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Unlock a World of New Possibilities

Presenter: Rachel Lamb, AuD

Thank you so much. This is a webinar entitled Unlock a World of New Possibilities. My name is Rachel Lam. I hope you are all doing well today. I am a clinical trainer employed by Phonak and I have no other financial or non financial disclosures.

As you can see, the learning objectives that we have defined for today's webinar include describing advancements in AI powered features, listing changes in target that streamline the fitting process, and describing updates to Phonak E Solutions. Last year the world changed with the introduction of Phonak's real time AI technology. Life changed for patients. Suddenly meeting up with friends in a loud coffee shop wasn't so daunting. Confidently joining in during group conversation became the everyday experience and having to constantly give attention to manually managing hearing devices became a thing of the past. A world of possibilities was unlocked.

Even now, a year later, there is nothing that compares. Building on that momentum and everything you love about Infinio, we are excited to bring you the next step in innovation. Infineo Ultra. This fall Phonak brings you Infinio Ultra the very best just for you. And here's a little teaser of what's to come.

Introducing new Phonak Infineo Ultra once again pushing the boundaries of what AI can achieve in hearing aids.

Instant compatibility with all Bluetooth devices and uninterrupted hands free calls and streaming across up to twice the distance thanks to our ultra responsive ear tip.

New AI trained AutoSense OS 7.0 adapts 24% more precisely to listening situations. Improving speech understanding and sound quality so that wearers can enjoy every sound in every environment that is interesting. The go to solution for water, sweat and dust resistance. Redefining extraordinary sound with Phonak Audeo R Infineo now with easy guard domes. Revolutionizing wax management by reducing the need for wax filter changes and introducing new Spheric speed reach clarity 2.0 with

Phonak Audeo Sphere Infineo.

It catches conversations from multiple speakers all around simultaneously, even in the noisiest environments. Powered by Deepsonic, the world's first dedicated AI chip for speech from noise separation. Now 30% more efficient.

Proven to reduce listening effort by up to 30, 35% lessens fatigue and gives wearers more energy for what they love.

Unlock a world of new possibilities with Phonak Infineo Ultra as our agenda today we will be focusing in four areas showcasing how Infineo Ultra is clear. Any voice, any direction always clear, adaptive. The best sound for you, no matter the situation, anytime, anywhere connected, always Universal connectivity that works no matter the device, no matter the moment. And easy, easier maintenance for everyone. Phonak does the work so you don't have to.

For each of these categories, we want to focus on three things today. What the technology does, the difference it makes, and why it's better with Ultra. So let's jump in. We'll start with Spheric Speech clarity. The breakthrough technology powered by a deep neural network capable of separating speech from noise.

For the number one patient listening speech understanding in loud noise, especially when having group conversations. With Ultra, patients hear clearly any voice, any direction, always clear. Here's how it works. In everyday life, engaging with others in a noisy environment is difficult. Phonak Audeo Sphere Infineo delivers an unprecedented listening experience even in the most challenging listening situations.

The Autosense operating system within Phonak Audeo Sphere Infineo uses AI powered precision for seamless adaptation to the listening situation. Here, Autosense OS analyzes the listening situation. She startled him before the end. And automatically engages the spheric speech in loud noise. In that moment, she looked at him.

This is where Spheric speech clarity is different from everything else. I'm pretty sure. And then she goes up to him rather than focus on noise reduction. Spheric speech clarity extracts, enhances and integrates speech in real time to deliver unprecedented speech clarity and noise from any direction. Every word matters.

You are up to three times more likely to understand every word from any direction, even in a group, allowing you to fully engage in every conversation. Audeo Sphere Infineo is proven to reduce listening effort by up to 35%. This helps free up mental energy for focus throughout the day. Audeo Sphere Infineo experience hearing like never before.

While patients are becoming more aware of the use of AI or artificial intelligence in hearing aids, the truth is, most patients won't walk into a clinic asking for a deep neural network. They walk in asking, can you help me feel, not feel left out when there are many people talking? Or can you help me hear my grandkids? And is it possible to feel less tired after a conversation? The answer is yes.

The performance of spheric speech clarity speaks for itself. Spheric speech clarity is setting the benchmark when it comes to handling noise. We see this in multiple dimensions, such as in technical measurements, in clinical studies, and from a hearing care provider's feedback and perception. Let's break it down. When tested in realistic scenarios, Spheric speech clarity delivers up to 10.2dB SNR benefit.

