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## **Better Hearing All Around: Choosing the Ideal Starkey Product for the Patient**

**Presenter: Rachel Barrett, AuD**

Hello everybody. My name is Dr. Rachel Barrett and I am one of the education and training audiologists with Starkey. Before we get started today, I do want to cover just a couple of quick housekeeping notes. If you would like to ask a question during a presentation today, please click on the Q and A area, type in your question and click Send. I will be addressing all questions at the end of the session today, but please feel free to enter your questions as they come to mind.

There is a PDF handout of this presentation available to you through your pending courses on Audiology Online or by clicking in the link in the Resources tab within the classroom. Today one CEU Hour is available for this session if you participate in the CEU program offered by Audiology Online. After completing the course, just go to your pending courses on Audiology Online and pass a short multiple choice examination. Keep in mind that you have seven days to complete the quiz when viewing live courses and 30 days when reviewing recorded courses. And finally, if you need any technical assistance, please stay logged in and request help by using the Q and A window or by calling or emailing Audiology Online.

Here are the risks and benefits associated with today's course. All of this information can be found in the course handout if you would like to review these in more detail. However, I will leave this on the screen for just a few moments here.

All of the materials in the CEU courses are based on evidence based information. Once again, all of this information is available to you in your handout if you would like to review this particular material more closely.

The learning outcomes for today's course will be that you'll be able to list at least three products in Starkey's product portfolio. You'll be able to list two approaches that Starkey has taken to improve sound quality in their products and after this course you'll be able to list the five behaviors of the onboard LED lights.

So with that, once again I would like to just give a warm welcome to everyone who is joining me today. My name is Rachel and I just want to start by saying how much I appreciate you all giving me an hour of your time to attend today's course on better hearing all around Choosing the ideal Starkey product for your patient.

As the title suggests, the focus of today's talk will be introducing you to several of the wonderful products and solutions that Starkey has to offer. In a high level overview, we're going to start with discussing our Omega AI products and the superb intelligence that comes with it. We will then move into discussing the sound quality enhancements that Starkey has made to continue to offer the best sound for your patients. Next, we will briefly discuss some of the unique features found within our My Starkey mobile app and we'll wrap things up by discussing some of the custom solutions offered through our SoundGear products.

Starkey's mission is to lead the world in better hearing help people live better lives. You've probably heard the phrase hear better, live better from us at Starkey and that is certainly the goal that we set out to achieve. So we want to think about the entire patient, their quality of life and how it relates not only to hearing but to other areas of their life as well. We have curated the best suite of products that truly cater to every one of your patients unique needs. We have our Omega AI family of wireless products with multiple hearing aid style options from custom to Rick styles.

We offer devices that come in rechargeable form as well as in zinc air battery form for those who still have a preference. We also have our Signature Series family which consists of our smallest non wireless custom styles. We have our Essential line of wireless products that include two RIC styles and two BTE styles in our G series AI family. And of course we have our SoundGear line of customized hearing protection products. Between all of these families of products, we truly have something for you to offer to every single patient who enters your door.

Throughout today's session, we are going to be discussing each of these families of products to help you find the right selection for your patient.

We at Starkey are the hearing technology built for the future. Built to deliver continuous innovations and to always be 10 years ahead with caring technology that truly keeps the world connected. Our Omega AI family is Starkey's most advanced hearing technology yet. Featuring the G3Gen AI neuroprocessor, it's designed to make it easier than ever for patients to simply put their hearing aids on in the morning and go about their day to connect and forget about their hearing loss. Whether they're at home watching TV or out with their friends at a crowded restaurant, these hearing aids are ready for every situation and setting in between, harnessing the newest technology that is so intelligent it's superhuman.

As previously mentioned, the Omega AI family truly has an option for just about every one of your patients. We have both RIC and Custom styles in both rechargeable and zinc air battery form. All of our Omega AI wireless products feature that always on DNN processing and embedded sensor technology. No matter the technology level, with Omega AI you can fit every patient who walks through your door with premium technology that gives superior wireless performance, long lasting battery life, and the ability to address the patient's need for better hearing all around, the Omega AI Ric RT is our device that has it all. This device features an LED light indicator, a rocker switch user control, a telecoil, an NFMI antenna for cross by cross compatibility, and the Bluetooth Low Energy 2.4 GHz radio.

With LE Audio, we continue to deliver an incredible 51 hours of battery life on a single charge and when used as a cross by cross device, we deliver 29 hours of battery life. This device comes in the 24, 20 and 16 levels of technology and is available in a variety of different colors. Consistent with our previous rechargeable products, we can confidently say that this device is waterproof up to 1 meter. Now your patients can move throughout their day trusting that their battery life will be reliable, but now so will their

devices, no matter the activity or the weather environment that they find themselves in. The Omega AI RIC RT continues to be compatible with the Starlink 2.0 chargers, the Starlink Edge wireless accessories and the My Starkey mobile app.

