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Delivering Impactful Products and Accessories for Starkey Omega AI Hearing Aids

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But before we get before we get started, I do want to go over some housekeeping first. If you would like to ask a question, please do so using the Q and A feature and I will do my best to answer the questions. At the end of today's course, a PDF handout for this presentation may be accessed through your pending courses on AO and it is also posted as a handout in the chat as a PDF. So please feel free to download that if you need this. CEUs are available through Audiology Online with the paid membership pending passing the multiple choice exam and this course is good for one ceu.

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And here is a list of the risks and benefits associated with this course that you can read at your own leisure.

And we have three learning outcomes for today. And so the first one is you will be able to state the different types of Bluetooth available, you will be able to discuss at least three wireless accessories compatible with the current product release and you will be able to demonstrate how to pair Starlink Edge accessories to Starkey Omega AI hearing aids. So let's get started. So one of the great things about the field of audiology is that it is always evolving and we have been able to see hearing aid technology grow and embrace the advancements in technology. And so let's take a brief look at this timeline.

Excuse me. So in 1937 a patent was filed in the UK on an induction loop hearing assistance system featuring what was called a telephone coil as we know today, telecoil or T coil. And this was designed to pick up the magnetic field produced by a telephone handset speaker coil which could then be converted back to an audio signal. And then in 1968 the first personal FM product was released and

this was revolutionary at the time because it was fully wireless, enabling people to move around a physical space and still hear the speaker clearly. And the first iteration FM systems were quite large and had multiple pieces which proved cumbersome for the users.

Then let's Skip ahead to 1990 and near field magnetic induction radios or NFMI were introduced and this allowed ear to ear communication between devices. In 1999 the first ever Bluetooth device was revealed which was a hands free mobile headset. And the following year, the first mobile phone to utilize Bluetooth technology was released. In 2005, Starkey introduced Eli, which was ear level instrument. And that was the hearing industry's first Bluetooth enabling device and the world's smallest Bluetooth audio device.

At the time, it was essentially a DAI boot that would click onto the bottom of our BTE hearing aids, allowing wireless communication between hearing aid wearers and an assortment of modern Bluetooth signal sources. And at the time, it could provide two and a half hours of continuous use. And then in 2012, Starkey worked with Apple to develop their proprietary low energy audio, or lea, protocol that allowed for direct Bluetooth connectivity. Hearing aid manufacturers introduced the first made for iPhone hearing AIDS in 2014. And for Starkey, this was the Halo line of hearing aids.

And there was no protocol at this point for streaming with Android phones. In 2019, Google released their audio streaming for hearing aids protocol. And although it took some time, all major hearing aid manufacturers eventually supported the streaming protocol with compatible Android phones. Now we're just going to take one little step back for a moment. And in 1998, the Bluetooth Special Interest Group, or SIG, as you might hear it, was founded by leading companies in the computing and telecommunication industries.

In 2020, the Bluetooth Special Interest Group introduced the LE Audio Protocol, which is really going to change the game and accessibility for our patients.

And arguably the biggest reason people seek out hearing help is their desire to stay connected to family, friends and the world around them.

So what is connectivity? So connectivity, it's a phrase that we hear far too often in various forms, whether that be with computers or phones or even hearing aids. And despite this concept being in a number of aspects in our lives, it isn't often defined. So connectivity is the ability to link to and communicate with other computer systems, electronic devices, software, or the Internet.

And so we use radios in our hearing aids to allow for connectivity in our devices.

And in hearing aids. When we discuss radio options, we discuss it in a few different ways. So we are looking at how can we connect hearing aids to accessories as well as how we can connect them to cellular devices and computers as well. And we also look at radios that are used between the two hearing aids that aid in communication.

Hearing AIDS have a 2.4 GHz radio within them that allows the user to have direct connectivity to smartphones and manufacturer specific accessories. And the high frequency nature of the 2.4 GHz signal results in a short wavelength that does not propagate well through and around the head and body. However, 2.4 GHz has many advantages such as fast data transmission while maintaining low power consumption. And in addition to this, it has excellent stereo sound quality and a long distance signal transmission range.

And while most wireless hearing AIDS have a 2.4 GHz radio on board, some hearing aids have an NFMI antenna within their devices as well. So NFMI stands for near field magnetic induction which features important properties such as ultra low power consumption. This radio has the ability to create a very reliable network in and around the human body that is less susceptible susceptible to interference.