It instantly separates speech from noise and maintains the signal to noise ratio benefit from any direction. Also, when analyzed by external independent facilities, Infinio Sphere outperforms competitive devices and ranks highest for the speech and noise score. This performance leap is also observed in clinical studies with spheric speech clarity providing benefits for both listening effort and speech understanding. Compared to other brands, patients are up to three times more likely to understand every word from any direction. With spheric speech clarity, they can also navigate noisier environments without an increase in listening effort.

I recall the patient who after being fit with her new hearing aids and going out to eat with her family, remarked to them that she was disappointed it wasn't noisier so she could really test these new hearing aids out. Her family assured her that it was very noisy, she just wasn't having to work as hard. And this story isn't unusual. We hear stories like this every day. Are there stories like this that you have heard from your patients?

I know that I have heard several in my daily life with Phonak and with experiences like this, it's no surprise that provider perception is also very positive. Hearing is believing and after receiving a listening experience of how spheric speech clarity handles noisy environments, 99% of providers believe that spheric speech clarity will set new technology standards in the hearing care industry and 100% believe that this is a game changer and that Infinio Sphere delivered an outstanding hearing experience.

These results show the difference it makes and I want to share some results from recent studies.

The first study I want to highlight here is from the Innovation center in Shanghai. The study setup was similar to sitting at a table with three other people and the conversation bouncing around between speakers. When might you be in an experience such as this, a situation where you have three people sitting in front and at an angle from you? Personally, I can think of many if I'm at a table, eating with

friends, getting coffee with co workers, sitting at a class, at a classwork, at a table, practically anywhere. And I like to bring this up as an example of our commitment to realistic study design so that you can have confidence in the results.

So in this study results showed that compared to state of the art directional microphone technology, spheric speech clarity improves understanding for speech coming from off axis 60 degrees and 300 degrees by up to 31% and the use of spheric speech clarity leads to a reduction in listening effort by up to 35% adding another great benefit to the already existing positive study results.

An additional study has been conducted at the University of Oldenburg and it is with great satisfaction that we keep observing outstanding benefits. Study participants experienced 50% better speech understanding compared to state of the art directional beamforming technology. The study in Oldenburg also investigated the impact of cognitive load and fatigue and concluded that the use of spheric speech clarity lowers the cognitive load in complex communication situations, which leads to less fatigue by the end of the day. Ultimately, we also observed a significant reduction by 37% in listening effort. You might ask if we're looking at listening effort and why are we looking at that and what does it mean for a patient?

Well, imagine driving through a rain or a snowstorm to get home. You're holding onto the steering wheel, white, knuckled, and you are intensely focused on the road ahead. I know I've been in several of those situations during ice storms. How do you feel when you get home? Personally, at the end of those drives, I just wanted to relax and curl up and take a nap.

I was exhausted. Now, if you think of that same drive on a sunny, beautiful day, you might find yourself home without even registering the drive. How do you feel when you get home in that instance? Personally, I feel like I have more energy at the end of the sunny day drive than the rainy or snowy drive and I can do more with my family afterwards. This can be our patient's experience when it comes

to listening to speech and background noise.

And what would it mean for your patient to not be as fatigued from listening? They might not be as tired or as cranky. They might have more energy to be with family after school or after work. All of those things really come together and are what this study is focusing on. They looked at it and found it.

I do appreciate this study because it moves beyond simply looking at audibility and speech understanding and explores the impact of spheric speech clarity on factors that contribute strongly to quality of life, like cognitive load and accumulated eliciting fatigue. So knowing the difference between spheric speech clarity can make for patients, we wanted to make it even better. Because at Phonak, we don't make technology just for technology's sake. We innovate with purpose and continue to lead the industry. We have taken our most innovative and advanced and most high performance feature and made it even better than before so your clients can benefit even more.

We are now introducing spheric speech clarity 2.0. Let's take a look at what's new and how we got here. Our main goal behind spheric speech clarity 2.0 was that patients can benefit from this breakthrough technology for even longer, resulting in the challenge to make Spheric Speech Clarity more efficient. An efficiency improvement in this case means that we're aiming to maintain the proven performance which we know is already outstanding and substantiated by our study results. While reducing the power consumption, we set ourselves the ambitious goal to increase efficiency by a stunning 30% to reach an efficiency improvement of 30%, we we started by creating a new DNN architecture for Spheric Speech Clarity that runs on our deepsonic chip and which requires 30% less current consumption, yet delivers the same performance or better than the current DNN on Deep Sonic.