The Omega AI Microric or MRIC Rechargeable also features an LED indicator light on board. In addition, it also has a single user control push button and the Bluetooth Low Energy 2.4 GHz radio with LE Audio. This small but very mighty device delivers up to 41 hours of battery life on a single charge. And of course, as a rechargeable device, it's considered waterproof up to 1 meter. Similar to the Ric RT device, the EMRIC is available in the 24, 20 and 16 levels of technology in a variety of different colors.

It's compatible with the Starlink 2.0 chargers, the Starlink Edge wireless accessories, and the My Starkey mobile app.

The two Omega AI rechargeable RIC styles i.e. the RIC RT and the Microric feature LED light indicators on board. This has been an ask from both professionals and patients for a long time and so we are thrilled to be able to bring this to fruition. These LED lights have a couple of different behaviors that you'll see. The first is a solid green light for three seconds indicating that the device is powered on.

This solid light will appear when the patient takes the devices out of the charger and when they manually turn the device on using the user controls. The second is a solid red light for three seconds indicating that the device is powered off. This solid red light will appear when the device is manually powered off using the user control buttons. The third LED indicator light behavior is a blinking green light for five seconds. This will mean one of two things either a successful Bluetooth connection has been made or a successful firmware update has been completed.

The final LED indicator light behavior that you'll see is a continuously blinking red and green light. This will occur when the patient activates the Find My Hearing Aid feature within the My Starkey mobile app.

These lights will continue to blink on the hearing aids until the patient turns off the Find My Hearing Aid feature in the mobile app. These LED light indicators will be incredibly useful for both patients and professionals. They're going to default on.

However, if for whatever reason they need to be turned off, the provider can turn them off in the indicator screen in the Profit software. It's important to note that even if the LED lights are toggled off in the software, the continuous red and green blinking LED light for the Find My Hearing Aid feature will remain active.

And for those patients that just can't give up the Zynk Air batteries, I say that because we all have some. You can all probably think of one off the top of your head. For those patients we offer a RIC312 style in the Omega AI family. This device features a rocker switch, user control, an NFMI antenna for Cross by Cross compatibility, and the Bluetooth Low Energy 2.4 GHz radio with LE Audio. This device delivers up to six days of battery life using the 312 Zinc Air Battery and when used as a Crosby CROS device, it's delivering up to four days of battery life.

Similar to the rechargeable Rix styles, this product is offered in the 24, 20, and 16 levels of technology in a number of different colors. This device is compatible with the Starlink Edge wireless accessories and the My Starkey mobile app.

Utilizing a robust and reliable NFMI radio for ear to ear connection, the Omega AI RIC312 and RIC RT offer cross and BI Cross functionality when needed. For a patient, the RIC312 features up to four days of battery life and the Ric rt up to 29 hours on a single charge. These devices are still compatible with the Starlink Edge wireless accessories and the My Starkey mobile app.

Continuing with our dedication to durability and reliability, our Omega AI RIC devices continue to utilize our Snap Fit 2.0 receivers, which offers secure connection, greater flexibility and exceptional moisture

protection. In addition, Kevlar reinforcement ensures that the cables themselves are robust. All this done to ease the minds of both patients and professionals.

Our SnapFit 2.0 receiver cables are easy for you to change in office and require no additional tools as seen in this clip. We also have several matrix options to meet the patient's audiological needs as well as custom case receiver options for those hard to fit ears or when 70 gain is required. However, any of our receiver matrices can be made custom cased to allow for a more custom and comfortable fit for your patient.

The desire for custom technology continues to grow and who better to trust in than the company that has been revolutionizing custom devices for over 50 years. Omega AI custom products provide patients with all day wear convenience along with a comfort and design that can only come from the company that pioneered the ability to sculpt products for every unique ear. Omega AI wireless custom hearing aids are available in three styles CIC, ITC rechargeable and ITE rechargeable. All include the latest Bluetooth Low Energy 2.4 GHz radio with LE audio for enhanced sound quality and connectivity capabilities and feature always on DNN processing and embedded sensor technology. No matter the technology level, hearing aid matrices and color options are consistent with the previous product portfolio and custom devices continue to be compatible with the starlink Edge wireless accessories and the My Starkey mobile app.

In addition, all rechargeable styles are still waterproof and continue to be compatible with the Starlink 2.0 chargers.