This in turn results in increased robustness of the signal and makes it an optimal technology for direct ear to ear communication and user controls. So NFMI is generally preferred when streaming large data transfers between ears.

Some manufacturers use this radio for binaural environmental detection and coordination for signal processing. For example, here at Starkey we utilize the NFMI antenna to enable our devices for cross and bicross functionality.

Now another term that is used quite often is streaming. And so what is streaming? So it is receiving audio from an electronic source such as phone calls, music or podcasts, as well as accessories. And this is where Bluetooth comes in.

So we're going to briefly dive into Bluetooth. At the most basic level, Bluetooth is a method of wireless communication between two devices. We're going to get into some of the specifics of Bluetooth, although keep in mind that I am not an engineer, I'm an audiologist. But the intent is to help everyone understand Bluetooth better. Also recognize that these terms are similar in name and can also create confusion.

We know that this is a substantial topic and our hope is that we can break things down into more digestible segments.

So one key reason for the incredible success of Bluetooth technology is the tremendous flexibility it provides developers. Offering two radio options, Bluetooth technology provides developers with a versatile set of full stack fit for purpose solutions to meet the ever expanding needs for wireless connectivity. So whether a product streams high quality audio between a smartphone and a speaker, transfers data between a tablet and a medical device, or sends messages between thousands of nodes in a building automation solution, the Bluetooth LE and Bluetooth Classic Radios le, also low energy,

are designed to meet the unique needs of developers worldwide. Bluetooth Classic has been used for years for audio streaming, transferring files and connecting devices like speakers and headphones. And proprietary LE audio was designed to use even less power than Bluetooth Classic phone manufacturers have their own proprietary audio streaming protocols and these are used by most hearing aids Today.

So when I say proprietary le, I'm talking about Bluetooth Low Energy audio.

So what is Bluetooth Low Energy? So Bluetooth Low Energy was introduced in 2009 and it was designed as an alternative to Bluetooth Classic with the priority of minimizing power consumption and maximizing battery life in wearable devices. And it offers the functionality of Bluetooth, but with lower power demands, making it ideal for small devices with limited battery life. It allows devices to connect over short distances and transfer small amounts of data, but was not originally designed for audio streaming, which is the source of some of its limitations.

Bluetooth Low Energy can be divided even further into central devices and peripheral devices. So central devices are typically more powerful and less constrained by resources. These devices scan for peripheral devices, initiate connections, and consume the data that is provided by the peripherals. A smartphone is a common example of a central device capable of connecting to multiple peripherals, simultaneously collecting and processing data from each peripheral device. On the other hand, these are low power devices that provide data to the central device.

The peripheral devices accept incoming connection requests after advertising its presence to the other devices. So once connected, the peripheral device stops advertising. In addition, the central device stops scanning as well, thereby conserving energy. And a common example of a peripheral device is a heart rate monitor.

And so here's a visual to help grasp this concept. Once again we have the central device which initiates an outgoing connection request to an advertising peripheral device. And then the peripheral device is the one that accepts an incoming connection request after advertising. So in this case the central device is a smartphone and the peripheral devices are things such as a smartwatch, temperature sensor, heart rate monitor, hearing aids and more.

And accompanying Bluetooth Low Energy each phone manufacturer utilizes their own Bluetooth Low Energy streaming protocol. So Starkey worked with Apple to develop their proprietary streaming protocol for hearing aids that is called Low Energy Audio, shortened to Leah, which uses the Bluetooth Low Energy radio. And this protocol was launched around 2013 that allowed for one way streaming between an iPhone or iPad and hearing aids. One of the main features was Live Listen, which allowed the user to essentially make their compatible iPhone or iPad into a remote mic without the need to buy any additional accessories. In 2021, Apple introduced a second version of Low Energy audio, now referred to as Lea2.

And this new version allows for hands free two way streaming for phone calls and video calls. And audio streaming for hearing aids. Otherwise known as Asha is a well known solution that works on Android 10 and above. And again, this was introduced in 2019 by Google and it essentially provides a different proprietary extension to Bluetooth Low Energy to support unidirectional streaming from any compatible Android device to a compatible hearing aid. Two way or hands free audio is not supported for Android phones with the Asha protocol and we all know there have been some limitations with the current streaming protocol.

