# Introducing Omega AI: Better Hearing All Around

**Presenter: Michele Hurley, AuD, FAAA**

Hello everyone and welcome to Introducing Omega AI Better Hearing all Around. I am your host for today's session, Dr. Michelle Hurley, senior education and training audiologist with Starkey, and I am really excited to have the opportunity to introduce you to our newest innovative technology, Omega AI. This is something that has really been, you know, a huge release for us and we are very excited to get your experiences with this technology out in the field with your patients. Before we get started, I'm going to just touch on a couple of housekeeping notes. I would ask that if you have some questions, please type those in the Q and A area and I will be answering those as we get to the end of our session today.

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Now I am going to, you know, show you the risks and benefits for today's session. You can certainly feel free to review those in greater depth in that handout. And my goal before we are finished today is that you would be able to list three products that are a part of the Omega AI product portfolio, be able to list two products that feature an onboard LED indicator, and then be able to identify the Starlink Edge accessory that features Audio Stream. So let's go ahead and get started.

At Starkey, we are always looking for new paths to innovate technology and I think that's something that we have done incredibly well over the years. We have really been an industry leader in an incorporation of features such as artificial intelligence and more. And you know, quality really is

something that is essential as we are delivering technology for you and your patients. So that's really something that we continue to look to innovate in that space as well. And I'm really excited to be able to share some enhancements with our durability strategy that are going to make our newest product family even more durable.

One of the most innovative ways that Starkey has been working with technology has been our use of artificial intelligence. And that's something that we really started back in 2017 with our Livio family of products. And as we've incorporated artificial intelligence and as it evolved into machine learning and deep learning, we have taken those elements of artificial intelligence and incorporated those in our technologies as well. So, you know, we started with much more elementary levels of this AI with features such as voice AI. When we introduced Edge Mode plus, that was bringing DNN to a user intent function.

And then now we're really going to take a huge leap forward with Omega AI and introduce Generative AI with this technology. And with Generative AI, it has the ability not only to analyze data, but also to be able to create solutions and implement those so that can deliver better outcomes for our patients. And so we're really excited to bring this to our technology. And so I will share with you the ways in which we are incorporating this innovative new element of artificial intelligence that is specifically that deep learning category.

At the foundation of our Omega AI technology is the third generation of our neurosound platform. We introduced this platform with Genesis AI and then evolved with, you know, Edge AI. So this third generation is going to be again taking an even closer look at how we can incorporate technology such as generative AI to help our technology to be able to deliver the most natural sound quality for our patients. And our goal is really to mimic the human auditory cortex and how that, you know, responds to sound and delivers a natural hearing experience for us as humans. And so that has really been sort of

our.

Our template as we have been working to continue to expand the capability of our platform. So Omega AI is built on gen 3 of that NeuroSound platform, and it truly is delivering superhuman hearing.

Now I'm going to be talking about how we are using this new artificial intelligence to really focus on an industry first, and that is incorporating deep learning and DNN into our directional. This is something that is truly unique in the industry. And the goal is to deliver better hearing all around for our hearing aid wearers. We want them to truly be able to put the hearing aids on and forget that they have a hearing loss, because as they go from an environment where they're maybe having a conversation face to face, to somebody calling their name from behind them, to being out on a city street riding a bike, for example, and even sitting at home watching tv, to have hearing Aids that are going to seamlessly transition and be in the appropriate setting from one moment to to the next, all without manual intervention. And that's something that we really have been striving for and I think we've been able to accomplish that with Omega AI.

How we're doing this again, is that industry first of bringing DNN to how we make directionality decisions with technology. And so this is going to be the feature that I think really sets Omega AI apart from any of its predecessors in our Starkey product portfolio and I think truly in the industry in of performance in challenging environments. So with DNN 360, we have three elements that are, you know, evaluating what's happening around that hearing aid wear at any given moment. We're looking at acoustic information. Is there speech present?

Is there noise, how loud is it? Is there wind in the environment? Looking at taking in data from the sensors that are onboard our hearing aids to determine where motion is occurring around the hearing aid wear as well as their own motion. And then always factoring in user intent because we know that is something that's very important for our hearing aid wearers to be able to be intentional in what they

want the technology to do. So all of those factors are being analyzed in making decisions about what needs to happen in that moment for directional performance to be able to optimize the sound quality for speech and make sure it is audible, as well as manage the noise that may be around that hearing aid wear.

And DNN360 is made up of four elements, and so I'm going to break those down a little bit further and then we're also going to take a look at a video that is going to allow us to see this in real world situations and how it evolves seamlessly from one scenario to the next as the world kind of changes around our hearing aid patient Fawn. So first, let's break down DNN360. The first element of it is omnidirectional. And this is going to be what's engaged when there is no noise really measured in the environment. And our speech probability predictor is not detecting any speech at that time.

So it's relatively quiet in this scenario. And so it's going to be an omnidirectional condition and it's going to capture sounds from all around that hearing aid wear. And we know that's going to deliver a really natural and very balanced listening scenario for our hearing aid wear.