Omega AI delivers industry leading battery performance that will delight both patients and hearing professionals as the battery life on our products is truly second to none of the through the efficiency of the new radio. Working in conjunction with our neural processor, Omega AI products provide phenomenal battery performance even with all of the new features and functionalities. Our CIC312

delivers 8 days of battery life. Our rechargeable custom styles deliver 42 hours of battery life, the RIC RT with an incredible 51 hours, the Microwick with an impressive 41 hours and of course the RIC312 delivering 6 days of battery life.

Our starlink chargers are sleek, modern and robust. They have enough space inside for cables to maintain their natural shape even with large ear molds. They have a universal USB C port for charging and LED lights inside the charger. We have two versions of the Starlink Charger 2.0. Our standard one does not include an onboard battery as it is designed to be plugged in at all times and is a default charger for all rechargeable orders.

If your patient needs a portable charge or charging ability on the go, we have the premium version of our Starling Charger 2.0 that does feature an onboard battery and allows for three full hearing aid charges before needing a power source. Both chargers feature turbocharging mode. Turbocharged, provides approximately three hours of use in just 10 minutes of charging. So this feature is crucial for patients and providers to not only make the necessary adjustments in an appointment, but also keeping the patient from hearing better in every single environment.

All rechargeable chargers and hearing aids, both RIC and custom, are delivered to you in what's called Ship mode. This feature is to prevent the devices from turning on when in transit to your Office. Prior to first use, the Starlink charger 2.0 must be plugged into a power source. Once plugged in, you'll place the devices, either RIC or custom, in their appropriate charger for about three seconds. When you remove them from the charger, they will have then exited ship mode and you will have full functionality of the devices.

At Starkey, we are committed to continually pushing the limits of hearing aid technology. As part of Starkey's commitment to excellent product design, a number of quality innovations have been implemented to take new and existing Starkey products to new levels of endurance and durability and

including enhanced automation, stronger resin for custom products and a next generation waterproof coating. Even the most advanced hearing aids only deliver their full value when they're performing at their best. That's why we invest relentlessly in product design and quality control to ensure reliable performance that supports the patient's day to day life and strengthens the hearing care professional's reputation. Omega AI our most durable and reliable hearing aids yet protected by our all new patented Hydra Shield process which goes beyond IP68 to make all rechargeable styles waterproof.

While waterproof, we do not recommend swimming or showering in the hearing aids, mainly for comfort and retention purposes for the patient. Rather, the patient can be confident going throughout their day knowing that when life happens, such as they get caught in a rainstorm, they fall into a pool, they live in a humid location, they might be sweating quite heavily. They should know that their Starkey rechargeable hearing aids are up to the test.

Now that we've discussed the hardware specifics, let's take a moment to discuss how we are able to achieve such incredible sound quality. Here at Starkey. Sound quality is job number one. It always has been and it always will be.

By far the most advanced integrated circuit in any hearing aid available. Our G3 Neural Processor features the industry's only neural processing unit, or npu, fully integrated into the chip. Its speed, power and industry only NPU have unlocked never before heard sound processing capabilities and it's enabled Omega AI to deliver benefits that go far beyond better hearing. With the G3 Neural Processor at the core, our engineers have once again pushed the limits of what's possible when it comes to performance, connectivity, reliability and automation. Neurosound technology is our proprietary best in class sound experience system.

Wherever the patient goes, whatever the acoustic input, Starkey's automatic systems have them covered. From a quiet, easier listening environment all the way to a bustling, challenging scene, there

are multiple features working to make better hearing a reality. Like the human brain's auditory cortex, Omega AI's neural network classifies complex soundscapes and enhances speech and reduces noise all in real time. With advanced and powerful AI, a normal brain handles this effortlessly, sorting inputs, applying intent and adapting to any environment and movement so that we hear without thinking or putting any work into just knows what to prioritize and what not to chase subconsciously and automatically. Thanks to a lifetime of training and learning, everything from our products, our software and our mobile app can be categorized into one of three areas of Neurosound technology that contributes to an overall best listening experience for the patient.

These categories include Sense, Adapt and Control. We will be talking about a few important aspects within each of these categories. However, if you would like more detail, we have a number of resources available to you on [starkeypro.com](https://starkeypro.com) that go into even more detail, including white papers, user guides, course offerings, and so much more.

The Sense area of Neurosound technology is really what starts this whole process. It takes in the input and it maps out a perceptual topology of the listener's environment. Using the advanced AI that's embedded into our G3 Neural Processor, it knows if the listener is in a quiet or a noisy environment, if there are multiple speakers around, or if the listener is in motion and needs different processing strategies.