Bluetooth Low Energy and our previous product families have used this protocol, including our Livio Edge AI, our Evolve AI and our Genesis AI families of hearing aids. And it's important to understand that the limitations customers and wearers have struggled with are not due to the hearing aids, they are

a result of limitations to the Bluetooth technology itself. One of the most frequent complaints that we have heard is that the hearing aids have poor range, meaning they have to be quite close to the smartphone, Apple or Android in order to have uninterrupted streaming. We've also heard that there were compatibility issues with some phones, that two way audio was only supported on some devices, that wearers experience high battery drain, and that the hearing aids haven't always maintained a consistent pairing with wearer's phones. And as a result of these known issues, Bluetooth developed a new protocol called LE Audio.

So this is where we come in with those familiar sounding or similar sounding Bluetooth.

So accompanying Bluetooth Low Energy. Sorry, went backwards a little bit. So LE Audio is the new protocol that operates on the current Bluetooth Low Energy radio, but it differs somewhat from the protocols used with Genesis AI and previous hearing aid technologies. So the Bluetooth sig, that special interest group solution to the problems encountered with previous streaming protocols is LE Audio and specifications for it were released in 2020, although devices compatible with LE Audio are just beginning to come on the market now.

But there are a number of benefits of using LE Audio and I'm sure hearing aid wearers will be very excited about some of these improvements. And so one of the most important aspects is that LE Audio will have a much better range than the previous BTLE protocol. So that was Bluetooth Low Energy. It utilizes the LC3 codec which allows data to be transmitted with better better fidelity, meaning our patients will have greatly improved sound quality. The radio also has very low power consumption while providing better audio, so we do not have to be worried about increasing battery drain with the Omega AI hearing aids using LE Audio.

And one thing that many people are excited about is that this connection will be universal. So this means that compatible Android and Apple devices will use the same protocol and the two way or hands

free calling will now two way audio will now be supported on these compatible devices and additionally wearers will be able to connect their hearing aids to more than one outside device like an iPhone and a compatible PC.

And so finally, using LE Audio will allow wearers to not only connect with Unicast devices, but it also opens up the ability to use oracast. We seem to be hearing a lot about Oracast lately and it seems to be something on everyone's minds right now. And it's a very exciting technology that has the potential to drastically improve accessibility for wearers.

So we should be very familiar with the concept of unicast. And so this is essentially what we have been using with our smartphones. It enables direct streaming from electronic devices. And the new LE Audio protocol allows for connectivity to a wider range of personal electronic devices with improved wireless range and streaming sound quality.

And the broadcast capability of Le Audio, or what many know as AuraCast, is the new Bluetooth capability that will soon become the next generation assistive listening technology. We're starting to see it already. It enables direct streaming from a variety of broadcast sources like televisions, as well as large scale venues like airports or arenas. Excuse me. It allows for multiple language support and removes the need for proprietary streaming devices and older technology like telecoils.

Oracast technology will provide huge advancements in accessibility for hearing aid wearers. Excuse me.

Joining an oracast broadcast is as easy as a search scan or tap and finding and joining an oracast broadcast similar to how you search for and connect to WI FI networks today. And a simple scan of a QR code will allow you to join an Oracast broadcast effortlessly. Another method is via a tab similar to how many credit card users tap to pay. Tap to here can make access to oracast broadcast quick and

easy. And now you can easily connect through the oracast assistant in the My Starkey app.

This is brand new, just came out a couple of weeks ago. So to help hearing aid wearers easily connect to AuraCast broadcasts that they might encounter, we introduce an AuraCast assistant within the My Starkey app. And this allows the hearing aid user to select the oracast stream they want to listen to on their mobile device, just like selecting a WI FI hotspot. And the Oracast assistant feature is exclusive to Omega AI and Edge AI with a firmware update. So it's out there already.

And these are things that we will go into more detail in other courses such as connectivity courses that we have as well.

And so Starkey stands ready to connect our Omega AI products to the wireless world as new avenues open up with a new 2.4 GHz radio that is compatible with LE Audio. And so in all the excitement around le Audio and AuraCast, let's not forget that Omega AI will also support older streaming protocols that are still very widely available. So at this time we know Omega AI hearing aids support iPhone's proprietary LEA2 protocol for current iPhone users and with Androids using the Asha streaming protocol. And in addition, Omega AI hearing aids will support LE Audio streaming from compatible devices, including our Starlink Edge TV streamer, which I'll go into more detail in a bit. Compatible Windows 11 PCs and smartphones featuring LE Audio when they become available.

