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Signia Government Services: November 2025 Contract Update

Presenter: Caitlin Turriff, AuD

Hello and thank you for joining the Signia Government Services November 2025 contract update on Audiology Online. My name is Caitlin Turriff and I am a Government audiologist here at Signia. I will be Talking about the November 2025 government contract update, but first let's start with a little housekeeping. If you'd like to get the handout for today that's in the Resources in the classroom and it's under Pending Courses in your account. The same place is where you'd go to take the multiple choice exam at the end of the session in your pending courses.

But remember, you must have a paid membership in order to earn CEUs for today. If you need technical assistance, please call audiology online at 800-753-2160 or email them at customerserviceaudiologyonline.com and after today's course, you're going to be able to discuss the capabilities of the IX platform and also the research that validates those claims. You'll be able to describe how real time conversation enhancement uniquely benefits the wearer and also identify the additions to the November 2020 contract.

On the screen here, you'll see the risks and benefits for today's course. You'll also be able to find these in the handout section if you'd like to read through them further. You'll also find the handout there for today's course. Feel free to download all of them.

So let's start with our vision. At Signia, we want to be the trusted leader in hearing health care, empowering better hearing and enriching veterans lives through service excellence and innovative solutions. Together, we're making a difference for thousands of veterans each year. Our vision statement captures the essence of our mission. At Signia, we aim to be more than just a hearing aid provider.

We want to be the trusted leader in hearing health care that truly makes a difference in veterans lives. I want to highlight a few key elements. First, enriching veterans lives is central to everything we do. Veterans have sacrificed so much and providing them with optimal hearing solutions is one way we

honor their service. Second, we achieve this through our service excellence by delivering personalized care and support that meets the unique needs of each veteran we serve.

Third, our innovative solutions ensure veterans have access to cutting edge hearing technology that addresses their specific challenges. And finally, the word together is crucial. This truly is a collaborative effort which involves our team, you and the veterans themselves. At Signia, this vision guides all of our decisions and actions. We approach this commitment in two distinct but complementary ways.

First, through our philanthropic initiatives that support the broader veteran community. You may or may not know, but we participate in hosting dinners at the different Fisher Houses across the country. That's one example of how we give back and second, it's through our audiological expertise and solutions that are specifically designed to address the unique hearing challenges many veterans face. An example of this is our various tinnitus solutions which can help those veterans that have that service related noise exposure and tinnitus. As a result, these dual approaches allow us to make a meaningful difference for thousands of veterans each year, improving not just their hearing, but their overall quality of life.

Insignia is a world leader in audiology, delivering consumer centric solutions for hearing care professionals and their patients.

So now let's move into the Signia Integrated Experience. Our technology is designed to enhance real world conversations, particularly in challenging environments like noisy group settings. By focusing on and amplifying the voices that matter most, users can engage more confidently and naturally, even in the busiest situations. This means not just hearing better, but being able to participate fully in the moments that make life meaningful. Things such as sharing a laugh at a family gathering, or contributing to a lively discussion when they're out with friends, or even just being present for those 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 just measuring signal to noise ratios. We've gathered in depth data on the dynamics of conversations, whether these happen in one on one settings or within groups, and we do this to better understand how people interact in noisy environments. Our research is designed to be as ecologically valid as possible, meaning it reflects real life situations so not just what happens in that sterile laboratory setting. We not only consider how well the hearing aid wearer can listen, but also their ability to actively contribute to conversations, which fosters a more natural and meaningful interaction with others.

By leveraging exclusive technologies, we've created unique benefits for end users, enabling them to fully engage in conversations and enjoy richer, more dynamic social experiences. We focus on designing innovative form factors to make hearing aids more accessible to a broader range of users. By rethinking traditional designs, we aim to create devices that are not only discreet and comfortable, but also more appealing and easier to use. And you can see this in our Styletto product and then also in the Silk and the Active Pro, which are not on contract but are available to order through prosthetics. And this approach removes barriers to adoption, empowering individuals who may have hesitated to use hearing aids or simply felt there wasn't a hearing aid out there that meets their needs.

With these thoughtful designs, we are making better hearing available to more people, ensuring they can fully engage with the world around them.

And together we can facilitate a journey towards better access and acceptance for those who need hearing aids. And there are a number of ways we can do this and we can use different strategies for different people. We truly believe in creating beautiful designs in order to change the narrative around hearing loss. But we're also acutely aware of the realities you face in your everyday. And we know this won't work for everyone.