Products in our Omega AI Signature Series and G Series AI utilize our additive compression architecture featuring both a slow compressor and a fast compressor running in tandem, each calculating gain independently. The two gains are then added together and really allows us to maximize the potential for increased audibility, intelligibility and comfort. Both compressors operate differently and therefore provide different benefits to the listener. Slow compressors account for the audiogram and ensures that the environmental input is within the patient's dynamic range, meaning that soft sounds

are soft but audible, average sounds are comfortable and loud sounds are not too loud. The fast compressor operates on the dynamic, fast moving broadband components of an input signal, providing better audibility for soft components while reducing the contrast between the louder and quieter portions of the speech signal.

This means more gain for soft sounds like consonants since they both have their own strengths and weaknesses as standalone compression systems. Utilizing both compressors together allows us to take advantage of the strengths of each system and mitigate the weaknesses each processing sound differently with a goal to achieve better perceptual outcomes for the listener.

In addition to our additive compression architecture, our products also feature an extended dynamic range. We have an impressive input saturation level of 118 db spl. This allows us to have a much cleaner input and therefore after processing occurs we have a much cleaner output. It also features our lowest noise floor, which means that the hearing aids truly sound quiet when patients are in a quiet environment and therefore improving their access to soft speech. Both of these improvements combined leads to an improved and more natural sound quality for your patient.

A new compression algorithm can often require a new fitting formula or changes to a current fitting formula because those two things need to work together. The value of proprietary formulas is their ability to optimize fittings and deliver sound quality with consideration for the manufacturer's approach to signal processing. E STAT 2.0 is Starkey's proprietary fitting formula that was developed to work in conjunction with our additive compression architecture. This fitting formula was designed to provide more gain for soft speech, better audibility at higher frequencies with a broadened response curve, and of course to achieve the best performance of Starkey hearing aids. Using our E Stat 2.0 proprietary formula, we are able to achieve 4 to 6 db more gain for soft sounds.

We also see 10% higher speech intelligibility scores for soft speech compared to our previous EVOLV AI technology. This is thanks to that decreased noise floor we talked about. And not only that, we are now also providing more gain at higher frequencies that again is more of a broad response resulting in a better perceived sound quality for patients. And finally, we have also made updates to our vent modeling. We give you a best fit, target and frequency response that we always set based on hearing aid style, audiogram, receiver matrix and venting.

Our G3 Gen AI Neural Processor was built for efficiency, speed and growth. Thanks to the solid foundation, we've been able to add more complex features like with more complex processing strategies in order to help patients hear their best in every environment with absolutely no drain on battery life. Starkey's Deep Neural Network operates on an integrated neural processing unit that is specifically dedicated to DNN processing. This allows DNN to run in parallel with our sound management system for more efficient processing Both in speed and in battery life.

With the dedicated neural processing unit and the DNN processing plus the industry's first speech probability predictor, Omega AI is able to quickly and accurately determine speech signals of interest versus speech signals that are not of interest, such as multitalker babble. With 30% more accuracy than its predecessor. Using DNN to identify speech versus speech noise elevate Starkey's sound management system to be more accurate and provide the patient an easier listening experience. This processing is available on all tech tiers of Omega AI and is always on addressing most patients number one complaint. The speech and noise system adapts on a channel by channel basis to ensure that only channels affected by noise are reduced while maintaining the signals of interest.

AI has always been integral to the sound management system to make it more precise at detecting different noise and sound sources. With Omega AI, we are integrating deep learning into the main audio pathway utilizing our speech probability predictor to quickly and accurately determine speech

signals of interest versus speech signals that are not of interest to the listener. Thanks to the power of our G3 Gen AI Neural Processor and that dedicated DNN processing, the speech and noise system harnesses the power of DNN processing and analyzing the speech sounds.

With our proprietary DNN360, we've trained Omega AI hearing aids to automatically know when to apply the most appropriate directionality patterns to for a better listening experience in challenging situations. Without sacrificing spatial awareness, patients can seamlessly transition from a conversation in front of them to someone calling their name from behind to a bike ride on a city street and then back home to read a book, all with no manual intervention. This DNN driven directionality system replaces our traditional adaptive directionality in everyday listening. This industry leading technology is exclusive to Omega AI 24 level RIC products.

Starkey's DNN360 system builds on multi channel deep neural network processing to provide the appropriate directionality pattern for a variety of listening situations. With Omega AI, DNN360 uses a vast deep neural network trained using a large data set to predict optimal adaptation parameters with even greater accuracy. There are three key sources of input. There's acoustic information, sensor information and user intent information. These are all fed into a central processing system that evaluates multiple factors simultaneously.

Several important acoustic and environmental cues are analyzed including presence of speech noise, wind and motion loudness information, signal to noise ratio, frequency band information and user intent selection. All these data points are interconnected allowing the hearing aid to dynamically interpret the listening environment. Based on this intelligent analysis, the hearing aid is able to predict where speech may be and selects the most appropriate directional mode for the user's situation. This sophisticated system allows the hearing aid to provide personalized optimized hearing aid performance by seamlessly adapting to the user's environment and intent in real time.