The second element is looking at DNN spatial awareness. Now, some noise is currently present in the environment. So DNN spatial awareness is going to engage. The speech probability predictor is, you know, kind of on the lookout for speech, but right now there's none present, it's simply noise. So when that occurs, DNN spatial awareness is the mode that the Omega AI will shift into.

This means it's going to be omnidirectional in the low frequencies and we're going to have a fixed directional in the high freque so that we can maintain we have audibility for high frequency sounds and are ready if any speech occurs.

The third element is DNN directionality and in this condition noise is present. And now speech probability predictor has detected that there is some speech in this environment. So DNN directionality

will engage. This is going to be the next level of our adaptive directionality that we've been incorporating for quite some time, but it has been enhanced. So we've enhanced the ability to shift that to where that noise is around that hearing aid wear and to deliver even better audibility for speech in a challenging environment where speech is present in addition to noise.

So this is something that I think is really the key with this technology is how well it performs when we have both speech and noise present and it really isolates that speech. All the while we know that sounds are happening around us, which of course is natural, but that speech is going to be the focus. And this is a really impressive part, part of omega AI. The fourth element of DNN 360 is motion based optimization. And this is a feature that we, you know, began to offer several generations ago.

And it's taking a look at the data that the IMU sensors are measuring that detect walking or running. So a step based type of activity. So if that type of motion is detected with the hearing aid wear, it's going to shift into motion based optimization. And in the low frequencies we will have that omni directional behavior, but with an additional 3dB of gain to make sure we have the best environmental awareness. Certainly for safety in particular in the high frequencies, we'll have the fixed directional.

And this is going to give us that clear sound localization for high frequency sounds and allow us to be able to have good audibility for speech if it is present as that hearing aid wearer is walking or running. Motion based optimization will supersede any of the other directional motion DNN 360 features that we talked about when that step based activity is occurring. Now, what would happen if the hearing aid wearer was in a wheelchair or riding a bike? Would Motion based optimization Engage. The answer is no.

It is focused on recognizing step based activity. So that would be that walking or running for it to be engaged. Now I'm going to play the video of our patient Fawn. She is a ceramicist and so we're going to see her in her pottery studio. And what I really want you to focus on in particular is little segment of the

video that's going to demonstrate as the world around Fawn changes.

It goes from being very quiet to some motion to some noise and then ultimately speech and noise being present at the same time. And I want you really to observe how seamlessly the elements of DNN360 engage as that environment changes.

That apron a clay's over there. Okay, great. Thank you. And your apron's hanging.

What are we making? I'm just going to see what the clay does. It's a little soft. So it's really soft. Yeah, it's very soft.

I don't know what I'm making. You don't need to just let it go.

Probably a cup. Usually what happens.

I think the video is a fantastic example of DNN360 at work. You know, we see how it changes and shifts its behavior. As, you know, we go from a quieter type of environment to introducing some motion and noise and then speech and presence of that noise and being able to detect seamlessly the direction of where that speech is coming from and focus on that. And in wearing the technology, I think this is the element that, you know, really has wowed me. And I don't have a hearing loss, but you can, you know, really recognize the world around you very naturally.

But speech is very, know, distinct and clear even in the presence of that noise. And that's something that I would strongly encourage you if you have the opportunity to get to listen to Omega AI that you do so because it is really, you know, a special technology from that perspective. Now one of the things that we're always focused on is being a very evidence based. And so we had fed over 1200 ears with Omega AI before we ever even launched this product. And we have seen great benefit, especially as

we've compared it with our previous generations of technology.

Up to a 28% improvement in speech intelligibility with Omega AI and an 8dB signal to noise ratio improvement for that spatial awareness. And so we're really seeing great results with this product. And I look forward to hearing about, you know, more experiences as this product is being fit and really kind of out in the world a little bit more. One of the things that I think I'm most excited about as well with the introduction of Omega AI and the incorporation of DNN360 is that we're able to maintain our industry leading battery life with, you know, an additional DNN element being added. So not only is DNN always on with this technology, but it's also a key factor with DNN360 in all the evaluation and environmental adaptation changes that are happening at a given point in time.

Now the DNN 360 feature is exclusive to the Omega AI premium level of the 24 technology for the RIC products specifically. So we're launching that initially in the, of course the, the form factor that is most fit worldwide. Another element that I think is fantastic as we get into, you know, looking at further differences with this technology is something that was very both professional and patient requested and that is indicator light. So now with Omega I, the rechargeable RIC products, the RIC RT and the mric, they're going to feature a new status indicator led. Again this is something we've had a lot of requests for, so we're really pleased to bring it to market with this exciting technology.