So we built it and tested it out. This graph shows the performance comparison of Spheric Speech Clarity and spheric speech clarity 2.0 in three dimensions, relative noise improvement, overall improvement and sound quality improvement. What can be observed here is that spheric speech clarity

2.0 performs better or on par with the performance of spheric speech clarity 1. A check for performance and now to SNR benefit and we get a check mark here as well. We can confirm that with the new chip architecture and the retraining of the DNN that the signal to noise ratio improvement remains equal to or better between spheric speech clarity 1.0 and 2.0 within the technical analysis of the SNR benefit, both achieve more than 10 db SNR benefit in challenging listening environments, showing peak performance at negative SNR where speech understanding and loud noise is the most challenging and most needed.

Since this new chip architecture delivers the same performance, let's now take a closer look at the new battery runtime results to better understand whether the overall efficiency improvement has been achieved. We conducted measurements to confirm the improvements in battery runtime for the Infinio Sphere. With the previous generation of Spheric Speech Clarity, the feature could have been used for eight hours nonstop when using Spheric Speech Clarity non stop to excuse me, when using spheric speech clarity 2.0 nonstop, in other words, a busy workday or during a large event, it can now run up to 11 hours, delivering clear and clean speech far beyond any existing technology, which is indeed a 30% improvement of efficiency if we look at a mix of environments more like a realistic user listening profile. When using spheric speech clarity 2.0 and still aiming for a 16 hour day, spheric speech clarity can be used up to nine hours within this time frame. This adds peace of mind, for example when having a restaurant visit planned in the evening, yet the devices are worn since the morning hour.

Think again about the benefits this feature brings for improving speech understanding and reducing listening effort, patients can now enjoy these benefits for even longer. As a side note, with the introduction of the new DNN architecture that lowers current consumption by 30% along with data looking at average spheric speech and loud noise classification, we are going to remove the three hour restriction for Infinio Ultra Sphere devices with the updated firmware. So if the Sphere device has not had the Firmware updated, the 3 hour limit will still be seen in the Program Options section of target

11.0.

Before I move on, I want to share a quick word about battery run times for our Infineo devices. You may be very well aware of our battery runtime communication of 16 hours that includes 8 hours of streaming. This is a minimal product requirement that we test, knowing that this is more than sufficient to get patients through an entire day of listening. After we reach the 16 hours in our test, we stop the test. However, what we observed is the industry is often communicating the maximum runtime, which may have caused some confusion as it is not comparable with our minimum requirement.

The maximum runtime usually means that the hearing aid is in a calm situation or equivalent program non stop where power consumption is usually the lowest. For better transparency, we have also conducted maximum runtime measurements, which makes it easier for you to compare the battery runtime of Phonak hearing aids and other devices on the market. And with the Infinio R, the maximum battery runtime is up to 31 hours and it's similar for Infineo Sphere. When comparing the maximum battery runtime to other devices on the market, the battery reaches a staggering runtime of up to 56 hours when using the hearing aids in a calm environment non stop. So this concludes our first section on how Ultra is clear.

Now on to our second topic. We now want to talk about the heart of our Infineo sound Ultra is adaptive. The best sound quality whenever, Wherever. With AutoSense OS, patients get an automatic hearing aid that seamlessly adjusts to provide them with optimized hearing aid settings to suit the situation. For a quick refresher of what Autosense does, let's meet Oscar.

This is Oscar, a chameleon. He lives in in a world that's constantly changing and full of challenges. Like us, he needs to adapt quickly to thrive, his superpower adapting seamlessly. That's just like Phonak's AI powered hearing solutions. Powered by advanced AI Phonak, AutoSense OS senses, analyzes and adapts to listen listening situations instantly.

Just like Oscar responds to every change around him. Whether you're sharing a romantic moment, walking through a windy park or dining in a noisy restaurant. Phonak's hearing aid AI technology automatically adapts to every situation so you can focus on life.

Isn't he cute? I love Oscar. And just like Oscar, Autosense can go with you anywhere. As you would expect from Phonak, we stay at the cutting edge of technology. And as new technologies evolve, we take the opportunity to be even more accurate and nuanced.