For some it is a journey. We'll have to reach them by focusing on reducing the visual impact of hearing aids, helping beat that self stigma by making them more discreet as well as more attractive. So ultimately the goal remains the same, to help more people unlock the full potential of conversation.

And now you can do that with even more ease with the expanded portfolio of Signia ix. There is a solution here to meet all of your patient needs.

Insignia IX now delivers the most up to date inclusive device range with industry leading speech processing technology. So ultimately we're delivering an IX option for all patients who enter your door.

And you can see here on the slide the expanded portfolio of Signia integrated experience. So you have your basic traditional Rix, the Pure Charge and Go IX, the Tix and the newer Pure Charge and Go BCTix. So there's something that'll work with whatever type of phone the patient has. And you also have Styletto ix, that sleek design that looks modern, looks more like a bluetooth device, not like a hearing aid. And then along the bottom you can see the Active Pro IX and the Silk Charge and Go ix.

Again these are not on contract but can be obtained through prosthetics. And these offer a patient a really sleek and discreet way to have a custom product in a much smaller profile. We also have the NCO IX IIC and CIC for that truly custom product that fits deeply in the ear. And then brand new as of November 2025 we have the new NCO IX available in a canal, a half shell and an ITE. And then a full range of rechargeable BTEs on that IX technology.

Insignia is able to bring everyone into the conversation with our IX with our revolutionary speech processing. Real time conversation enhancement is the best technology for understanding group conversations in noise. And now it's available for all degrees of hearing loss. We have an inclusive device range so no longer the patient is limited by the level of hearing loss or specific medical conditions. Even if you have a just a borderline normal hearing loss, or that's that severe to profound

hearing loss or special medical conditions, there is an IX product to meet their needs.

And then we have that thoughtful design. We have simple and effective solutions for you and your patients.

And we all do this through our revolutionary speech processing. The Signia IX technology uses revolutionary speech processing in the form of Real time Conversation Enhancement. We provide a more complete representation of group conversation by using three independent focus streams. Other competitors products that use a narrow focus beam to provide that signal to noise boost requires the wearer to be making to be facing the speaker, which can be challenging in group conversations, especially when multiple conversation partners are talking simultaneously, not taking turns when they're speaking. Because Real Time Conversation enhancement uses three independent focus streams, the hearing aid can capture those multiple conversation partners simultaneously and without requiring the hearing aid wearer to turn their head to face the active speaker.

And we're able to achieve this effect using a revolutionary three stage process. The hearing aids are analyzing the environment, they're augmenting the speech that is present, that target speech. And then we are adapting the hearing aids response based on those changing dynamics, especially in those challenging environments. And the result is this live auditory space, which means the patient feels immersed in the environment. They're hearing everything around them, but that environmental sound is not distracting from speech.

Speech is popping forward. And we're able to smoothly enhance and amplify multiple speakers, even if they're talking simultaneously. And we're able to achieve this by sampling 192,000 data points per second and adapting 1,000 times per second.

And we've got the research that backs up our technology. We have white papers and peer reviewed research, as well as many other types of resources available. And the research I'm going to talk about today is some of the examples of the most recent peer reviewed research that we offer so we know that we have the validity to stand behind our claims. Our research network is huge, it's global. We have hundreds of publications across multiple centers, and over thousands of participants have taken part in these studies.

We look at physiological, neural and behavioral research that's done both objectively and subjectively. So I'm going to highlight just a couple of those published research results. 1 One in particular involves one of the most relevant and difficult scenarios, which is a dynamic group conversation in background noise. And we do conduct our research in a unique way. It's done with multiple speech coming from the front, not just directly at the 0 degree azimuth.

So you have that one speaker directly in front of the Kemar head and then another speaker that is offset more to the side. And this test is done objectively on that Kemar with a diffuse noise floor that was not just coming from behind Kemar, so it was more in that semicircular array. So that way it had a variety of noise. And what we did with this testing was we put Signia hearing aids and put them head to head with all other manufacturers, best hearing aids that were available at the time. And we included the most recent, which was a certain manufacturer that offers an AI CO processor.