The Omega AI family is an entirely wireless product family and it features a category of rics as well as custom devices. We'll dive just a little bit more deeply into both of those here in just a moment. Again, it is a fully wired wireless technology and it features the 2.4 GHz radio with LE Audio which means that Omega AI is now our second generation of technology that is Auracast ready. It's also compatible with our family of Starlink Edge accessories that includes the table microphone, remote microphone, TV streamer and remote control 2.0. We've had great success with these form factors and so we've continued to carry them forward because they have been very popular.

The RICs are very discreet. Of course, customer custom is something that we're known for. So we're continuing to to the ride the wave of this form factor because it has been so successful, really flagship product in this family is going to be the RIC RT and now it features an LED light. This is the product with that 51 hours on a single charge with battery life and the capability because it is cross by cross compatible to deliver 29 hours with a cross configuration, which I think is truly exceptional. This product does feature a rocker switch and a telecoil.

So if your patient is looking specifically for that, this would be the device in the RIC category that would offer that all of the products in the Omega AI family are available at three technology tiers that premium 24, the 20 and the 16. Because we're continuing to carry forward this form factor, we still have compatibility with our Starlink 2.0 chargers, the the wireless accessories that I just defined as well as our My Starkey app. And we'll get into a little bit more of the durability features in just a moment. The secondary RIP with the LED light is our mric. So slightly smaller case design features a push button user control and it is going to have a slightly smaller lithium ion component.

So it delivers a up to 41 hours on a single battery charge. Compatible again with everything from our chargers to our receivers. So there's no changes in those elements that support these products, which I think is great. Now the LED behavior is going to be a solid green for three seconds when that device is powering on. So they simply press that and we'll see that green for three seconds.

So we power off, we'll see red for three seconds. If we are successfully connected to a Bluetooth device, so a smartphone or one of our accessories, we'll see blinking for five seconds. We'll also see that same behavior for a successful firmware update. And Omega AI is able to be updated for firmware through the My Starkey app. So this is something that can be done in the field as well as in the software.

So that LED indicator can be very helpful for that condition to ensure that it was performed successfully. For Find My Hearing Aid. If we're looking to identify where that hearing instrument is, it's going to blink red and green continuously while it is in that searching mode. And we've actually had a very interesting secondary use case with Find My Hearing Aid. Of course, this is a great way to locate your devices if they are missing.

And now that LED will deliver a kind of a secondary element to being able to find those maybe if they've, you know, fallen under the bed in a darkened space. But we actually had a staff member wearing these devices and was at a concert with his wife and she was unable to locate him, you know, in the darkened room. And she texted him to enable his Find my Hearing aid, which he did, and she could see that flashing green and red and was able to locate where he was. So, you know, a really interesting way to think about how, you know, we can use this visual to be able to locate devices. Devices.

Now, the LED is something that can be disabled if your patient doesn't prefer that. And this occurs in the software from our indicator page in Profit So if you toggle that off, all of those LED indicators will be disabled with the exception of the find my hearing aid. That will always be functioning even if this indicator has been toggled off. So I think that's good to know that that is something that will remain regarded regardless.

Our final RIC is the RIC 312. So this is the RIC that is battery powered. If you have a patient that still prefers that uses a 312 battery, which allows it to be a really, you know, nice size but deliver up to six days of battery life. This is a product as well that is CROs compatible. So we would expect probably about four days with a cross by cross configuration.

It features that rocker switch, user control and is compatible as well with the same accessories and mobile app and chargers as the other. Well, it's not chargers because it's a battery powered device. So

compatible with all of our other pieces of, you know, additional resources like receivers.

Now we know that Starkey is very renowned for our custom technology and very proud of that. So we have some custom solutions in the Omega AI family as well. So you'll notice that we have a rechargeable ITE and a canal device as well as a wireless that is supported by 312 battery. You've got a wide range of color choices with shells and face plates and the ability to deliver with these custom rechargeables, you know, tremendous up to 4,42 hours of battery performance. If you have a patient that would like a T coil with a custom product that is an orderable option with the ite.

Again, these are compatible with our family of chargers and accessories as well as our my Starkey app.

Durability is something that we have really been focusing on since we introduced Genesis AI. And now as we move into the third generation of products built on that Neurosound platform, we are continuing to expand that durability. It's hard to imagine being even better at being waterproof, but we really are with this technology and you know, that has allowed us to deliver that incredible battery life. But technology that is truly every day proof and now it's even better. And if you've ever had the opportunity to come to our headquarters in Eden Prairie, Minnesota, one of the highlights usually of being on campus is the opportunity to go through our research lab and see where we put these devices through so many strenuous tests.

Our technology goes through over 500 hours of high stress testing, testing at heats that far exceed what would happen, you know, be hearing aid would be exposed to Kind of in everyday living, as well as high stress with the type of moisture, dust and you know, salted consistency that technology could ever even experience, even at the ocean. So it's really an impressive, you know, area of our facility that's always a lot of fun to see people being really mean to hearing aids. That battery life, it never, you know, never hurts to remind, I think, you know, professionals for their patients that we have the industry leading battery life with our families. And that has continued even as we have enabled DNN being

always on again with Edge AI and now adding that additional element of DNN360 with Omega AI. Still being able to maintain these battery lives is something we're really proud of with the technology.