But now of course we have the oracast assistant and as mentioned, Omega AI will support oracast enabled devices as they begin to become available.

And so now let's talk about accessories. So now that we have covered the basics of Bluetooth and connectivity and wireless radios, let's take a look at some of the great options that we have to keep our patients connected. So accessories open the door to an enhanced communication experience for hearing aid users that desire an intuitive and easy to use resource to enhance sound quality, streaming

and discreet hearing aid adjustments. But let's start with a video to highlight some of Starkey's accessories.

Sam.

Okay, so Starlink Edge accessories were introduced with our Edge AI product family. They utilize the latest 2.4 GHz wireless LE Audio protocol and are compatible with Edge AI devices and beyond, including the Omega AI products which we are focusing on today. We continue to offer the Starlink Edge Table Microphone, the Starlink Edge Remote microphone, Starlink Edge TV Streamer, and the Remote Control 2.0 to ensure professionals have an entire portfolio of accessories to meet their patients needs. And the Starlink Edge TV streamer also introduced a new functionality exclusive to Omega AI devices that I will discuss in a moment. But first let's take a look at our starlink Edge Table microphone.

So the Starlink Edge Table Mic features up to 10 hours of streaming on a single charge and takes two hours to fully charge. It's utilizing the new LE Audio Bluetooth protocol and it has an operating range of up to 1550ft.

It features a USB C jack and is rechargeable via USB to USB C cable. The directional touch keys allow for manual selection of a single or multiple directions utilizing up to eight directional microphones. The segments are LEDs that will indicate the selected mic directions as well as operational indicators and battery status. Mute mode is indicated when only the center circle is illuminated and one tap of the center button sets the device to an automatic mode. The power button is used to turn on and off the table mic, and there are also onboard volume up and volume down buttons to allow the user to adjust the stream volume.

The hearing aid pairing button is utilized to initiate pairing with Omega AI hearing aids, and the magnetic interface is used to connect the included lanyard to allow the table mic to function as a Body one remote mic as well.

The Starlink Edge table mic has multiple listening modes, Automatic, manual, surround and remote mic. For the best listening experience. The table mic should be placed as close as possible to the conversation partner, and in addition, the table mic should be placed with the power and volume control buttons facing toward the hearing aid user.

To activate automatic mode, the user can simply tap the center circle. The five LED segments opposite the power button will be illuminated to indicate automatic mode. The microphones will detect speech and automatically follow the primary speaker. The brightest LED segment indicates the direction of focus. The user can easily return to automatic mode from any other mode by tapping the center button.

In manual mode, the user can select which microphones to activate. The user can choose a single microphone or multiple microphones by tapping on any segment to focus in the direction of speakers of interest. Any number or combination can be selected, and those that are currently selected will be illuminated with a blue light. And to return to automatic mode, the user should just tap the automatic mode button in the center.

Surround or omnidirectional mode is active when all eight segments have been selected by the user, and the table mic can be muted by tapping all eight segments until only the middle circle is illuminated.

And so to start or stop streaming from the table mic, the user will simply press the power button for approximately 2 seconds to power it on and streaming will begin automatically. And to adjust the streaming volume, the wearer can press onboard plus or minus buttons on the side of the table mic. The streaming volume can also be adjusted via the hearing aid user controls if set up by the

Professional, the StarLink Remote Control 2.0, or on the Streaming Options screen in the mobile app. From the mobile app, the hearing aid user can adjust both the streaming volume and hearing aid volume independently, and this can be done by going to the accessory screen or once streaming is initiated, this screen will automatically appear and the hearing aid user can adjust the streaming volume and hearing aid volume independently from this screen without having to click an accessories button and go to another screen.

The table mic can be worn by a conversation partner via a lanyard for one on one conversations by first attaching that magnetic hanger of the lanyard to the back of the table mic and the table mic should be placed within 8 inches or 20 centimeters of the speaker's mouth. And the lanyard length can be adjusted by holding the cylinder and pulling on the closure. And when the table mic is worn by the speaker, the top segment will illuminate for three seconds. So now I'm going to show you a video of how to pair the accessories, the table mic, so our accessories can be paired inside the software and outside of the software. So first I'm going to show you how to pair each accessory outside of the software.

So with the Omega AI, this is our wireless mic. So you want to turn on the table mic, you want to turn on the hearing aids now. So we're closing up the battery door to turn on these again are wireless mics.