The Adapt area of Neurosound technology is effortlessly processing tasks that happen in the background without needing any input or effort from the listener. So let's talk about a few of these features that's encompassed in the adapt area.

The sound manager screen in our profit fitting software houses our noise related algorithms as well as directionality. One thing to keep in mind is that we design our hearing aids and fittings to be the best fit from the first fit. In fact, 85% of professionals leave all of the sound manager settings at their default and 99% of professionals do not have to make any changes to directionality their patients to be successful with the hearing aids.

Starkey has been an industry leader in allowing for a true feedback free start from every fitting. Our feedback cancellation system works by automatically suppressing feedback before it happens with the primary goal of maintaining audibility. The amount of maximum stable gain is measured at each frequency while automatically applying the best settings for the patient's fitting in order to minimize the risk of feedback. The maximum stable gain measurements help the professional gauge how much room there is before the feedback is concerned in each frequency channel. In order to get the most personalized setting you need to each patient's ear canal, we do recommend that the feedback canceller initialization be run at every first fitting.

All of this has been designed to give your patient the best best listening experience possible for everyday enjoyment.

But today's patients stream now more than ever demanding a best in class streaming experience. And here at Starkey we deliver that. With Omega AI we utilize a streaming configuration that is uniquely created for each patient based on their audiogram and acoustic options. These streaming targets can be adjusted by the hearing care professional in the Profit software for even further personalization. In addition, your patient also has the ability to customize their sound within the My Starkey mobile app.

All of this combined to give your patient that best in class streaming sound experience that they truly deserve. Creating maximum benefit and ease of use for the patient is really what drives our innovation and motivates us to always think future forward.

We know that technology has come a long way, but we also know that algorithms cannot determine listening intent. So because of this, there are many ways that the hearing aid wearer can control their own listening experience. As you can see, there are a number of controls that the wearer has access to in order to do so.

Now we know that hearing loss is oftentimes associated with tinnitus. Every patient that comes into your office has a different perception of sound, even if they have the exact same audiogram. And this certainly holds true for tinnitus. As I'm sure you all can attest to, no two people perceive tinnitus in the exact same way. Multiflex Tinnitus Pro is our personalized sound therapy for tinnitus management.

Because we know that every patient is unique, we offer a variety of personalized tinnitus masking options that can be enabled within our profit fitting software. Our white noise weighted options include traditional white noise based on the patient's PTA and audiogram shaped noise that is based on the audiogram. It also includes our custom shaped noise which considers the patient's personal perceptions of tinnitus through the measurement of minimum detection levels and minimum masking levels. In addition, we also offer low frequency weighted options such as ocean noise, red noise and pink noise, as well as high frequency weighted options of blue noise and purple noise. These stimuli options are available in Omega AI Signature Series and G Series AI with varying ability based on technology level.

I've said it before and I'll say it again, our motto here at Starkey is hear better, live better. As evidenced by our Omega AI product line, we are constantly looking for ways to improve the patient's overall

experience with our devices in order to help them lead a better life. We all know how personal someone's hearing journey can be, and we want to make sure that they have all the tools that they need at their disposal. The My Starkey app is compatible with Omega AI devices where it acts as a control center for your patient's hearing aids. They can change programs and adjust volume quickly and easily from the My Starkey Home screen on their smartphone and on their Apple Watch for even further convenience.

Nowadays, with so many smartphones on the market, it's becoming harder and harder, I think, to determine which phones are compatible with hearing aids and which ones are not. This is especially difficult when patients do not remember which phone type or model they have. I'm sure we've all had those experiences before, so to assist with that and easily determine if a phone is compatible, you can simply scan this QR code with the phone in question and select which hearing aids the patient is wearing. This QR code is available on the Starkeepro.com website on the compatibility page, or you can order little business card like assets from your Starkey sales rep this is the home screen within the My Starkey app featuring the most commonly reported used features that are available for easy access for your patients. Notice the clean display focused on hearing features including volume control programs and battery status.

The current program, in this case Personal, will be displayed easily on the home screen. Quick access to tools such as EdgeOne plus programs and my hearing are also available on the home screen so the patient can personalize their hearing experience. The My Starkey app is easy to use, dexterity friendly and can be downloaded from the Apple and Google Play stores for free.