And this is something that, you know, we've studied extensively on aging and looking at five years down the road and, you know, we still would be able to deliver, in the case of the 51 hour RT, about 39 hours of battery performance five years down the road. So know that your patients are going to get incredibly incredible battery life as they continue to wear these products over a longer span of time. Time.

And we're always looking to get better. And Starkey's always had a mantra of better today than yesterday, better tomorrow than today. And I think nothing really represents that better than our focus on durability for hearing aids. We know that they, you know, do a lot of hard work in, in very challenging spaces when we think about on or in ears. And so we continue to strive to make these products as durable as pro possible and also as high quality when they' delivered to you as well.

One element that has been enhanced is our soldering process. Soldering has historically been done by hand and we've completely automated that process. When we think about soldering, you know, by hand, sometimes a spot may be missed, sometimes solder doesn't flow quite like it's expected. And so what that means from a hearing aid perspective is, you know, the potential for maybe some intermittency or distortion that certainly impacts the quality experience with the hearing instruments. So by completely automating that process, we can be consistent from instrument to instrument and ensure that these devices are not going to have any weaknesses that might impact that patient and the hearing aid performance.

We also use a fluorescent so that we can go back and double check our work on things such as soldering and many more of the elements when we're putting these devices together internally. So this allows us really to make sure that, you know, we can see if there is in fact something that needs to be

addressed before the technology is going to be released. So this is a really nice new enhancement to our process of building these products.

Another one is with our waterproof coating. And again, how do you get better than waterproof? We're IP68 with all of our battery supported products and waterproof with all of our rechargeables, both custom and Rick. So how do you top that? That?

Well, you do that by developing an even more, you know, encompassing coating. Our next generation coating, which is patent pending, is going to be exclusive to Starkey. You don't find this anywhere else. And it's actually a polymer coating. So it is incredibly durable.

It's incredibly covering Our, our quality control VP Brian Dahl kind of refers to it like fondant on a cake if you were baking. And we know that fondant is, is, is very, you know, it's draped over, you know, cake squares. So, you know, that's kind of what we're seeing with this coating. So it is all encompassing, but yet it is very, very thin. So it provides a great layer of protection for not only the case, but also for the internal components.

And we've seen with our saline tests that it's lasting 10 times longer. And we are really pushing the limits when it comes to salinity. The consistency that we use is 30 times saltier than perspiration and 5 times Sal saltier than the ocean. So again, we're going far beyond what these technologies will be exposed to with sweat and, you know, being out in a coastal type of environment. So I'm going to show you a video that gives us a really great example of how, you know, impermeable this new coating is.

So we're going to take a couple of just common household sponges. One is uncoated and one is coated with this new polymer coating. We're going to drop them in these beakers of water. You're going to see that uncoated sponge is absorbing that water. Water level is lowering.

The water level in the sponge itself is increasing. And then as those are removed from the beakers, we're going to see that there is minimal drip from that coated sponge. So really a great example of how impervious that is to moisture. I think this is a really fun, fun example of how effective this coating is and how we've taken waterproof to another level. We've also done the same type of test with Alka Seltzer tablets, which is kind of fun with the plop and fizz fizz of those as well as sugar cubes.

So it's really, I think, a great representation of how durable these products are going to be. Another element is our custom technology and we're always looking for ways to improve this as well because we know our patients can be really tough on their hearing aids. So we've developed an entirely new resin. This is going to be much more durable than what we've offered in the past with our custom products. And so you're going to see a demonstration here in the video of applying a significant amount of pressure.

The new resin is the clear bubble on the left. The previous resin is the pink shell on the right. And I want you to observe how much longer that new resin holds up and withstands that pressure than the previous.

So this material is designed to support all of our custom hearing aids. And that's, you know, an area. Again, we're always looking to be better even though that we, we deliver industry leading custom technology now it's going to be even more durable.

Now when we introduced Genesis AI in 2023, we also introduced a new fitting software, Profit. And it has continued to evolve as we've moved forward through the now third generation of our technology. The whole goal when we introduced Profit was to develop a software that was going to be meaningful for the professionals that were going to be using it. So we, you reviewed this software and you know, got research from many, many professionals like yourselves to deliver software that was going to be efficient to work with. We know fitting hearing aids in today's world is very complex and we want to

make the amount of programming adjustments in navigation in the software as minimal as possible.

So you have time for other purposes with your patients. So that's something that we continue to work towards with our development of Profit. And I think we've made some enhancements that are going to very beneficial for you as we go forward. One area is called optimized acoustic model 2.0. Now with our feedback cancellation, that signal has really been doing double work.

Essentially that signal is looking at initializing the feedback canceller so we can ensure that your patient is going to have a feedback free experience. And then the secondary element of that same signal is optimized acoustic model model. Well now with Omega AI we've elevated that to 2.0 because we have worked to improve the target modeling so that it is a more accurate representation of the real ear with that instrument. So we're really looking to replicate that real ear response as we do this modeling so that you can have an even more accurate fit. The goal of this is to really minimize the amount of adjustments needed to be made.