AutoSense is already addressing daily life with precision. However, we wanted to understand if there was an opportunity to get even better. If we think about how we use machine learning or AI to train AutoSense, we started with an input. The inputs are many, many different scenes. Then AI searches for the typical features in that sound sample, so it learns that those features belong to a particular category of sound environment.

And when it sees a similar set of features, it can then classify the environment. We know that a machine learning approach to train a classification system means its performance also depends on the amount of data used during the learning phase. And thanks to the development of our Deep Sonic chip, we've built and can access a large database of millions of speech and noise recordings, offering us a great opportunity to also retrain our environmental classifier. With this database, we were able to retrain AutoSense with 18 times more sound samples than previous generations, making the classification even more robust and accurate. And this retraining Resulted in autosense os 7.0.

You can think of this like changing from an HDTV to an ultra HD 4K TV offering a sharper, even more detailed image. This retraining of AutoSense focused on how we can further improve the performance and sound quality of the two most nuanced acoustic scenes. To classify speech and noise environments and music in typical Phonak fashion, we verified this in multiple ways. The results of

internal technical measurements following the retraining have shown that an environment that was labeled as speech and noise or was classified by AutoSense 7.0 24% more accurately when compared to AutoSense 6.0. Likewise, AutoSense 7.0 also classified music 24% more accurately than AutoSense 6.0.

We then compared the data logging during real life use in a field trial to see if the newly trained system was more accurate in the real world. And it was. This improvement in classification accuracy results in patients benefiting from the right combination of features and functions according to their listening environment. Verifying this in a clinical study showed that Autosense 7.0, through its even More accurate classification is boosting speech understanding and noise, making it a key innovation by improving the audiological performance of our hearing aids. Ultimately your patients can enjoy exceptional sound quality in every moment.

Working quietly in the background and orchestrated by AutoSense OS, smart speech technologies allow for smoother interactions without the need for manual adjustments. Whether in a small group, a noisy cafe or a one on one conversation, these features aim to support natural communication by adapting to different environments. They help wearers feel more connected and comfortable throughout the day. With Infinio Ultra, autosenseos 7.0 is orchestrating our smart speech technology features with higher accuracy, prioritizing speech, understanding sound quality and reducing listening effort. Speech Enhancer is the hero for soft voices in quiet, motion sensor hearing takes the lead for conversations on the go.

And for noise, there's a powerhouse of options. These smart speech technology features are seamlessly and automatically activated to optimize whatever environment your patient is in. That's the beauty of smart speech technology and autosense. It's seamlessly adapting in the background so patients get all of the benefit without any extra effort. In summary, with Infinio Ultra, patients benefit

from autosense 7.0 and its even more highly precise classification and adaptation for improved speech understanding and sound quality so they hear the world more clearly whenever and wherever.

And Infinio Ultra Sphere wearers have the peace of mind that spheric speech clarity 2.0 is available whenever they need it to, thanks to it being 30% more efficient. We've discussed how Ultra is clear and adaptive. The next comes connected and with our third topic we see that Infinio Ultra market leading connectivity is always universal connectivity that works no matter the device, no matter the moment. This universal connectivity is what you've come to expect. With Phonak, we revolutionized the hearing aid industry by designing the first device to offer universal connectivity and continue to build on that heritage with era.

But what do we mean when we talk about best in class connectivity, experience and connectivity needs? Connectivity and versatility is not created equal in the hearing aid industry and our universal connectivity is still unmatched. To date, it is the only connectivity to offer at all without compromising. Looking at smartphones for example, our universal connectivity can connect to more than 6,800 smartphones, maintain two active connections and eight Bluetooth pairings and other Bluetooth enabled devices. Whereas other solutions are more complicated to set up such as requiring a streamer or limited with connection and device pairing abilities due to their protocol such as Asha or mfi.

At Phonak we use universal connectivity to ensure that we can connect to the thousands of Bluetooth devices currently available. We know that connectivity plays a fundamental role in communication, enables connections, offers entertainment and collaboration, and that connectivity in our ever evolving world is becoming more and more important. In today's world, connectivity is an expected feature in hearing aid technology. A survey was conducted in 2024 with 1,519 individuals with self reported hearing loss. 96% of the patients reported that Bluetooth would be a must have for the purchase of hearing aids.

Other recent research shows that having access to Bluetooth increases patient confidence. It helps to remove stigma as so many people have streaming solutions. So hearing aids just blend in and from a clinic management and patient convenience perspective, it also offers the opportunity to offer services through remote support.