We have several other features within our My Starkey app that can help to make every day healthier for your patient, including the Activity Tracking, Engagement Tracking, Fall Alert, Balance Assessment and Balance Builder that we introduced with Omega AI devices. All of these features were created with your

patient in mind to make it so that they are truly hearing better and living better. We have also made our My Starkey app to be easy to use for patients, including several features that are designed to make every day easier. This includes features such as a Genai Smart Assistant which is a one of a kind voice activated hearing aid control feature that's unique to Starkey. It allows for the ability to change volume programs, set reminders all through a simple voice command.

We can also use our Smart Assistant to access information out there in the periphery. They can ask for directions, the weather forecast, where to get a good cup of coffee, really anything that you would typically ask your smart device. Oracast Assistant allows patients to be able to find and experience an oracast broadcast signal easily from within the My Starkey app. The Push to Talk feature allows one My Starkey user to connect to another My Starkey user, both wearing an Omega AI24 device to exchange voice notes back and forth. Self Check allows the patient to quickly check the performance of their hearing aid hardware and determine if they need to clean and check their microphones or receivers and shows them how to complete each of these tasks.

The Learn tab provides an easy to access library of information to assist the patient throughout their hearing journey. We also thought that reminders were an important feature so that way people can strive to be more independent. With the Reminders feature, patients can quickly and easily set reminders to take medication, remind them about an appointment, or even to pick things up from the grocery store. And of course find My Hearing Aids helps them determine where their hearing aids were last located if they happen to have misplaced them.

Telehear is Starkey's solution to providing remote care to patients, meeting patients where they are. Our Telehear remote programming has been around for a few years. However, we do have a couple of options for you to connect to your patients in a way that offers convenience and flexibility. Synchronous remote programming, oftentimes referred to as a live session, uses a live video chat between you and

your patient at a pre scheduled time. You can think of synchronous communication like being on a phone call where you're actually live on the call with someone.

And because it is live, the hearing aid fitting or adjustment needs can all be addressed in real time, creating a safe and efficient method to meet the needs of your patient.

Asynchronous remote programming allows for the patient to submit a help request through the mobile app and request adjustments whenever and wherever they may be noticing an issue. Asynchronous communication would be like sending a text message. You type the message whenever you want to and then your friends look at the message and comment back whenever they want to. With this mode of telehear, you as a professional can address your patient's concerns at your convenience using your home computer, tablet or even a phone. Since this is web based, it does not require fitting software, making this a convenient choice for both you and your patients.

Starkey's industry first TeleHear AI is powered by advanced gen AI technology, offering patients 24. 7 support and empowering them to address their hearing issues independently. Exclusive to the 24 technology level of Omega AI, this intelligent assistant accurately diagnoses hearing related concerns and delivers Intelligent assistant excuse me, delivers personalized hearing aid adjustments tailored to their unique needs. By empowering patients to personalize their hearing aids through our AI technology, we can even highlight some available features. We can offer guidance on their usage and allow for automatic kind of simple adjustments to address some of the common issues that may not necessitate clinical intervention.

So this feature not only aims to improve patient satisfaction, but also to streamline the process and save clinicians time rather than replacing the role of the hearing care professional.

Here at Sarkey, we know that every single patient's needs are different. We strive to provide additional control and flexibility in order to fill this gap, giving the wearer tools and features that they can even further fine tune the sound to suit their listening needs. One of those features is EdgeMont Plus. EdgeMode plus is the industry's first of its kind intelligent on demand noise management and comfort feature that was created to provide the listener with alternative enhanced hearing aid settings in situations where they decide that they could use more help.

Edgemil plus can be turned on in the Mystaro key app, and from there, patients with the 24 and 20 levels of technology can select a user intent option where they can choose to either further enhance speech or reduce noise. This really puts the control back into your patient's hands for ultimate customization, resulting in the best listening experience.

Edgemone plus is truly an incredible feature to be able to offer your patients, but don't just take my word for it. Even more than that, edgemount plus has been clinically shown to increase word recognition scores by 11% compared to default hearing aid settings. In addition, compared to default settings, the average mean SNR benefit with EdgeMode enhanced speech was a positive 1.13 decibels. This indicated that EdgeMode+ enhanced speech improved or reduced listening effort on average. So note that a difference of approximately a positive 1 decibel is associated with an approximate 13% increase in speech understanding on the English Matrix test.

Hear Share is the world's first app that lets patients who wear hearing aids easily share certain health and wellness information with the people that they choose. Our Hear Share app works together with our hearing aid apps to enable easy sharing of information about the patient's hearing aid usage and battery levels, social engagement, health activities and more. The patient controls what they share and who they share it with, so everyone can be comfortable with the use of this app. This really provides peace of mind to caregivers as well as independence for the hearing aid wearers.