And that's something we really have had good reports of with Omega AI fittings thus far. So with the acoustic, optimized acoustic model 2.0, this is an element, as I mentioned, that is occurring when you run that feedback canceller. And what it's looking for, of course, is making sure that we've got the feedback cancel initialized and then also looking at this acoustic modeling and making sure it's an accurate representation of that ear and that we're going to be able to, you know, fully use the, the modeling that we determine for the audiogram or how the shell is configured, how, you know, the earbud or ear mold is in the ear. So it's, of course, very important that the feedback cancellation measurement is run in ear. That's something we've always recommended.

And we've kind of leaned into that a little bit more in detail with our verbiage on the screen because of the importance of that. And that gains extra importance now with Omega AI as we've elevated optimized acoustic model 2.0. So at times when it runs that, that measurement, if it sees that there's

some gain that might be leaking out, we're losing some of that gain that we, you know, are desiring for this patient as we model that ear and, you know, fit it with that audiogram and all the other acoustic configuration information. You know, if we're losing enough gain that it's going to compromise the fitting experience. It's going to let you know that that's happening and give you a choice.

Do you want a target match or do you not want a target? What you're going to see when you see that messaging pop up on the screen is the 65 DB S belt target is going to be that initial best fit based on predicted real ear for that audiogram and that acoustic configuration. You'll also see the predicted. And this is going to be that predicted real ear response without gain being applied and then also the measured. So this would be the goal of where we want to go with this predicted real ear aided response after gain adjustments with the optimized acoustic model 2.0.

So that, you know, is our objective. So when would I want to answer that I want to target match or not target match? Well, in most cases we would want to target match because if we are losing some of that gain, we want to make sure that that's restored so that we are getting, you know, the best representation and, you know, the, the use of the gain that this Individual needs. So if we see this messaging and you see it when you see it, essentially Target Match would be your selection in probably 99% of the the cases. When would I want to select do not Target Match?

This would be when we have a patient. And I think this, you know, graphical representation that we see here is a good example of that. Maybe this is where, you know, this patient needs to be. They're hearing comfortably. We know that's the case.

Doesn't necessarily look like we're, you know, where we would want to be from a target perspective. And we maybe worked really hard to get them to this level of satisfaction. We don't want to risk undoing that. So that would be when we say do not Target Match, it's going to update the frequency response and account for just that, Real Ear response. So there'll be a no appreciable change in the target look.

But we are going to make sure we optimize it to the extent that we can. So there are use cases certainly for Do Not Target Match, but Target Match would be your choice in most cases because we want to ensure that we're getting that, you know, full use of those model choices, targets and that gain. This is where we're really seeing, you know, I think, minimal adjustments as it comes to, you know, follow up with these products because they're just, you know, so effective from best fit. And that's our goal to, you know, make the process more efficient and higher satisfaction for your patient because everybody's happier if they don't have to have a lot of adjustments on follow up. Another element that we've made some enhancements to is our REM Target Match.

This is a feature that we introduced to allow you, if you have, have one of the compatible systems, and there are six compatible Real ear systems at this point in time. With the REM Target Match system, if they're connected into your fitting computer, it allows you greater efficiency because you can run those Real Ear curves right there with your profit using the REM Target Match feature, creating greater efficiency. And with research, we have demonstrated that it's not only faster because we run binaural simultaneously, but also that it is as accurate as running Real Ear with a standalone system. But we've made some enhancements, always looking to be better tomorrow than today. One of the elements that we have updated and one of the challenges that, you know, you see with Real Ear is that many of us as manufacturers use a proprietary fitting formula.

And that usually is best to use because, you know, we know how to fit our technology the best. Ours happens to BE E STAT 2.0 and proprietary formulas typically are not accessible in real ear equipment. So I want to show you if you were to use NL2, of course, a universal formula with your profit and with your, you know, Verifit2 in this example, seeing that, you know what you're going to see is going to be that representation in that real ear graph of that NL2 target in the results. But if you're using E stat 2.0, which you know, again, we'd highly recommend because that is our formula and you know, designed to

best support our product, most real Air equipment's not going to see that proprietary formula. So what you'll see, if you're looking at the VeriFit 2 in this example, you're going to see that shaded region and you're going to see that, you know, that original target, but you're not going to see that fitting curve related to that formula that would typically be in the center of that shaded region because the VeriFit2 system is not seeing that E stat 2.0.

So it's not going to display any targets for a formula that doesn't have recognition. Recognition of another element that I think is really special with REM target match is now we've provided you the ability to perform manual adjustments on this screen previously if you found with you your relay results that you wanted to go, maybe make a little bit of a tweak at a frequency or frequencies you would need to navigate over to either our quick Fit or our fine tuning screen. You're not jumping out of the software, but you know you're getting away from this REM target match. So now you'll be able to make manual adjustments here on this page. You can skip if you know, you don't feel any manual adjustments are needed and just carry on.