Now if we think about the average patient, they often take advantage of multiple Bluetooth protocols. Bluetooth Classic allows a connection to anything that uses a hands free profile or A2DP for music calls, FaceTime or podcasts. And the Bluetooth Low Energy Protocol is used to communicate with accessories that just need to exchange small bits of information like My Phonak. At the moment these are two separate pairings. You pair in the phone's Bluetooth menu for calls and audio and you then pair in the MyPhonak app to use those functions.

This results in three devices being listed for the hearing aids in the Bluetooth settings for the patient in their phone. How many of you have had the opportunity to explain the three listings to patients who may not even understand Bluetooth to begin with? And in my experience for some patients it was the most confusing part of Bluetooth. So we've been ultra focused on seeing what we could do to reduce that complication for the patient and you with good News, my Phonak 7.2 and Infineo Ultra devices and Virto IR devices. A couple of things have been optimized.

The pairing is now through a one step pairing process that pairs the patient hearing aids to My Phonak and to the phone or tablet at the same time. Prior to pairing, a tutorial clearly shows the steps they need to go through to pair the devices and then when the pairing is complete there is a simplified display on the Bluetooth menu. So let's take a look at the pairing process with MyPhonak 7.2. With the newer hearing aids, compared to everything else for all other devices, the start of the pairing process will look very similar, providing confidence of the ease of use and the end user will continue to be guided through the process. Same so when we get to the point of showing that the pairing is successful.

For Infinio Ultra devices, you'll see the notice that the pairing for audio and phone calls is also complete. And don't forget this is the same with Virto ir. With all other devices, the patient will still need to go through the steps of asking if you want to connect for calls or etc. Which would be that Bluetooth Classic connection done in the phone's Bluetooth menu. One advantage of this one step pairing is how the hearing aids appear in the Bluetooth list.

This is what we've been accustomed to seeing one listing for the hearing aid and then two LE versions of the hearing aids listed in the Bluetooth device list. With the new pairing process, you will now see one device for the left and one device for the right. You might see different icons on different phones and if there are icons, the side with the headphones indicates the Bluetooth Classic side. As important as Bluetooth connectivity is, there might be situations that require something different.

Some individuals work in facilities with specific wireless requirements. This type of facility could be found in military security, defense and intelligence areas within a building that processes different types of classified information. With Infinio Ultra and Virto ir, you as providers now have a way to configure the hearing aids to comply with the Sensitive Compartmented Information Facility or SCIF requirement. This configuration turns off the Hands Free protocol feature in the hearing aids. This means that phone calls cannot be made through streaming.

The patients will still be able to receive a one way Bluetooth signal. Therefore they can still stream music, podcasts and audiobooks and can use Myphonak or other accessories. Disabling Hands Free calls provides the security that when the patient is involved in conversations in the secure facility, the conversation cannot be transmitted through the hearing aids. In order to provide your patient with the feature, you will first need to enable it in the Target fitting software. In Target navigate to setup the fitting session and then to fitting on the right hand side.

Excuse me, on the left hand side of the screen and then click on the button that says show possibility to disable Hands Free calls. Skiff this option can be left on in the setup as it will not impact other patients who do not need the feature. And when you're in the fitting for your patient you will find the option to disable Hands Free calls in the Bluetooth tab. Device Options the patients who need this feature also need to have an official report to take to the facility to show that the hearing aids comply with the security standards. By disabling the hands free protocol and you can print that directly within Target software.

Simply go to the same report section where you print patient instructions and you can select and print it. Now that we've discussed Infinio Ultra's flexibility for connectivity, our fourth and final Ultra focus is Easy Ultra makes Life Easy Easier Maintenance for you, Easier maintenance for Everyone this fall we introduce new clinical efficiencies for you and your patients to save time in the clinic. Phonak does the work so you don't have to if I were to ask each one of you what is the most common issue that causes hearing aids to stop working and brings patients into your office? I know what I can guess that you would say and I know what I would say. Wax we have a huge consensus among all hearing care providers.

We ask hearing care providers around the world how important it is to find a solution to minimize wax related issue and the overwhelming theme that we heard was trying to solve the wax issue is like chasing the holy grail. And earwax is by far the biggest issue with hearing aids. Solving that would be a big thing. It really was something that impacted my patients and me every day. Your experiences and mine are backed up by strong data that shows that earwax management continues to be an issue that both users and professionals face Daily.