And we looked at the results both with and without that AI coprocessor enabled. On the graph you see on the screen, that coprocessor is brand A1 with it on and A2 with that disabled. And if we look at brand A1 with that coprocessor on, we can see that Signia delivered a clear benefit with Signia IX, which provided an additional 3.2 dB signal to noise ratio benefit from over that closest competitor, which was brand A1. And to put that in a different perspective, a 3dB increase in sound pressure level is equivalent to doubling the loudness of speech. So when we say that the Signia IX platform delivers a

remarkable 3.2 dB improvement, that's an improvement in signal to noise ratio.

That's a really big deal. This means clear group conversations even in noisy environments.

And to look at these results a little more deeply, you can see on the graph that all of the competitor devices tended to settle within about one decibel of each other in terms of signal to noise ratio, mainly because they rely on different versions of different versions of single channel processing for both noise and speech. So remember, Signia IX stands out because we process speech and environmental sounds separately with two different processors. That first 48 channel processor is looking at target speech only and processing it optimally. And that second 48 channel processor is looking at the rear hemisphere, which is looking at environmental sounds only. We optimize the signal for both.

And because that second processor is only looking at environmental sounds, we're able to apply the appropriate type and degree of noise reduction. So when we bring everything together, they feel very immersed in the environment, they're aware of everything around them. But again, speech is what pops.

And additionally, our Signia IX adapts in real time to multiple talkers, and that is a capability enhanced by that real time conversation technology, which allows multiple streams to focus and adapt dynamically to the conversations in real time. So the hearing aids are able to adapt even when there's Multiple conversation partners speaking simultaneously. And it's this technology that powers our superior results.

And now let's examine another study. So, while a technical SNR improvement provided by hearing aids is often linked to better speech understanding, real world performance can be influenced by various factors. We know that there are individual differences in hearing loss in the person's ability to process auditory sounds and their attention. Which means that the same SNR change can impact listeners

differently. Therefore, to accurately assess speech understanding performance, hearing aids must be tested directly with human participants in realistic conditions.

To investigate this, we commissioned the University of Horzentrum to conduct an external human performance study comparing Signia IX with the best performing competitor from our technical study, a device launched in late 2024 featuring that AI Co processor. Now, this is probably a methodology you've seen before, right? 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 that snr, which grabs attention. It's a common approach for flagship claims, and while it's not wrong, it's not indicative of real life or good sound quality.

And that's why we took a different approach. These two speakers here were actually playing distracting speech. And we added a wall of sound to simulate a real canteen background. In this lab based experiment, we created an environment where sound doesn't just come from behind and speech isn't always directly in front of, but real conversations are dynamic and move naturally. Which is why we included a second speaker.

And we even went a step further to challenge the devices more rigorously. Instead of running two distinct experiments, one with a speaker in front, stopping for 30 seconds and then restarting with a speaker to the side, we had the speakers alternate in real time, more accurately representing what happens in a natural group conversation. And this continuous switching tested whether the devices could adapt on the fly. And we developed these advanced methodologies to truly test the capabilities 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 or if you're not facing them.

If we can genuinely deliver what we promise, this adaptive performance should translate into tangible SNR improvements and a more natural conversational experience.

So in the study, 28 individuals with hearing loss participated and the results demonstrated a significant improvement in speech understanding with Signia IX. The mean speech reception threshold that SRT50 with Signia IX was 1.5 dB better compared to the competitor. And on the graph here, the farther that is down on the graph, the better that performance. And this reduction in SRT50 corresponds to a 24% increase in speech understanding, which is a substantial and highly significant improvement.

And it's important to note that this study served as an external validation of a previous internal study. The results were remarkably consistent. The current study showed a 1.5 dB SNR improvement, closely aligning with the 1.4 dB improvement observed in our internal lab. The corresponding increases in speech understanding were 24% in the external study and 22% in the internal study, further confirming the reliability of the findings. And despite the differences in test room acoustics and loudspeaker configurations, the present study essentially replicates the previous findings, reinforcing the robustness of the perceptual benefit provided by real time conversation enhancement.

So what does this mean? Put simply, this demonstrates that real time conversation enhancement with split processing and its ability to independently reduce the impact of surrounding noise while tracking and enhancing multiple talkers in real time is superior to single stream deep neural network solutions. It excels in addressing one of the most challenging scenarios for hearing aids, which is dynamic group conversation in noisy environments. With real time conversation enhancement, your patients don't have to worry about facing the speaker or struggling to keep up. They can simply follow the conversation and actively participate with ease.