If you make some manual adjustments and would prefer that they weren't happening any longer, you can undo easily right from this page and then you can also select Start and rerun the curves if you need to kind of start over and go through that again. So having access to be able to make some adjustments to really fine tune that response right, right here in this page will add some greater efficiency for you as you're using this feature. This is something that, you know, it has been very well received by professionals that are incorporating it in their fitting strategy.

Another element with some enhancement is our multiflex Tinnitus Pro. This is our tinnitus stimulus strategy and this is something that you choose to engage if this is something that would be beneficial for your, your patients. And we've made some enhancements to it. And one of the elements that we don't see visualized here on the screen is how we've expanded your kind of access to information. With

Edge AI, we introduced a series of color noises as well as an ocean noise.

And, you know, you may wonder, you know, what does a purple noise do versus a blue noise, for example? Well, now on this page, there's going to be a tool tip that will allow you to see information about the frequency response of each of those types of data noises so you have a better idea of what makes the, the best sense for a particular patient as maybe a starting point. So a nice little educational tool tip that is going to be easily accessible there. Now, what I really like that we added to Multiflex Tinnitus Pro is a Play pause button. Historically, when you enabled a stimulus, so say I enabled the purple noise, for example, that would start automatically.

And sometimes maybe, you know, you're not ready for, for that as the professional, you're still trying to, you know, discuss what's going on with your patient and what the intention of using the stimulus may be. So now it defaults to paused. And I think that's, you know, important because it allows us as the professional to be able to sort of control when we initiate this and, you know, make sure it aligns with, you know, the timing of how we want to work with the software with this particular patient. So it does default to paused. One of the things you'll notice is if it still is in the paused state when you try and navigate away from this screen, it's not going to allow you to do that until you hit play.

Because of course, we want that Tinnitus stimulus playing if that is, you know, something we are enabling for that patient. So you'll need to ensure that it is in play before you can navigate away from this page. So I think this is a really nice new addition if you are utilizing this feature to be able to, you know, have greater control as the brain professional.

Now, one of the ways in which we have incorporated Generative AI for you, the professional, is with Starkey AI Assist. So this is all new and it's going to leverage Gen AI or Generative AI to be able to have a very interactive experience to learn more about Starkey content. So what'll happen in the software, in that help menu, you'll see that now the first option is Starkey AI Assist. This becomes that

interactive I can type a question in about the, the software, maybe something that the patient, you know, is, is concerned about, that I need to make a programming change, but I'm not sure where to do that. You can type in anything.

And it's going to look into our database of that help for Profit encyclopedia of information that's right below that in the tooltip. It's also going to look at our quick tips or other professional resources to ensure that it delivers a instant response response for the question that, that you pose. And so again, we're looking at, you know, using that, you know, newest level of deep learning Gen AI to be able to deliver a quick response to you and one that's more interactive than maybe having to go find that particular nugget in the help for profit area, which still remains. But I think Starkey AI Assist is really going to, to lead the charge in terms of learning more about what you want to do to resolve an issue or to understand the software better. So Gen AI for you.

With AI Assist, another new element is session notes. And one of the things that I think that historically we could improve upon is the ability to be able to document what you are doing with a patient and then also give you greater access to be able to transfer these records as needed electronically for working with insurances or even working with patient data databases such as, you know, cycle or counselor, for example, which this feature is compatible with. So it's going to allow you to be able to track the adjustments that are made, categorize those for the topic of concern that the patient expressed, and to be able to know what was done, you know, exactly to try and resolve that issue. So you would type in at the notes in the top what that patient maybe is, you know, needing assistance with. So maybe that's, you know, they're having issues when they're singing in the choir fire at the church, or, you know, they're having some streaming concerns.

So we can, you know, type those in. It creates a, you know, category of topics and it's also going to allow it to categorize the adjustments that were made to resolve that particular issue. So you'll see that

those adjustments will actually populate based on the screen in profit that you were on when you made those adjustments, indicate what that adjustment was, whether it was made for a particular program or right and or left ears. So you see a lot of detail that is going to be, you know, represented there that allows us to align what we did for a specific concern. So those are what we call pills, those sort of oval, you know, areas where that adjustment information is located and those can be dragged and dropped over underneath the topic that they are intended to resolve.

We also have the ability to be able to, you know, manage this in a couple of ways. So you can, you know, make the adjustments and then categorize all of that or you can kind of set that up to, you know, at the beginning of your session with your patient. So several ways in which you can use this in, you know, a way that's more intuitive for you. There's also the ability to be able to specify if it resolved the issue or if it's something we want to revisit on a subsequent follow up as well. I think where this is really beneficial information is going to be when you have a multi, you know, clinician practice and, you know, somebody else may be seeing the patient that you saw last.