Indeed, 57% of hearing care providers report that wax buildup related complaints are among the top reasons for service appointments. 33% of service cases can be resolved or prevented by patients with

a simple wax filter replacement. And although we already have solutions to help minimize the impact of wax, nearly 1/3 of users struggle with wax guard and dome changes. I'm sure we can all think of a patient or 10 or 15 who bring their hearing aids in like clockwork for cleaning because they aren't confident doing it themselves. So when wax is a continuous problem, patients can be less satisfied.

Well, imagine an innovation that can reduce customer complaints, reduce in clinic service cases and decrease the need to change the wax guard and ultimately improve patient satisfaction and valuable time in clinic. Well, here it is. We are so proud to introduce our patented Easy Guard vented dome. The new Easy Guard domes feature a sound transmitting sealed membrane designed to protect the receiver from earwax, minimizing the need for filter changes designed to help extend the lifespan of hearing aids and reduce surface appointments by up to 38%. Easyguard frees up more time for you and your clients.

Choose Phonak Infineo Ultra with easyguard time saving solutions for you and your clients.

This is easyguard. Here's A close up of the dome tip. You see the vent lies at about 8 o'clock and you see the sound transmitting fins. If we look at the cross section of Easy Guard attached to a receiver, we can see that the Serostop is still in place and we recommend that you keep it there. The sealed sound transmitting membrane fits over is this membrane that is the key to making this innovation work.

It is sealed for wax protection, yet sound transmitting. How do we know that it is sound transmitting? We put it to the test and compared it against the Easy Compared the Easy Guard vented dome against the SDS 4.0 standard vented dome M. The first graph shows the acoustic response of the current vented dome wind measured with a 2cc coupler. We know that dome insertion into the ear is different for each individual patient and we defined a tolerance band for SDS 4.0 where the acoustic performance for vented domes is acceptable. This is shown by the green shaded area.

When measuring Easy Guard you can see that the Easy Guard performs within the typical range of the existing SDS dome, showing that it maintains the acoustic performance.

With easyguard cleaning is easy. All you need to do is wipe it with a dry soft cloth. Easy Guard does not need to be removed to clean it. In fact, it's unlikely that the cerustop would need to be replaced.

Therefore there's no need to take off the dome during a cleaning.

We recommend to not clean the EZ Guard with water or in an ultrasonic cleaner. If water or liquid is used, it can be trapped in the dome where the receiver fits and it may be difficult to blow out water drops of the dome because the membrane is sealed. We also don't recommend using a brush or anything harsh like a toothpick or pen as it can also break the membrane. So when we were trained on this we did an activity where we trained took a hearing aid with a standard dome and dipped it in Mustard. Our simulation for earwax to see how many times it took the hearing aid to stop working.

For me dipping it in Mustard, the standard was 1. We then repeated the easy guard with the EZ guard and mine was still working after over 10 dips in mustard. We were then instructed to get the hearing aids working. So with the first one, the older standard SDS 4.0 vented dome, I had to remove the old dome, change the filter and replace it. Well this was a non issue with Easy Guard.

Didn't have to do that at all, just wiped it off. I can't wait for patients to see how Easy it is. And how many of you have already had patients popped into your head? Write those names down because you don't have to take my word for how great EZ Guard is. So during the development of easyguard, we completed a four month trial to verify if easyguard significantly reduced the detrimental effect of wax on hearing performance.

Verification included 11 hearing care providers who supported 267 patients. The hearing care providers were surveyed in this trial and the results were compelling. 100% of these hearing care providers

agreed that providing their patients with easyguard reduced the possibility of the receivers being clogged with wax, made it easier for their patients to care for hearing aids specifically for wax, reduced the need for repairs or service due to wax, and improved the patient's overall satisfaction. If we reflect back to what we learned from the Market Insight survey, we heard that 57% of the reasons for a service visit was due to wax buildup. How would that be for your clinic if the patients were able to manage this for themselves?

And we do know what patients think of easyguard. Of course we do. We investigated this at a study at the Phonak Audiology Research center or parc. Because in this study, a group of participants visited the lab for monthly check in visits during their four month home trial. After four months of use, they provided subjective feedback on comfort, satisfaction, likelihood of recommendation and preference for dome type after wearing the Easy Guard dome.