Now let's look at the results from the same study in a different way. An impressive 86% of the participants, which is 24 out of the 28, performed better with Signia IX than with Brand A1. Again, that's

that hearing aid with that AI driven CO processor. And this demonstrates that this isn't just a benefit for the few skewing the data, it is consistent time after time after time. The data showed SRT50 improvements of up to 5.6 dB, with most participants experiencing a benefit greater than 1 dB.

In contrast, the four participants who did perform better with Brand A1 achieved only marginal gains with a maximum improvement of 1.2 dB and the others below 1 dB. These findings highlight the tangible advantage of Signia IX's advanced processing technology, offering wear superior performance on complex noisy environments where traditional devices, often with single stream processing, fall short.

And now that I've talked about our technology and the research backing it up, it's time to look at our inclusive device range and the different thoughtful designs we have on contract.

The first new product on contract is the Inseo ix, which is available in a canal, half shell and an ite.

And we wanted to create a new custom hearing aid because we understand the importance of being able to Offer your patients customized products. We know that self stigma is incredibly resistant to fact based counseling. And while we do have work to do to help counter the public perception of hearing aids and to empower wearers, and we will continue to do so, the fact remains that some people remain very resistant to hearing aids and it will not, and those people will not consider using them unless they are near invisible or hidden in the ear. We believe it's important to still reach these people with the gold standard of prescription grade hearing aids that are fitted by experts. Near invisible devices are the start of a counseling journey and a gateway to the benefits of amplification.

Custom hearing aids, especially because they're one piece, are also easier for some patients to insert into their ear, especially if they have physical limitations like neuropathy, arthritis. And custom devices themselves are still an incredibly important tool within your arsenal. While small instant fit hearing aids

can be very popular, those things like the Active and the Silk, the fact remains that a lot of people still prefer or need the comfort, accessibility and security that's only provided by that custom made in the ear device.

So let's dive in a little bit deeper into the new Incio ix.

So with Incio ix, we wanted to create a custom product that checks numerous customizable boxes to address multiple patient needs. It has a small size, it has a zinc air battery, customizable controls that you can choose for the face plate, and there's a telecoil. And we're still offering the benefits of real time conversation enhancement and IX technology. And we listen to you. You asked for a product without Bluetooth, so we have this available for you.

Removing that Bluetooth allows us to build the hearing aid smaller for cosmetic purposes. And we're still able to maintain that wireless ear to ear backbone of our product that provides that ear to ear sharing of information, and also allows compatibility with the Signia app, Mini pocket remote and the ability to program the hearing aids wirelessly. And while this new Incio IX is not meant to be a replacement for rechargeable or Bluetooth custom devices, the Incio Ax is still on contract for patients that require those features. And additionally the Silk and Active Pro are available through prosthetics as an option for patients who want that more discreet Bluetooth option. So truly there's a solution for your patients.

And this hearing aid is available in a wide range of matrices and hearing losses. The canal and half shell is available in three different power levels, while the Incio full shell is available in the two more powerful matrices.

And it's Available in six discrete colors. Not only do we have the typical range of skin tones, but we also offer this in black for that more high tech, modern face plate look.

And again, you have those customizable onboard controls. So all of the models offer options for you to have a rocker switch and a programmable push button on the face plate on the same hearing aid. You can have no controls on a hearing aid, and you might have a push button on one hearing aid and the volume wheel on the other. So there's a solution to suit those different preferences of your patients and some of the benefits of separating those controls. So again, having the push button on one side and the volume wheel on the other side is we're able to have a smaller face plate.

We can work better with the anatomy of the ear to help make that face plate smaller so it sits more recessed in the ear. And it's also easier for your patients to manipulate. Again, if there's dexterity issues, neuropathy, a reduction of the ability to feel in the fingers, it's easier for them to locate and manipulate a single, a single control on one hearing aid. So again, you're able to customize this to meet the needs of the patient.

And these are compatible with a CROs. We recommend considering having a CROs in the form of the Silk Charge and Go IX that keeps that custom look in both ears. And this also has that ear to ear wireless. And that even though the silk is rechargeable, it does have a battery runtime of up to 28 hours, meaning the patient will get the benefit of that CROs all day and not have to worry about running out of battery life.

The new Inceo IX also has a telecoil, and this means they can easily and conveniently connect to induction loop systems that are in their church or other place of worship, government buildings, airports, many places. And they can also use these hearing aids with compatible telephones that have that telecoil feature in them.

