enjoy exceptional sound quality in every environment, working more seamlessly and automatically for them, adapting to their ever changing environment.

Autosenseos is orchestrating all of these unique features. For the first time we have smart speech technology that is in our custom device. So this custom rechargeable device with a full range of these features, we now have that stereozoom 2.0 speech sensor and motion sensor hearing. And we're going to unpack these three features which might be familiar to you as we've had them in our RICs, but this is the first time that they are in a custom product for us. We'll start with motion sensor hearing.

Now conventional hearing aids activate a directional microphone system for speech and noise situations regardless of if that listener is sitting, standing or walking. With motion sensor hearing, though, the accelerometer in that hearing aid recognizes when the patient is in motion. So when they're walking and it adjust that beamformer to provide a more audibility of the surroundings. When motion sensor hearing was introduced, a study that was conducted in Ontario, Canada with motion sensor hearing on versus off resulted in the following 73% of patients participants reported better hearing or speech understanding, 78% reported improved environmental awareness and localization and 71% reported an overall improved listening experience when motion sensor hearing was on versus off. So this feature is available in the 90, 70 and 50 level of our products because of that accelerometer that's in them.

That accelerometer is also what enables tap control. And if this is a feature where maybe you have deactivated it in our brick products, I would encourage you keep it on for the Virto. I've been wearing my Virto rechargeables for the last six weeks or so and absolutely love the feature of tap control with these products. It just is so works so well. When the patient is streaming a podcast, maybe they need to have a quick conversation with a neighbor who comes up on their side.

They can do a quick double tap to pause that podcast, have that conversation, and then a quick double tap to resume that streamed podcast. Tap control can also be configured by the patient within the MyPhonak app in addition to the target software that you have it set up as.

Our second feature of that smart speech technology in the Virto r infineo is Stereozoom 2.0. So let's take a closer look here. With Stereozoom 2.0 we activated or kind of developed this with a lower activation criteria for speech and loud noise program and that'll support your patient to experience those full benefits of speech and loud noise more often. This results in more patients benefiting from that noise reduction feature and directional microphone technology in very noisy environments. From the research we see a 16% better speech understanding in noise with speech from the front with Stereozoom 2.0 as well as less listening effort compared with dynamic noise cancellation activated or on on to when dynamic noise cancellation is switched off.

And remember that patients can make Stereozoom even stronger using that speech focus slider within the MyPhonak app. As a reminder, Stereozoom 2.0 is that speech and loud noise. It's automatic in the 90 level technology, but it can be added as a manual program in the 70 level technology.

That next feature that's part of the smart speech technology of these Virto R and Finio products is speech sensor. So speech sensor comes into play, prompting your patient prompting that beamformer to widen, giving your patient access to speech audibility and intelligibility regardless of where that speech is coming from. From the research we see a 15% improvement on speech understanding when

speech is coming from the sides or from the rear, and reduced listening effort by 11% for speech coming from those directions.

We're going to take a look at a short example of how Autosense and smart speech technology work together to improve that patient experience.

Are conversations in noise a struggle?

Phonak Audeo R Infineo helps you tune in. The Autosense operating system uses AI powered precision for seamless adaptation to the listening situation. Here Autosense OS analyzes the listening situation and automatically engages the speech and loud noise program.

Speech and Loud Noise supports communication in a challenging situation by utilizing a combination of stereo zoom 2.0 and dynamic noise cancellation. Stereozoom 2.0 then improves the experience, utilizing the four microphone network to create a focus on the speaker in front making it easier to hear the people who matter most.

Dynamic noise Cancellation works in parallel to minimize distraction. Your room is amazing and you will enjoy your stay by filtering out noise from behind. Vonak Audeo R Infineo technology works seamlessly to enhance speech understanding so you can hear better when it matters most.

So this video highlights Aldeo, but this technology is now available in the Virto RN video, giving your patient that sound quality and speech understanding that you have loved with the Infinio platform.

Autosense OS 7.0 is really what orchestrates all of these features that smart speech technology features that are available here. You can see the technology, the performance level and what features are available with that. All levels have access to Roger Direct compatibility. You'll notice that motion

sensor hearing is in the 90, 70 and 50 for these rechargeable products. Dynamic noise cancellation is in that 90, 70 and 70 for additional reduction of noise from the sides and then from the rear.