Turn it over. And there is our Bluetooth pairing button. Hold it for three seconds.

And now we're going to see the lights flash that we see here. So each side, six lights flashing blue. And this takes about 30 seconds to pair the hearing aids. And as we watch the lights flash, one side is going to turn solid green. There we go, it's paired.

And then the other side turns solid green. And now the hearing aids are paired with the Omega AI Ric RT and the mic, we have LED lights. And those LED lights will flash for five seconds when there is a

successful Bluetooth pairing. So you can just keep an eye on the hearing aids if you like and just watch for the flashing lights on the hearing aids. And so next we have the Starlink Edge remote microphone.

And this enables effortless binaural streaming, enhancing one on one conversations in noise, and doubles as a convenient remote control. And it features up to 10 hours of streaming time and takes 3 hours to fully charge. And also utilizes the new LE Audio Bluetooth protocol. It has an operating range of up to 50ft.

The remote mic has a power switch to turn the remote mic on and off, an LED indicator light to identify how the device is currently operating, and three directional microphones which can optimize mic directionality for voice pickup based off placement of the mic. And it will utilize omnidirectional when the remote mic is placed on its clip, and directional when placed vertically or clipped to the speaker's lapel. The remote mic also features a USB C power supply jack, a clip to attach the mic to the speaker's clothing or a lanyard, the pairing button to put the mic into pairing mode, and the plus and minus buttons that can be used for volume control or program changes. And to use the remote mic, the hearing aid user simply toggles the power switch on. The orange color behind the toggle switch will not be visible when powered on and streaming will begin automatically.

The remote mic features auto streaming recovery, meaning streaming will be paused for higher priority streams like phone calls or smartphone media streams. The remote mic stream will automatically reconnect within five seconds once the priority stream concludes. And to stop the audio stream, simply toggle the power switch off. But one really exciting feature of our remote mic is that it can also function as a remote control. So changing volume with a short press and changing programs with a long press of the hearing aids.

Changing the hearing aids with the long press. If the remote mic is powered off and not streaming, a short press of the volume buttons will adjust the hearing aid volume. And if the remote mic is powered

on and streaming, a short press will adjust the streaming volume. It's like a two in one device. To adjust the streaming volume, the wearer can press the volume up or plus button or the volume down or a minus button on the side of the remote mic.

The streaming volume can also be adjusted via the hearing aid user controls if set up by the professional, the Remote Control 2.0, or on the accessory screen in the mobile app. And again from the mobile app, they can adjust both the streaming volume and hearing aid volume independently.

And here is a video of how to pair the remote mic. So again, you want to turn the remote mic on. There we go. And these again are our CICS wireless ACs. So you want to close up the battery door which turns the hearing aids on.

There we go. And you want to set the device into pairing mode. You press the bottom pairing button, you'll see it flash. It'll be in pairing mode. There we go.

And it takes about 30 seconds. So the light will continue to flash while it is connecting and pairing to the hearing aids. Well, we got one solid, one hearing aid paired. And now we have a second solid. And now both hearing aids are successfully paired.

And again, for the RIC RT and the mric, the lights will flash for five seconds with a successful pairing. Now, excuse me. Our Edge TV streamer. Our Starlink Edge TV streamer is our first LE Audio capable TV streamer that offers AuraCast broadcast and it has simple and intuitive controls as well. Starlink Edge TV streamer supports Omega AI wireless hearing aids as well as our Edge AI wireless hearing aids as well.

Because it does have that LE audio protocol. The Starlink Edge TV streamer is not only small, but its simple design also means it will be very intuitive to use. On top of the device you'll find the power

button, indicator light and pairing button. Connection ports are found on the side of the streamer. It offers a USB C power jack and the option to connect via an analog jack or optical toslink jack, which is the recommended connection when streaming sound will be automatically optimized for both monaural and binaural hearing aid use and the laser etched label on the base of the TV streamer will display the unique broadcast name and broadcast code for connecting the TV streamer with other LE audio enabled devices so other devices that are not your hearing aids so an exciting feature of the Starlink Edge TV streamer is that it will allow an Unlimited number of 2.4 GHz Broadcast enabled devices including hearing aids and headphones when used along with a compatible LE Audio smartphone to connect at one time, allowing hearing aid users to share the same listening experience.