And again, these hearing aids are wireless, which means that they are compatible with the Signia app and the mini Pocket remote, so they can change volume and program without having to touch the

hearing aids. And both of these work with the NCOS by emitting an ultra high frequency coded signal which the hearing aid recognizes.

And these are able to be programmed wirelessly. You'll use our Connex Air to program the hearing aids wirelessly. No cables are needed.

And both the IIC and CIC and the full shell and half shell hearing aids are engineered for real conversation. While the IIC and CIC only have one mic that ear to ear near field magnetic induction that allows the hearing aids to communicate with one another instead of having the directionality limited by that pinna effect. That sharing of information between the two ears means there's a virtual four mic array, meaning that there's some additional directionality to the front. The IIC and CIC also have auto echo shield, which is going to provide a clear sound in those moderately reverberant environments. And they also have speech stabilizer, which provides a clear conversation even in those challenging environments.

And because the canal half shell and ITE have two mics, that means they are fully equipped with real time conversation enhancement. So they're able to also track and enhance multiple conversation partners simultaneously. They have that split processing. So again, being able to have the hearing aids process speech and environmental sound separately, providing that immersive sense in the environment, yet it's not distracting from speech. And just like the single mic devices, these are also equipped with auto echo shield and speech stabilizer.

So we truly want to reach more people with the power of conversation. And we want to recognize that every individual is unique. And that's why we've designed hearing solutions that go beyond devices. They're gateways to a richer, more connected world. Prescription grade and expertly fitted, the Inseo IX custom models are crafted to help break down the barriers to better hearing.

For clients who prioritize size and discretion. The Incio IIC and CIC offer our smallest custom solutions. And these groundbreaking devices are the only single microphone custom models in the world with built in directionality, which enables better hearing in noisy environments. And for those patients who seek both discretion and advanced performance, the Inseo ITC and ITE deliver the benefits of dual microphone systems with innovative real time conversation enhancement technology. These devices are designed to excel in even the most challenging situations, such as group conversations and noisy settings, providing unparalleled clarity and confidence.

So let's empower more people to unleash the power of conversation together.

And now let's talk about our new BTEs, which are the motion, charge and go IX.

And we know that too often people who depend on BTEs are often left behind and excluded from the very innovations that could help them hear more clearly, connect more deeply and live more independently. While others benefit from modern features like rechargeability and advanced speech technology, many BTE wearers are still stuck juggling tiny batteries, which is an everyday struggle for anyone who has vision or dexterity challenges. And this means some clients, some of your patients are quite literally being left out of the conversation. And that's something we have the power to change with our BTEs.

The Motion BTE IX family is about inclusion, plain and simple. It's designed to make starting the hearing journey as easy and accessible as possible without compromise. It offers true fitting flexibility. From open domes to full silicone ear molds, you can confidently fit almost anyone. And it brings that convenience of rechargeability to all levels of hearing loss, even superpower users.

And most importantly, it allows more people to experience the power of the IX platform with OwnVoice processing 2.0 to reduce occlusion. Real time conversation enhancement to help patients stay with the

flow. Insignia Assistant to provide real time support that evolves with them. In short, Motion IX brings together inclusivity, innovation and empowerment so that together we can truly bring everyone into the conversation.

And we do have three power ranges with this. The first is the Motion, Charge and Go mix. This can be used or fit with either a thin tube or an ear hook. And we have the Motion Charge and Go pix, which can also have a thin tube or an ear hook. And then we have our Superpower, which does require the ear hook.

And this has an impressive 82 140db matrix.

And these are all rechargeable. You have the same great platform, same great benefits, same features, and different power levels and battery runtime. That Motion Charge and Go M has up to 36 hours of battery life without streaming. The P has up to 36 hours without streaming. And the SP has an impressive up to 73 hours without streaming.

And we know it's important that no one should be left behind. And that's why we wanted to make sure that we had such a strong battery life in the super powered device. Just because someone has that severe hearing loss doesn't mean they should miss out on the convenience and confidence that comes with rechargeability. Other companies still ask these users to rely on small batteries and little battery doors, despite the fact that many also live with reduced dexterity and vision. And we didn't think that's good enough.

And that's why we wanted to offer this superpower hearing aid. The Motion, Charge and Go SP IX gives users the full power they need, plus the freedom of simple overnight charging. And with that unprecedented 65 hours of battery life with 5 hours of streaming, they get all day confidence without compromise. They don't need any more battery changes. They're able to take control of their own

hearing and don't need to rely on other people for help.