When patients do want to interact with their hearing aids, it's to connect them to their smartphones, their accessories or other streaming devices, and Omega AI makes that intuitive and easy too. It starts with Bluetooth LE Audio, the next generation of wireless connectivity integrated into every Omega AI hearing aid. LE audio pairs easily. It connects reliably and offers numerous benefits including improved sound quality, synchronized audio streaming or cast compatibility, low power consumption, and so much more.

Omega AI is ready to connect to any AuraCast broadcast, a new Bluetooth compatibility that is soon becoming the next generation assistive listening technology. Starkey stands ready to connect Omega AI products to the wireless world as new avenues open.

To help hearing aid wearers easily connect to oracast broadcasts that they may encounter, we feature an oracast assistant within the mystarchy app. This allows the hearing aid wearer to select the oracast stream that they want to listen to on their mobile device, just like selecting a WI FI hotspot. The oracast Assistant feature is available to use with Omega AI products.

Starlink Edge accessories were introduced with our Edge AI product family, utilizing the latest 2.4 GHz wireless LE Audio protocol that are compatible with Edge AI devices and beyond. Including the Omega AI products. We continue to offer the Starlink Edge Table microphone, remote microphone, TV streamer and remote control 2.0 to ensure the professionals have an entire portfolio of accessories to meet your patients needs. The Starlink Edge TV streamer also introduces a new functionality that is exclusive to Omega AI devices.

The Starlink Edge TV streamer is designed to support the new LE Audio Bluetooth protocol and is exclusively compatible with all Omega AI, Edge AI and other LE Audio enabled hearing aids. With the help of a broadcast assistant, it can connect to an unlimited number of compatible hearing devices and has a streaming range of up to 50ft. Exclusive to Omega AI products. The Starlink Edge TV streamer

features auto stream capabilities 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 the hearing aids within range.

This truly creates a seamless streaming experience for your patients.

The StarLink Remote Control 2.0 is compact, easy to use and it provides more flexibility in adjusting hearing aids whenever and wherever the patient needs. They can easily manage volume and programs through this remote control and in addition, the favorite button that's circled on the screen can be programmed to one of several different functions within the PROFIT software.

Featuring eight built in microphones, our rechargeable Starlink Edge Table microphone makes it easy for Omega AI hearing aid wearers to automatically focus on varying signals of interest in multi speaker environments. It instantly starts and stops streaming the moment the accessory is powered on or off. It features up to 10 hours of streaming on a single charge and takes two hours to fully charge. Utilizing the LE Audio Bluetooth protocol, it has an operating range of up to 50ft.

Our sleek rechargeable Starlink Edge Remote microphone makes it easy for Omega AI hearing aid wearers to enjoy one on one conversations and noise. It provides effortless binaural streaming with instant start and stop capability when powered on or off. The remote microphone also features up to 10 hours of streaming time and takes three hours to fully charge. Once again, because we're utilizing that LE Audio Bluetooth protocol, it has an impressive operating range of up to 50ft.

At Starkey, selling hearing aids has never been our focus. It has always been helping people. Omega AI is continued proof of that. It gives every person with a hearing loss an exponentially simpler, better and more reliable way to hear and live a healthier, more connected life. It makes the professionals jobs easier too by providing them with a hearing ecosystem that's built for the future.

The industry's best technology along with the accessories, services and software that give them and their patients an advantage that they can only get from us.

We've talked about connectivity from the patient side, but I do want to mention our programming software, Profit, which is a fitting software for Omega AI, Signature Series AI and G Series AI. Built with input from hearing care professionals around the world, our Profit fitting software was specifically designed to give professionals more time by helping them fit patients faster and more accurately than ever before. Intuitively designed so that items are right where they'd expect them to be, it helps them deliver a best in class fitting experience from the first fit all the way to fine tuning. Profit's update will help hearing care professionals send even more patients home each day satisfied and hearing their best. Omega AI features our second generation acoustic model optimization 2.0 which leverages the feedback cancellation, initialization signal and in situ measurements to estimate the acoustic coupling characteristics when the hearing aid or receiver is placed in the ear.

While not the focus of today's course, we do offer several basic and advanced courses on profit that you can take and truly see how easily and efficiently you can fit Starkey products on your patients.

You've always wanted the best technology to treat your patients hearing loss. Regardless of the degree, you strive to ensure that they're connected, they're fully engaged in their lives, improving their health and wellness, all while enjoying every single minute of it. Our full portfolio of hearing solutions ensures that you have the best technology to fit your patients perfectly. Our products are truly the most durable devices that are built to last. They allow your patient to listen easily to every sound that matters to them.

As leaders in the industry of custom technology, we have a product line that is dedicated to the smallest of the small. Featuring our non wireless custom devices, Starkey's Signature Series delivers the size,

the performance and the personalized fit that patients can only get from a hearing professional.