The study showed that 89% of participants indicated that they preferred the Easy Dome guard over their own traditional dome or had no preference. 90% of. Excuse me, 90% of patients indicated that the comfort levels were matched or exceeded their traditional dome. So you and I both know that some patients aren't the best at cleaning their hearing aids every day. So I want to share some pictures from the study of real patients domes and I apologize for not warning you sooner, but these are close ups of waxy domes, so if you don't want to see them, you may want to close your eyes and I'll tell you when it's over.

So participants came in monthly and we took pictures of their domes. These all happen to be pictures from the final visit. So after four months of wearing time the hearing aids were all still working fine and no wax was in the Serostop. Easyguard handles real world use. So give easyguard a try and see the difference it makes for you and your patients in your clinic.

Think about that one patient who struggles to change their own wax filters and think about how you can improve their independence and confidence giving them Easy Guard and allowing them to know that they can wipe off the dome and be good to go. All right, so they are off the screen now. Another way Phonak makes life easy is through further innovating and improving our fitting software. We know that when software is easy to use, it provides a seamless fitting experience that supports clinical efficiency, builds confidence in technology both for from you and your patients perspectives, promotes the professionalism of you and the clinic you work in. And even more than that, it can enhance patient outcomes.

Interestingly, market research completed in 2024 indicated that 89% of the providers rated the fitting software as very important when considering whether to work with a manufacturer. In a similar survey in 2024 hearing care providers were asked which was their favorite fitting software. These providers fit devices from multiple manufacturers. Phonak Target was rated as their favorite fitting software by 65% of the survey participants. This equates to seven times more providers rating Target as their favorite fitting software compared to the software of the next highest rated competitor.

So what do you like about the fitting software? Personally, I love the data logging and I love how specific it is showing me all the differences between that in autosense classification with each patient. I also love how many adjustments I can make and how I can see the impact of those adjustments on the fitting. And there are a lot of great things about Target. So with Target 11.1 we've introduced improvements that will streamline the fitting process, including a faster and softer feedback test for Infineo Ultra and time saving simultaneous firmware updates.

Finally, fitting session setup personalization options. Let's take a look at these efficiency improvements in more detail, starting with the feedback test. I sometimes get asked by providers why is the feedback and real ear test the first step in the fitting workflow for Target fittings? Do I really have to do it? So let's

reflect on what a feedback test is actually adding to the fitting.

In general, running the feedback in real ear tests gives a more detailed view of the acoustic performance for each individual patient right from the start of the fitting process. We know that everyone's ear canals are different and that's what the real ear part of the test is measuring. It's measuring how much gain can be applied in this person's ear canal with this earpiece without risking feedback. It does this by measuring how the fitted earpiece is behaving in that person's ear canal. You can explain this to the patient in simple terms to let them know that this test ensures that we have the right information specifically for them.

Once the feedback test is complete Target uses these results to determine the targets for an APD 3.0 fitting and determining the default strength of Spheric speech clarity in Sphere devices. For new Infinio Ultra R and Infinio Ultra Sphere, the feedback test will be quite a different experience. You can now complete the feedback test in less than 13 seconds at a lower intensity and via remote support, making the feedback test in your workflow more efficient. So how does it work? Let's have a look real quick at how the feedback test for non Infinio Ultra devices looks like from a spectrogram perspective with an open dome.

Some things to notice that the X axis is time in seconds. The Y axis is frequency with lower frequencies at the bottom and higher at the top. And the intensity scale is on the right. The colors show how intense that frequency is, with yellow being the most intense. The section at the bottom shows the summed SPL for that moment in time and of the test signal.

If we look at the main blue area, we see the different frequencies being played, and we can see that there are bursts of loud intensity in the lower frequency of the feedback test signal. So let's have a listen.

That sounds familiar to all of you. I used to say those were Star wars noises to my patients. Looking now at the spectrogram for the feedback test with Infineo Ultra, you can see very quickly that the spectral presentation is very different. That's because the updated feedback test also sounds different. We can see it is a broadband signal, and by looking at the color, we can also see that the signal is less intense.

Also, comparing the overall SPL shows the reduction in loudness.

So you can now hear the difference between the two feedback tests. How would you describe this new one? This new signal for a lot of us may be buzz or cicadas. So it's a little different than those Star wars noises. The other thing you can see and that you've heard is that the updated feedback test is considerably shorter.