They have straightforward Everyday independence. It's practical, empowering and truly inclusive. And it's only possible with signia.

All of our motion are available in the following colors. And what I'm more excited about is we have added in four more fun colors. So those people who wear the btes can go with something that's more discreet or choose a color that better represents their personality.

And the motions are compatible with cell phones. They are outfitted with MFI that made for iPhone protocol, and they also have the ASHA protocol and the ability to connect with Bluetooth low energy audio. So this will work with most cell phones that your patients might have.

And it is also compatible with CROs. That compatible CROs is the Pure Charge and Go ix. And again, they're going to get a full day of connectivity with their CROs because that Pure Charge and Go IX CROs provides up to 29 hours of runtime. And I also want to bring your attention to the diagrams you see on the screen. So all of our CROs products work in a unique way.

Something that is truly unique to Signia is our skewed directionality. So what that means is even when the hearing aids go into a directional mode, there is still some directionality that is skewed toward that transmitter. So typically what happens, or traditionally, is when the hearing aids are in that challenging environment, the hearing aid goes into a directional mode, that cross transmitter turns off. So the only amplification that the patient is receiving is coming from that hearing aid side. So what we do, which you can see on that lower picture, is we skew that directionality toward the transmitter side.

So even when it goes into a directional mode, the hearing aid CROs or that cross transmitter is still picking up some information from that poor side. So the hearing aid wearer is getting some lateral

directionality in addition to that front rear directionality. And that comes standard in all of our CROs devices.

So again, we know how much you all appreciated us adding that integrated LED into the bctix. We wanted to do that with our bte. So now they will have that convenient visual confirmation of when the hearing aid is powering on and off. So when the hearing aid turns on, either by pulling it out of the charger or by pressing and holding that bottom button, that LED is going to be solid green for six seconds. If you manually power the hearing aid down by pushing and holding that bottom button, that LED is going to flash green for 3 1/2 seconds.

Please note that if you turn the hearing aid off by placing it in the charger, the LED on The hearing aid will not illuminate, but the lights on the charger will. So you will get that visual indication that the hearing aid has powered down and the charging CYC has begun.

And similarly, we kept that convenient visibility window on the underbelly of the hearing aid. So not only can you now see the serial number, but now you're able to see that right, left indicator. So you know which hearing aid or which ear that hearing aid belongs to. And like all of our rechargeable hearing aids, these also have that IP68 rating, which means there is that protection against water and dust.

And I'm sure you'll be glad to know that there is no change to our earwear. These are still compatible with that 3.0 earwear, which means you can use any of our domes and sleeves and the thin tubes. Also use that 3.0 technology and that superpower because it requires that ear hook. That's our same standard ear hook that we've had.

And there are two different charger options for your patients. The first is that desktop charger. This is, there's a different model for the M, the P and the sp. And these are small and convenient. The patient will just set those hearing aids into those wells and charging will begin.

There is also the dry and clean charger for the motion. And this is compatible with the power and superpower models. This has the LED light for disinfection, and also that dryer for dehumidifying. And there's also a large space inside that dryer which can accommodate even large ear molds. And the charger you see on the right, this is more for you.

It's the Clinic multi charger. And this works with all of our galvanic charging hearing aids. So the motions, all of our Pures Styletto, and then also that Active Pro, and then we have that high quality TV streaming available with our brand new TV sound. And this will deliver that Dolby quality stereo sound for an immersive audio experience. The pairing has been simplified.

And this is backward compatible with all of our connectivity enabled Signia hearing aids. You're able to pair multiple hearing aids to the same device. And you're also able to pair one set of hearing aids to multiple TV sound devices.

The motions are also compatible with that mini pocket remote, our basic remote for program and volume changes. And the streamline mic, which is three devices in one. It's that partner mic or remote mic. It's a Bluetooth intermediary device. And it's also a remote control.

And then for added convenience, this is programmable using the NOAA link wireless.

So our new Motion, Charge and Go IX is that inclusive design for everyone. It has that LED light indicator for that visual feedback on whether the hearing aid is on or off. And there's a look for everyone. There's 14 color options helping patients feel more confident wearing it whether they want to blend in or express themselves. That tactile push button is intuitive and easy to use and it's engineered to be reliable even in challenging conditions thanks to the IP68 rating.

Control is simple whether they're doing it through the app or the remote. And of course there is that telecoil equipped to better allow the patient to hear in those loop equipped public spaces. So the Motion IX is really about removing friction so more people are able to access next gen hearing care with ease.