So we know that Samsung's newest earbuds that come with the S25 phones for example, will connect to Oracast. An Internet search will yield other brands of earbuds and headphones as well, and new ones keep being added, so the user will need to search and accept the broadcast streamer every time they wish to stream audio from the TV streamer and connection can be easily managed from the oracast broadcast assistant on an LE compatible smartphone. And of course now we have the oracast assistant in our My Starkey app and as shown on the previous slide, the unique connection broadcast name and broadcast code can be found on the Laser Etch label on the base of the TV streamer and the Starlink Edge TV streamer is designed to support the new LE Audio Bluetooth protocol and I mentioned a few minutes ago is exclusively compatible with the Omega AI, Edge AI and other Ellie audio enabled hearing aids with the help of a broadcast assistant but exclusive to Omega AI products. The Starlink Edge TV streamer will now feature autostream to enhance the user experience for patients. Now it will automatically start and stop streaming when the TV and TV streamer are turned on and the patient is wearing hearing aids within range and this creates a seamless streaming experience for users.

Again, the Auto Stream feature is exclusive to Omega AI devices, but when autostream feature is toggled on, the hearing aids can automatically scan for a paired Starlink Edge TV streamer and receive

the broadcast stream with no required action on the user's part. But note that this feature does default on but can be adjusted via toggle switch on the accessory screen. Within Profit and the hearing Aid wearer can toggle it on and off in the My Starkey mobile app as well.

The stream to the TV streamer can be initiated from a programmed user control on the hearing aids, the favorite button on the Starlink Remote 2.0, or from the streaming options screen on the My Starkey mobile app to adjust the streaming volume. Again, the user or the wearer can use the hearing aid controls if set up by the professional, the StarLink Remote Control 2.0, or on the accessory screen in the mobile app. And from the mobile app, the hearing aid user can adjust both streaming and hearing aid volume independently. But from this streaming option screen, the hearing aid wearer can also change the name of the TV streamers. For example, if they have two two TV streamers, one for the living room and one for the bedroom, they might want to name them for each room so it's easier to know which TV streamer is which.

And then again directly from the screen that automatically appears when the streaming begins.

And so let's see how we pair the Edge TV streamer to the Edge AI and Omega AI wireless hearing aids. So of course turn the TV streamer on, turn the hearing aids on, and so these are our Edge AI hearing aids, but we also have our Omega AI hearing aids, which have the lights. So you want to place the hearing aids close to the TV streamer, press the Bluetooth pairing button, and then the LED light will flash as you see here. And then when the LED lights turn solid, the hearing aids are successfully paired to the TV streamer. There we go.

We had one that went solid and then the other one's going to turn solid in a second or two. So easy to miss. It happens quickly. And with the Omega AI hearing aids, the LED light on the Ric RT and the MRIC will blink green for five seconds when there is a successful Bluetooth pairing. And the StarLink Remote Control 2.0 is our simple remote control option that is compatible with the Edge AI and Omega

AI families, as well as our Genesis AI hearing aids as well.

It is easy and intuitive for our patients with a large volume control button or large volume control buttons. The star or favorite button can be programmed within the fitting software for a number of functions such as Edge Mode plus Tinnitus and Broadcast Start and Stop. If these features have been programmed for the hearing aids, the default setting is Home, which restores the hearing aids to the personal program. Default volume setting and stopping a stream if currently streaming with a short press of the program button highlighted here will change programs. But now there is also an additional option for a long press to the remote control's program button and it will have the same behavior as home.

So a long press of the program button will set the hearing aids to the personal program and reset the volume to default, as well as stopping a stream. And this will be the same action as when the favorite button is assigned to home. So this feature for the program button will open up the ability to program the favorite button for other functions.

And let's take a look at how we pair the hearing aids to the remote control 2.0. So we want to of course take the hearing aids out of the charger, put them within six feet of the remote, place the remote control in pairing mode, which is pressing the home button for five seconds and wait for that LED light to flash, which we just saw. And here we go. Takes about 30 seconds. And when the LED lights stops flashing, we know that the hearing aids are paired successfully.

And of course, with the Omega, Ric, RT and mric, those lights will flash for five seconds with a successful pairing.

And then of course, how do we pair accessories in profit? So the accessory screen and Profit software features access to the following streaming mic accessories, broadcast devices, Bluetooth devices and

remote control options. Streaming mic accessories are Starlink Edge accessories, broadcast devices is the TV streamer since that is an oracast device. And remember as mentioned earlier, Auracast is a broadcast. And then Bluetooth devices are smartphones and tablets.