Stereozoom speech sensor and Speech enhancer are all automatic and are in that 90 level technology.

All right, our final pillar for the Virto R product is this market leading connectivity. Now it's the aerochip that powers that exceptional sound quality and speech understanding for our Infinio products and it also is what is responsible for the connectivity. And we've got some exciting updates to share.

So I want you to think about what percent of your patients use Bluetooth connectivity with their devices and then for you how important is Bluetooth connectivity in your day to day life in terms of how many connections you use, what Bluetooth you use on a day to day basis. This survey was completed in 2024 with 1,519 individuals with self reported hearing loss. It found that 96% of participants reported that Bluetooth would be a must have for their purchase of hearing aids. So patients are certainly expecting this technology in their devices. Other recent research shows that having access to Bluetooth increases patient confidence and it helps to remove the stigma as so many people have streaming solutions such as AirPods or other wireless hearing devices.

Now from a clinic appointment management and patient convenience perspective, it also provides the opportunity to offer service through remote support, so a telehealth option within those devices.

So we can see the great potential of opening up your patient's world to Bluetooth, but it certainly can come at a cost. Bluetooth connectivity and troubleshooting can really be a source of frustration for both patients and then for you as you're providing this care or maybe for your front office staff.

With Virto r Infinio we introduce improvements to the patient and your experience too with connectivity. We now have a one step pairing process, improved visualization in the phone's Bluetooth menu and

the ability to disable hands free calls for patient working in secure areas. So let's look at that first aspect with Virto r Infineo and MyPhonak app 7.2. One step pairing process allows you to pair to the app and operating system at the same time. We'll go through a little tutorial but what you can see on the top side or the top little bar is older generation hearing aids.

So our Anteo Infineo Lumity marvel earlier devices in the past you had to pair the hearing aids to the Bluetooth Classic settings and the settings and then you had to pair them to the Myphonak app. Now with Virto r Infineo you simply download the app, pair the hearing aids to the app and that will automatically create the connection for phone calls and streaming. So it will now be a one step pairing process. Process so much easier for you and for the patient if they ever have to re repair them. This is for both iOS products and Android products.

So a couple scenarios that you might run into. The first one, maybe your patient wants to stream phone calls but they don't want to use the app. What would you do in that scenario? You would simply pair the patient's hearing aids in the Bluetooth menu as you normally do now or have as you have been doing in the past with our devices. The second scenario would be maybe your patients want to use the app but they don't want to stream anything.

And I think this is probably more of the common scenario. Maybe that elderly patient who just doesn't want any streaming going through their hearing aids. They maybe want to use the app here and there just for peace of mind mind for that patient you would simply pair the hearing aids in the Myphonak app and then we now have a new toggle into that devices tab or devices down at the bottom. You could toggle off Bluetooth streaming. And so that would disable all Bluetooth streaming, whether it's podcast, phone calls, text message alerts, all of those would be turned off for the patient.

As a reminder, at Phonak we use universal connectivity, and so that ensures that we can connect to a wide range of Bluetooth devices. Universal connectivity is provided by Bluetooth Classic, which allows

that connection to phone calls and anything where audio is being streamed, such as music, podcast and videos. We also still use Bluetooth low energy and that allows the hearing aids to connect to the MyPhonak app and that is, you know, smaller bits of information at the moment. These pairings resulted in three devices being listed for hearing aids in the patient's Bluetooth settings. And we know that this was often confusing.

You know, it was confusing for the patient to see three hearing aids when they only had two ears. And it was also confusing to some providers too. So now things are going to look a little different with the Virto R and finish video.

So instead of seeing three devices, you will see one device for the left ear and one device for the right ear. If you rename them in the target software, it will be named or whatever you name it. But in this example you can see Virto IR for the right and Virto IR for the left. IR standing for infinio Rechargeable.

We know that some patients do have to work in secure facilities with very specific wireless requirements. This type of facility could be found in on a military base or maybe defense and intelligence areas. I find it to be very kind of regionally based. But if you've ever had a need for a patient to maybe have a device that was non wireless or the ability to turn off Bluetooth short streaming, we now can support you with that. So there is a way to configure the hearing aids to comply with this sensitive compartmented information facility requirement, or SCIF for short.