And as you may remember we discussed a few slides ago, we know that BTE fittings tend to be more closed, which means it's a good time for me to review our own voice processing.

Own voice dissatisfaction is a common post fitting issue for hearing aid wearers, according to hearing care providers, especially for those patients that are fit with a more occluded device like double domes or ear molds. And that is something that many BTEs are fitted with. I imagine you've heard at least one of the quotes on this screen or some form of it at least once, maybe even this as recently as today. And it's due to the amplification of their own voice, making it more audible. And the processing of the hearing aids introduces a slight delay and that is also exacerbated by that occlusion effect.

In traditional solutions, which include counseling on acclimatization, telling them their voice, you'll they'll get used to the way their voice sounds, increasing the vent size or choosing a more open dome or even reducing gain in programming, these may not solve that problem. 56% of experienced hearing aid wearers, even those with an open fitting, were dissatisfied with their own voice perception. So ultimately you may have to compromise audibility for comfort by reducing the gain in the hearing aids.

And only SIGNIA can provide that solution without compromising gain. And we do this through analyzing the sound environment for detection of the wearer's own voice. And it does this by listening for the personal auditory fingerprint created from the interaction between the wearer's own voice and head when they speak, so it will only activate when that wearer talks. It then augments the own voice perception in the processing by rapidly applying compression to the wearer's own voice in as little as 50 milliseconds and this is done independently to the surrounding sound due to our split processing technology.

And then it's able to adapt continuously in real time, which will seamlessly optimize the own voice compression in relation to the environmental volume. Own voice processing rapidly releases compression of that ownvoice when the wearer stops talking. Insignia is the only manufacturer currently in the market with this ownvoice technology, meaning we're the only manufacturer with whom you do not have to reduce, gain and sacrifice clarity to achieve own voice comfort.

And own voice processing is backed by expense by extensive research, the wearer is able to contribute comfortably. So in a study, the control group in that study was initially fit with OVP turned off and they all reported dissatisfaction with their voice. OVP was then activated and with no acclimatization process or extra counseling, the participants became instantly satisfied with their own voice. Very powerful results. And there is a proven application.

Proven application. Because competitors do not have own voice processing, those fittings tend to be more open in order for the wearer's voice to sound more natural. 81% of Signia users with a closed fit and OVP turned on reported equal or higher satisfaction compared to the competitors. Open fit Even with a closed fit with OVP activated. And OVP gets people talking, 78% of participants reported contributing more to conversations when OVP was enabled.

And you may remember I mentioned AI when I was talking about the motions initially. And AI is a buzzword, especially in the hearing aid industry. And did you know that Signia hearing aids have a live deep neural network that uses real time AI fine tuning? We do, and it's available in the app and it's called Signia Assistant.

And as you all know, fitting hearing aids isn't a one and done process, even with your best work in the clinic. Fine tuning is often based on what the patient remembers, and they usually report it well after the moment has passed. And this can lead to a frustrating cycle. You make an adjustment, the patient

returns to the real world and then they come back again, maybe with the same issue. Maybe the adjustments you made didn't quite address it, or maybe there's a new issue.

This cycle is inefficient and eats into your valuable counseling time. And in many cases, the patient just needs a bit of help using the device or understanding how something works. But they don't always know where to turn. And this is exactly the kind of friction that Signia Assistant was built to remove.

Signia Assistant gives patients real time intelligence support without having to wait for their next appointment. It's powered by a deep neural network or dnn. But unlike other hearing aids that are but unlike others locked into the hearing aid firmware, those other changes the changes available through Signia Assistant are live and continuously updating. This means it learns from thousands of anonymized real world interactions and keeps improving the suggestions it gives. Think of it as a learning loop, getting smarter over time based on actual user input.

And what's also important is transparency. Every change that is made by Signia Assistant is logged and can easily be reviewed and discussed by you during the patient's next appointment. It does help take the pressure off the clinic, reduces those unnecessary repeat visits and empowers the wearer to solve small issues or get sound support on the go. And beyond programming optimization, it also includes practical how to's like replacing a dome all in one easy to access place. Ultimately, Signia Assistant makes the hearing experience more dynamic, responsive and connected without sacrificing your professional oversight.