Being able to, to have greater detail allows them to be more efficient and effective as they're seeing that patient on follow up. You'll also notice there's an additional notes area down there at the bottom. This is where you could type in things that might be, you know, unrelated to programming but important to document. Maybe your patient was also expressing a concern about itchy ears, for example. And you'll see we can export the session notes, meaning we can, you know, get those moved to where we need to use those electronically.

Electronically, or we can also sort of copy that to the clipboard. So if we maybe need to kind of park it for a little bit as we see the next patient and go back and kind of finish, we can certainly do that. One important element is saying yes, when you see this box pop up now, whenever you make a programming adjustment with Starkey Hearing Instruments in the software that's set automatically in

the hearing aids and saved, so that is locked into the hearing aid in real time time. But when you are saving your session, you're saving that for the database or session notes now as well. And so it's important to say yes when you see this question.

If you don't, that session note is not going to be saved.

If you save a session note, you'll see if you're on the NOAA journal record module that there's an I that will be adjacent to the session specifically for a date. And that would be if I click on that, where I can view that record from those session notes and what exactly took place. So that's going to be indicative in NOAA of where that session note may be viewed.

If you are working with a session note and maybe something wasn't completed, the software is going to let you know there might be something you want to go back and attend to. And the area that you can view that and see what might need to be done is our little alert bell. Anytime that alert bell is yellow, that means that there's something that you might want to take a look at. And now session notes joined that as well. So this would indicate that maybe there's something that's not complete that you need to go back and resolve so that session note can be locked in and saved.

That bell will be, you know, an alert. If there's something else, maybe you've enabled Tenus, but not considered a user control for Tenus specifically or something of that nature. So anytime you see it yellow, it's kind of pointing to those types of things you might want to take a look at. But it's a recommendation, it's not a requirement that you have to close those out necessarily and follow what it suggests. But in the case of session notes, that probably would be likely because it's not complete and we want to make sure we can use that information and it's going to let you know that you can mark it as resolved or it's something you want to revisit, or maybe even it's not a concern any longer.

So, you know, it might have been a hot topic initially when the patient brought it up, but as you've educated them about why they might be experiencing that, it's no longer a concern and you can document that and as well.

Now, we've talked a lot about DNN 360 and some of the other elements in profit that are ensuring that your patient is going to be able to hear with the best clarity possible. And we also know that they want to be able to connect with the world around them and do that confidently and easily. And that means, of course, smartphones as well as accessories. So we've continued to enhance this area as well. We have the Starlink Edge family of accessories that are compatible now with Omega 8 AI.

They are all the same in terms of the remote microphones and the remote control 2.0. But we do have a nice enhancement to the TV streamer that is exclusive to Omega AI and that is auto stream. So this means that if the TV and the streamer are on and that Omega AI Wear walks within range and that's roughly that 50 to 50 foot Bluetooth range, that it's going to automatically begin streaming, or if they walk out of that range, it will automatically stop this behavior is something we've had a lot of requests for and it is exclusive to Omega AI. Now, if your patient doesn't prefer this as something that can be managed from the accessory screen in profit, you'll see in the broadcast devices category, which is where that, you know, TV streamer falls, that you can toggle that off, it does default on. And that also would be available in the My Starkey app for your patient to disable as well.

And they may want to do that situationally or, you know, at all times, but know that that is something that can be controlled.

Now Omega AI joins the third generation of products supported by our My Starkey app. And of course we both have Apple Watch compatibility as well. One element of generative AI that is now available to support your patients is smart assistant. It's incorporating Gen AI. And also the hearing aid microphone is now the pickup microphone for our support smart assistant, which allows you to ask, you know, to

have something like volume changed in the hearing aids, mute the hearing aids change to a different program.

But you can ask anything that you would ask of a smart assistant like directions or what's the weather in a particular area or give me a recommendation of the best restaurant in Paris, France. You can ask anything you want via the smart assistant, which is an icon on the home screen of the My Starkey app or can be set up as a user control or double tap tap function for the patient. But now it's incorporating Gen AI so we're getting an even more interactive experience as we have a dialogue with the smart assistant.

Another element of Gen AI supporting your patients is TeleHere AI. This is where we're really elevating our telehear system and it's something that's truly unique in the industry and incorporating generative AI in remote program programming. So this allows your patients to be able to, you know, address their own concerns in the moment. Now we have continued to offer our two telehear solutions, Synchronous, which is, you know, like that, you know, real time video experience, Asynchronous, which is cloud based, where the patient sends a concern to you that you then send programming adjustments back at your convenience. So not an real time.

And now TeleHere AI is going to join that and give us that generative AI interactive experience in the moment when we need help as a hearing aid wearer and we can't access you either live or remotely. So with Telehear AI, the patient is going to be able to describe, you know, what their concern is and they can do that either by typing or by speaking into the feature. And this is exclusive to the Omega AI24s and is found within our My Starkey app. So when they express their concern, the generative AI is going to interpret that and it's going to offer adjustments based off of professional expertise. And so this would be, you know, all of the data that we've gathered about how you as professionals would resolve a particular patient concern and use that to train the gen AI to provide a solution.