And this is where you can also set the favorite button on the remote control 2.0. And in this screen you can pair different accessories, delete pairings and set the hearing aid microphone volume while streaming. And there are three choices. MIC on which is 100% gain, MIC reduced which is 50% gain and the default or you have the hearing aid microphones completely off. You can mute if the patient has a remote control.

This is where again you would program that favorite button. And you can also choose to optimize the stream input for any of the streaming accessories and it will default to equalized. But you also have options for treble boost, bass boost and an overall boost as well.

And within the My Starkey mobile app, as mentioned earlier, the hearing aid wearer can control many of our accessories. The My Starkey app is compatible with all styles and technology tiers of Omega AI hearing aids and is iOS and Android compatible. And our two way audio feature allows hearing aid microphones to pick up and stream voices directly back to iPhone and iPad, allowing patients to seamlessly talk hands free. And there is also the ability to accept and decline phone calls. Through the hearing aid user controls.

But we are excited that with the LE Audio protocol, two way audio is now available with compatible Android devices as well. And Omega AI are comparable with the current proprietary Bluetooth low energy protocols for Apple and Android as well as the new Universal LE Audio. And the quickest and easiest way to determine if a patient is using a compatible phone is to use our QR code. So simply use the patient's phone to scan the QR code and within seconds you can confirm compatibility of their phone and get a link to download the correct mobile app. The QR code is available on our website and

they're also available as a counter card or smaller business card and these can be ordered through your Starkey Wrap.

And access to the accessory and streaming controls is easier than ever. Just tap on the stream options and you can adjust streaming volume and microphone volume from the screen as well as see what accessories are paired to the hearing aids and also stop start the TV streamer and this screen is also where you can rename the TV streamers if you have more than one. Now, briefly, let's discuss what patients can look forward to when it comes to streaming sound quality with our Omega AI devices. And so creating maximum benefit and ease of use for patients is what drives our innovation and motivates us to always think future forward. And our patients demand a best in class streaming experience and here at Starkey we do deliver.

So with Omega AI the streaming configuration has targets for streaming based on the patient's audiogram and acoustic options and these streaming targets can be adjusted separately from the hearing aid targets by the hearing care professional in the Profit software and the patient will have the ability to further customize the streamed input via their My Starkey app. And this audio streaming configuration allows for a separate streaming frequency response features, no delay in activation, no silent stream issues and it does not affect volume when streaming begins.

And once the hearing aid wearer starts to stream, whether it be from their phone, accessories, etc. This screen automatically appears and streaming volume and hearing aid volume can be independently adjusted and you can do this here so you do not have to go to that accessory screen if you choose not to. This is available for Omega AI and also our Edge AI hearing aids and further adjustments to the sound can be made by clicking on the adjust sound icon that is highlighted and you will be taken to this next screen and here this screen is for equalizer adjustments and this is a sticky and will and changes made, will remain will remain for the next stream and we offer several other streaming sound options

to improve the streaming experience. And these include a treble boost, bass boost and overall boost that is in the app as well as in the software that I showed earlier.

And once the hearing aid professional navigates to the audio streaming configuration adjustment screen in the software, either from the accessory screen or the flyout menu, they will have access to both quick fit and fine tuning controls. And these controls are specifically adjusting the streaming configuration. It is not affecting any other patient program. Stream Target Match can be found in the middle of the screen and this will reset the streaming configuration back to the targets that were generated based on the patient's audiogram and acoustic coupling.

And we can also do from this screen you have the ability to form a live streaming demo mode in the software. And this allows the patient to stream from their compatible device to their hearing aids while the professional is able to make fine tuning adjustments within the audio streaming configuration screen. And here's a video. But remember, when we talk about streaming, a lot of times people think we're just talking about the phone, but we're also talking about accessories.

And so to utilize this feature from the audio streaming screen, click Start demo and the patient should then begin streaming from their device, which again, phone, TV, streamer, etc. When streaming begins, the professional will see that green bar that we saw before underneath the fitting graphs indicating that the streaming is active. And then from there, professionals can make adjustments to the streaming sound based on patient reports and even mute the stream to discuss the adjustments with their patient. At any time, Stream Target match may be selected to reset the streaming configuration back to the original streaming targets based on the patient's audiogram and acoustic coupling. So if you made changes and the patient's not happy, you want to go back to how it was at the beginning.