So how does it work? It's an easy to follow chat prompt in the app. The patient will tap on the Signia Assistant icon and it brings them to this chat screen you see where it asks the patient what they need help with. They can choose from own voice, other voices, sound quality and handling. In this example we're going to go with other voices and then it digs deeper.

It asks do you mean speech in general or a special type of voice? And it lists different options there. In this example we're going to do voices in general. And then it further drills in how does speech in general sound? Is it too soft, too loud, Is it sharp or is it incomprehensible?

And what it does after it gets that information is it's going to analyze the where's listening situation and their reported issues because these have the integrated experience and real time conversation enhancement. It's able to collect data from each of those individual focus streams, enabling optimization even when multiple people are talking in those group conversations. It then augments the sound processing of the hearing aid to instantly optimize sound quality in real time based on user input and the sound environment. And then it will adapt over time to the user individual preferences and through updates from the cloud based on real world data. So Signia Assistant evolves the client journey so you will then have more time to concentrate on what matters in your clinic time.

And finally, I'm going to touch in on the new Signia app updates. Our new app version is 2 7.2.0 and the main updates are first of all, the big update is the Screen Reader. This supports iOS and Android built in screen readers. Signia app will work automatically with these built in screen readers. When the Screen Reader functionality is activated on the wearer's phone, no additional setup is required.

The wearer that can then navigate through gestures associated with the phone, screen Reader feature and all core app functions are available. This includes the menu pairing, volume control and program changes. But please note, some app functions are not supported for technical reasons and these features are Signia Assistant, My well Being, Telecare, and the Streaming tab. We've also changed the button label from Mask mode to Speech Boost mode and this more accurately captures what that feature is doing. It is boosting speech to help ensure that the patient has access to those critical speech sounds even in challenging environments.

And finally we have a new optimization for iOS pairing with those MFI connections. So what we do with this is the Signia app is going to scan continuously for all hearing aids rather than scanning for them sequentially. And if a user selects an MFI hearing aid such as the ax, the app is going to prompt them to complete the pairing via the iOS settings. The app is no longer enforcing the MFI pairing. If it is skipped all in app pairing via Bluetooth, Low Energy will proceed automatically.

What this means is faster, more seamless pairing process. There's fewer disruptions. So even if MFI pairing is skipped, the basic app functions will still work via low energy Bluetooth and more importantly, there is more flexibility so you're able to complete the full MFI pairing later without losing that Signia app functionality in the meantime.

So in conclusion, we are really offering you anything you want with the expanded Signia IX platform. You want a rechargeable BTE on that IX platform, we've got it. If you want an IX RIC that has different form factors and Bluetooth capabilities, we've got that too. We have the Styletto which will provide them with that sleek, unique look. And we also have the BCT IX and Regular IX to match whatever cell phone the patient has.

And you want IX Customs with Zinc Air batteries. We have that too in that full range of sizes all the way from a full shell to an iic. And you want IX Real Time Conversation enhancement that is available in all of our behind the Ear hearing aids and our Dual Mic custom products. We've got that. And you want an IX available in a cross.

We have that too in both the Active Pro, the Silk and our RIC products.

And you want an instant fit we have that. We have that active pro, the silk, and then all of our ricks and BTEs can have that instant fit convenience with our domes and sleeves.

So Signia really does offer a comprehensive portfolio that you can base the product on the patient's needs. There's truly something for everyone. We have stylish and modern hearing aids, hearing aids that are easy to use, and hearing aids that will work for anything from a mild to a profound hearing loss. So what are you waiting for? It's time for your patients to experience Signia and further, you can know that regardless of the categories you may need to choose from through the va, you can see on the screen here these new categories.

These actually went into effect May 1. Insignia has something that fits into every single category. We want to make sure you're not missing out on anything. So you can order whatever your patient needs from us. We've been doing multiprocessors and skiff compatibility for years, and you can order any of these from us because our goal is to provide or enable more people to unleash that power of conversation.

And you're able to do that with our full IX Technology portfolio. And this is that mission. We believe in the power of hearing enhancement to improve lives. And not just to listen to, but to contribute to life's wonderful moments. And thank you for joining us today and for taking time to learn more about the Signia IX technology.

If you are interested in learning more about our products and software, we encourage you to search our courses on audiology online. And always, you can reach out to us for assistance on our dedicated government services line here at signia, which is 1-800-955-4327. And I'm going to end with just a little quick review of our resources, but if you want to see this better and you want to read the reference list, please go and download the handout. Thank you and have a great day.