So in this scenario, the patient would still be able to stream podcast or music and still have the ability to connect to the Myphonak app, but it would disable the hands free profile. So it's turning off that two way phone call communication. So phone calls could not be made through the hearing aids. Instead phone calls would be made from the phone, either microphone on the phone or the speakerphone. By disabling hands free profile, it provides the security that often these patients need when they're in that workplace environment, as conversations in a secure facility can't be transmitted through the hearing

aid aids.

Now, in order to provide your patients with this feature, you first need to enable it in the target fitting software. In the target, you may want to just go ahead and do this right after this training so that you've got it set up. You'll want to navigate to the setup gear and click Fitting session. From there, click Fitting on the left hand side and show possibility to disable Hands Free calls. It's second from the bottom bottom.

This option can be left turned on and then it will not impact any patients until you activate it and their target software. So from their fitting session on the right hand side you can see we're in that fitting tab device options and then down at the bottom that Bluetooth tab highlighted there in green, you'll now have a check checkbox which is there in green where it says disable Hands Free calls in that Bluetooth tab device. Again, that will not be checked by default. You would have to manually check that for the patient.

Often patients who need this feature also need to have an official report to take back to their work facility to show their business that the hearing aids comply with the security standards by disabling the Hands Free protocol. And you can print that directly from the target software. So you'll simply go to the same report section as you normally would to print patient instructions. And now there is a new report. If you click Client as that target audience under privacy, you would simply check the section where it says Restricted area Certificate and then provide that to the patient and they could take that back to their employer.

Something to note is this is not not a feature that the patient could then enable in their Myphonak app, because that would kind of defeat the whole purpose. So it only can be enabled by you in the target software. If you're thinking, well, I really don't have patients who work in these secure facilities. Another scenario that might be useful for is maybe a pediatric patient who is, you know, using the model mom's

iPad or phone for streaming. But the mom doesn't want the phone calls to go through that Kiddo's hearing aids kind of a maybe not a common scenario, but could be another use of disabling the Hands Free profile.

So just reinforcing these three new connectivity updates for you. That one step pairing process. Now you'll simply download the MyPhonak app, pair both right and left hearing aids to the app, which will then automatically create that connection for Bluetooth Classic. Now you'll also have that improved visualization in the Bluetooth menu, meaning that you have simply one side for the right, one for the left. And I do recommend that you go in and rename those devices in the target software.

It takes maybe an extra 30 seconds, but it really can help organize and clean up those the Bluetooth devices in that patient's phone and then finally the ability to disable hands free calling for patients who work in a secure environment. And this is only available for that Virto r Infineo at this time.

Today we have introduced the newest addition to the Phonak Infinio portfolio. The highly desirable, long awaited and I will say it was well worth the wait. This Virto r Infineo our first rechargeable ITE along with this new charger Virto Infineo. With this product we have updates to Target so make sure your target is up to date. 11.0 is the current version that you'll need to program these devices and then ensure your patient's app is up to date too.

So MyPhonak 7.2 to allow for that one step pairing process.

So today we have learned how that Virto r Infineo is right on the outside thanks to our new Right Fit customization process to assure a comfortable fit that's as small as possible and optimized for every single ear, it's right on the inside giving you the sound quality and speech understanding that you have loved from the Infinio platform with AutoSense OS 7.0 to harness the power of artificial intelligence to accurately identify and adjust your patient's listening environment. Now trained with 18 times more

sound samples, it's right for connections with our new hands free Calling streaming with that one step pairing process and designed for convenience and ease of use for you and your patients with our simple intuitive charging process. I would encourage you for your next custom patient try the Virto r Infineo with our AI powered precision for a truly customized hearing approach.

So I thank you all so much for sharing your morning or afternoon wherever you are in your time zone with your Phonak friends. If you have any questions, we'll take a look at the chat. Pull those up and I'll keep that open. If there's any questions that you may have, reach out to your phone act team, your account manager, clinical trainer or inside sales. We are here to support you to offer this to your patients and just have been so excited to see the patient reports that these are out, they're in the wild and we are shipping these now for all accounts.

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