So this is found in our more tab. In the My starkey app, we access that telehere area, we indicate we want to engage talahere AI. When we hit continue, it's going to continue to move us through sort of the educational information and allow that patient to either again speak or type in what their concern is. When they specify what they would like, it's going to provide an answer for them. It takes a few seconds for it to be able to generate that.

And if it needs more information, you know, maybe the response was a little vague, it's going to ask for greater clarity. So, you know, really intelligent in recognizing it needs more information. And this is, I think, you know, something that's fantastic to recognize that it is that intelligent to know that it wants further detail to deliver a best solution. So when it formulates a solution, it's going to give that patient the ability to try it out. And so they can try it in the moment, comparing the new sound settings to their original, decide what they want to keep, or they can also save it.

Maybe they're not where they want to try that out. They can also kind of park it and look at it and listen to it when they need to. So when a new setting has been saved, you'll see on the home screen of the my Starkey app the little stars that are indicative of telehere AI and that the personal program has been modified by TeleHere AI AI and the personal program is the only program that is adjusted through this teleheal AI process. That's the, you know, sort of everyday program that we anticipate our patients utilizing. So that would be the one that, you know, they're going to be managing.

A couple things that are, I think, really essential to know. TeleHear AI is not accessible to your patient unless you have enabled the telehere remote programming. And you do that through the software or the portal by providing them them a code that they input into the My Starkey app to establish that relationship for remote programming with your practice. So if you don't feel this is an appropriate tool in any of the three methods of telehere for your patient. You just don't bring that up with them.

So they're not going to stumble into it unless you have established that connection with them. For remote programming, the adjustments as I mentioned, only made in the personal program and so your patient can save whatever they created as a customer program that might be advisable so that they still have access to the original personal program that you detailed in profit. They can only revert to your personal program settings. They can't go back to sort of an in between that maybe they tried weren't so sure about. They tried again.

They can only go back to your personal programming that you created and they can only try for a particular topic of concern throughout three times. So kind of three strikes and they're out and they're going to have to connect with you either remotely or in person. So we limit the amount of back and forth they can do for a specific type of concern.

This feature will, you know, let you know either in the software or in the portal if a patient has engaged TeleHere AI and made a change. So in the software if you you are clicking the devices and detecting those, you'll see the pop up come up that there is a difference between the current settings and the previous settings. So we would select yes so that we can incorporate those and work with what the patient might have created. Also in the portal you'll see under the help request detailed information about the time, the date and what type of adjustment was made for the topic of concern that that patient specified. So all of that is readily available for you.

We also made some enhancements with audio streaming. So we've incorporated of course a dedicated audio stream that you can now actually demo and make adjustments to in the software live, which is truly an industry first and something our professionals have loved your patient. Now they also have the ability to adjust that streaming configuration. But now they can set their streaming and hearing aid microphone into independently so they can find the right balance for their preferences.

Other areas in which we've continued to really expand are our health and wellness tools. So we've added a new balance builder and respiratory rate to Omega AI. Balance Builder builds on our dedication to a fall alert and now moving from alerting about a fall to being able to potentially prevent falls by providing some exercises that can build up on balance and support stability. So this is a feature that offers a series of variations. Patients can choose to skip a variation and there are eight different exercises that are part of this routine, we introduced balance assessment with Edge AI based on the CDC study program.

And it was designed to be performed as needed to sort of get an, you know, an idea of where you were with your balance and stability. Now with Omega AI, we have balance builder. So these are exercises that are designed to be prepared, performed regularly as exercises should, so that your patient can help strengthen their balance and stability. We've also incorporated respiratory rate. So this is measuring a resting respiratory rate and it's looking at that respiratory rate when the patient is sitting for three minutes.

Every three minutes that they are seated resting, it's going to be calculating that respiratory rate. So this is something that truly again, is an indicator and a factor that's possible because of those IMU sensors onboard the hearing aids. Your patient can view across certain time frames, look at a graphical representation and what the average was for that selected time frame. It's not going to indicate if their respiratory rate is abnormal. You know, based on that range, they may have an idea if this is something that is of importance to them, when they might want to reach out to their physician to let them know what their resting respiratory rate is measuring.

And is this something that we need to, you know, take a closer look at? With all of that in mind, we've updated our end user licensing agreement, or eula, to reflect these new additions to our health and wellness resources. In that my Starkey app and with Omega AI, I'm really excited to introduce you to

Omega AI. This has been, you know, truly exceptional technology right out out of the gate. From the sound quality and performance in challenging environments to the addition of new functionality in the software and the app to deliver even better hearing and better living for your patients.

This is truly a special product family, and I look forward to hearing about your experiences with it. I want to thank you for your time and let you know that I have some references related to some of our research with this technology that you can review at your, your leisure. And I thank you again for taking the time to join me today and I look forward to seeing you at another Starkey event in the future.