With the earlier version, we can see that the end of the test signal and the processing of the Results takes about 25 seconds. With the original version, the feedback test signal was generated by Target, then played through the hearing aids and needed to be processed, which took more time. With Infineo Ultra, the test signal is generated through the hearing aids themselves, making the presentation and processing of the results much shorter. This is an example with an open dome, it's nine seconds per ear, and the fact that it's run through the hearing aids themselves is why it can be done during a remote support session. The intensity and duration of the signal depends on the acoustics and Target.

The more closed the acoustic, the longer the test signal and that's why I said earlier that the feedback and real ear test can be completed in up to 13 seconds. With this in mind, it is really important to match the acoustics in Target with what is on the device. This new test provides a much requested time savings and our next improvement will also prompt some positive responses.

The Next we target 11 makes life easy is ability to have simultaneous firmware updates the update can be initiated in two ways in Target either within the session where you are prompted.

Excuse me, within the session when you are prompted to update the firmware after connection, or via the Trial and Tools menu. Regardless of which way you choose, you are guided each step of the way. Not only is Synchronous Update available for firmware updates for current and prior AIDS starting with Target 11, but it's also available for changing the technology level on trial devices and factory resets. For those geeky people out there, updating the firmware simultaneously or changing the performance level simultaneously is up to 40% faster. So finally, the next efficiency is about personalizing the workflow the way you want.

We all want fitting software that meets our individual styles, and by personalizing it to our needs we can streamline our tasks and save time. Little efficiencies, fewer clicks can accumulate and make a big impact. Target 11.0 empowers you with the ability to automate certain features, allowing for greater control through its intuitive setup functionality. We've heard from some of you that you might prefer the light mode rather than the dark mode introduced in Target 10.0, and this is now a choice. The image on the left you can see you can change the general appearance between light and dark modes in the setup general in presentation.

If you change this option, Target will let you know that you need to restart to implement the change. Some people also like to be able to control the patient experience level for new fittings. As you can see on the right, the experience level can now be set to default at 100%. The default is off, but a simple tick sets that experience level to 100% for all new fittings. This can be really handy if your office wants to run real ear measures at 100% before making any adjustments.

You can also choose whether or not you want a warning that orange exclamation point to show when consent for data logging has not been completed. Infineo Ultra makes life easy for everyone through a

new DOM and Target improvements and Phonak does the work so you don't have to this is the Infineo portfolio as you currently know it. But better technology is always progressing and today we've highlighted the wealth of improvements you get with Infineo Ultra. And remember, not only is Infinito Ultra for new users, but a performance upgrade makes this new platform available to all existing Infinito R and Infinito sphere wearers. No one misses out.

And as icing on the cake, here's another piece of big news. Infineo Ultra is available in P3 sandalwood and P8 velvet black as well as the standard colors.

And remember, today we focus on these clear, adaptive, connected and easy We've seen how Spheric speech clarity provides revolutionary separation of speech and noise to hear speech clearly, any voice, any direction. Now 30% more efficient for peace of mind and in the most challenging listening environments. We discussed how AutoSense 7.0 was retrained to provide 24% more accuracy in those most nuanced situations and how AutoSense Adaptive Phonak Digital and smart speech technology ensures the aids are adaptive, providing the best sound no matter the situation, so patients can confidently go about their lives. We've celebrated Infinito's Ultra's always universal connectivity with the improved experience and pairing as well as flexibility for providers. And we've opened new territory in making life easy easier maintenance thanks to easy guard and software improvements for streamlined fitting Software Process Phonak does the work so you don't have to as we conclude, we will see if we have time to answer the questions in the three minutes we have left, but definitely these are exciting updates and I want you to consider the impact they will have for your patient and your life As a provider.

It's easy to recognize that Ultra Infineo is the very best for you. We invite you to try Infinito Ultra on your patients and see the difference it makes for you and them. Don't forget to reach out to the patients that you want to try easyguard with to see if they can have a much less frustrating wax experience. All right, I'm going to see I have one question and answer the first question that was asked is can patients use

audio wipes? And the answer is yes, those are safe to use.

We have been told however, do not use water or alcohol or anything like that because alcohol can be drying and water could potentially get trapped.

The other question that I have gotten previously is can patient can you disable the streaming from can you prevent the patients from streaming and just using the app so the answer to that is yes. When you pair in my phonak, if you go to navigate to devices, you will see under the Bluetooth menus in the Myphonak app. You can turn off Bluetooth streaming as well. Thank you so much for joining us today and everybody have a wonderful day.