You would just hit stream Target match that you see in the middle of the screen. The professional will not have access to other screens within profit until they stop demo mode. So you must hit stop Demo

mode. But now lastly, now that we've learned all about our accessories and I want to take a minute about well, when do we recommend an accessory? And there are many ways to know when to recommend an accessory, but the best way to go about accessories is via case history and diagnostic testing.

The evaluation will give you a good idea of what is important to the patient as well as limitations they or the hearing aids may have once I'm going to go over some scenarios now and again. This is your chance to participate in some polls on what accessories that you would offer the patient based on this scenario. So the first one is, patient tells you I am not tech savvy. Is there an easy way for me to change programs and volume?

And so we have four choices here. The four accessories that we learned today. The Starlink Edge table microphone, the Starlink Edge remote microphone, Starlink Edge TV streamer, and Starlink Remote Control 2.0. So which one would you choose for this patient who says they are not tech savvy? And you can choose more than one.

So it doesn't have to be just one choice. There are multiple choices. It could be 1, 2, 3. And remember, there's no right or wrong answer. But this is a nice way to see what your colleagues say as well.

So now that we gave it a few seconds, let's see what the answers are.

Okay, so most of you said the StarLink Remote Control 2.0. Great. And some said the Starlink Edge remote mic and the Starlink Edge table microphone. So just remember these are great choices. But remember this is not.

There's no right or wrong. But remember what I said before that the Starlink Edge Remote mic is also a remote control when it's in the off position. So thank you for participating. And then the next one, I

would like to use Edge Mode plus since I do not have a smartphone and I have trouble pushing buttons on my hearing aids. Edge Mode plus is our user initiated DNN if you will.

So the patient would like to use edgemo plus. They do not have a smartphone and I have trouble pushing buttons on my hearing aids. So what accessory or accessories would you think to offer for this patient? We're going to give it a few seconds. It's kind of fun to see what everybody else would do as well if we all think the same way.

Good. So we gave it a few seconds. Let's see the answers.

And StarLink Remote Control 2.0. Great. Because then exactly. We can set up that favor button to access edgemo Plus. Just have a few more.

The patient has poor word discrimination scores. What accessory? Would you offer?

Would it be the table mic, the remote mic, the TV streamer, the Remote Control 2.0? Or would it be multiple ones? So we'll give it a few seconds here and we can give the answers here.

Starlink Edge Table microphone, Starlink Edge Remote. Great. This is so much fun because we have a lot of choices and I also say one of our remote mics, which great choice here. Great answers. And then the next one, similar but slightly different.

So this patient has a severe SNR signal noise ratio loss according to my speech and noise testing. So which accessory or accessories would you offer for this patient? Table mic, remote mic, TV streamer, remote control 2.0123 all. Let's take a look at the answers here. Great.

Starlink Edge, table mic, remote mic, all great, great answers. I also would choose one of our remote mics as well. But again, remember there's no right or wrong answer here.

This patient has trouble hearing in work environments and groups.

So which accessory or accessories would you offer to this patient? Would it be our Starlink Edge table microphone, Our Starlink Edge remote MIC, Starlink Edge TV Streamer, Starlink Edge Remote Control 2.0123 or all four and let's see. And answers are great. Table microphone, Remote mic. Great.

Thank you. Exactly. I would most likely table mic would be my first choice, but I could also offer the remote mic or any or all of the above. And then lastly, I like to watch a lot of television and I have trouble hearing my favorite shows. My spouse and I sometimes argue over the volume.

Again, which accessory or accessories could you offer to help this patient? The table microphone, the remote mic, the TV streamer, the remote control 2.01234 all of them and answer being Starlink Edge TV streamer. Great answer. But also I agree with the remote mic and the table mic that you can put in front of the TV to help pick up the sound as well as the Remote Control 2.0 to help with the volume. So and also to start and stop that TV streamer if you will.

So thank you for participating for all of you that participated. And so we do have many accessories to choose from for our Omega AI hearing aids to help your patients hear better and we have some resources for you as well. So on our starkeypro.com we have white papers, we have quick tips to help you with all of our accessories as well as anything else that we have in our portfolio. We have videos on even how to pair. So these videos that I showed you today, we have many on our starkeep Pro site as well as upcoming training opportunities as well.

And so before we end I just want to see if there are any questions.

And I do not see any. So I just want to thank everybody for spending this hour with me and have a great rest of your day. Thanks everyone.