Starkey Signature Series features a rechargeable CIC Non Wireless, the world's smallest custom rechargeable hearing aid that patients and professionals have been asking for. This device is extremely discreet, providing patients with 38 hours of battery life and consistent with our other rechargeable products, it is also waterproof for patients who prefer the flexibility of zinc air batteries. We also offer the battery operated CIC Non Wireless where we see up to eight days of battery life on a size 10 zinc air battery. Both of the CIC products in the Signature Series family are available in three technology tiers the 24, 20 and 16 and finally, we have our signature series IIC non wireless this device was introduced to establish the industry's premier choice for an invisible custom device. It's a hearing professional's best solution for patients concerned with size and stigma.

This device will receive up to seven days of battery life on a size 10 battery and will be exclusive to the top tier of technology. With this family consisting of non wireless devices, it's important to note that these will not be compatible with phones and or accessories. However, your patients are still getting incredible sound quality and the best battery life on the market.

G Series AI offers an essential product line where patients get easy, immediate and effective technology that's designed to improve their hearing and overall living. With streamlined fitting software and a simplified mobile app, it provides ease of use for both professionals and hearing aid users.

Starkey's G Series AI features a BTE device that takes a size 13 zinc air battery and is offered in two different matrices. This device is both powerful in sound and efficient in processing, providing patients with up to 15 days of battery life. This is offered in the 24, 20, 16, 12 and 10 levels of technology, thus offering an option for every one of your patients. Within this family, we also offer two styles of RIC devices, a rechargeable offering up to 50 hours of battery life and a RIC that takes a size 312 Zinc air battery offering up to 10 days of battery life. Both of these styles are offered in the 12 and 10

technology level.

All of the products within the G Series AI will be compatible with mobile phones and the starlink accessories. Important to note that different from the starlink Edge accessories, Starkey has partnered with Med EL to allow patients wearing a metal processor on one side and a Starkey hearing aid on the other side to be able to seamlessly and effortlessly stream. This capability is compatible across the G Series AI, BTE and RICK styles as well as our Omega AI, Edge AI and Genesis AI hearing aids.

Now, going beyond what we offer for hearing aids, the last thing I want to touch on with you today is some of our customized solutions from specialty products to hearing protection.

At Sarkey, we don't just specialize in custom hearing aids. Many providers are unaware that we have an ear mold lab right here in Eden Prairie, Minnesota where we can make everything from specialty ear molds to RIC and BTE ear molds.

The amount of styles that we have to offer, along with material choices that we have, make them suitable for a wide range of hearing losses. With our ear mold guide found on [StarkeyPro.com](http://StarkeyPro.com), you'll have everything you need to make the right choice for your patient.

Soundgear is a form of hearing protection designed for anyone who shoots firearms but relies greatly on their ability to detect softer sounds in their environment. We offer two types of hearing protection devices, non electric and electric products. Noise Attenuation ear molds are available in a variety of custom and universal or stock fit styles.

We also specialize in professional earpieces. Providing earpieces for professionals in your community who may or may not have a hearing loss really helps to expand your reputation as the ear expert in your community. And we haven't forgotten about you as the professional. You can also order yourself a

custom hearing aid listening tube.

The two form factors available are active and passive custom products. The SoundGear Custom ITE comes in two technology levels, Phantom and Silver. The Silver product offers one listening mode, a volume control and uses a size 13 battery. The Phantom product offers four listening modes, Bluetooth connectivity and rechargeability and is the world's first custom Bluetooth compatible and rechargeable hearing aid and protection device. The Shield CIC product is the smallest and lightest dynamic digital protection product on the market and comes in a recreational or an industrial form factor.

And as a recognized expert in custom hearing instruments, our earplug solutions provide hearing protection that is truly worth every penny. We offer three custom solid earplugs, filtered earplugs and high frequency noise filters. SoundGear is such a valuable product line for any practice to fit. You'll become known as more than just a hearing aid shop. You can market your services to a bigger and younger audience.

The final product offerings from Soundgear are categorized as personal audio devices. These include the Tunes Duo S, the Tunz Duo and the Tunes Solo.

Now, I fundamentally know that excellence is never an accident. Excellence is a result of high intention, sincere effort and thoughtful execution. We have the experts, the energy and the excitement. We care about ensuring that you have success and can provide exceptional patient experiences. Our mission is to serve our customers better than anyone else through our exceptional sound quality, our high quality products, ongoing innovation and superior service.

As I wrap up today, I do want to direct you to our [starkeypro.com](http://starkeypro.com) website. Here you have access to a wide number of resources including white papers, quick tips, videos as well as training opportunities.

All right, just want to check and see if we have any questions which doesn't look like there is. So with that, I do want to thank you all so much for joining me today and giving me your undivided attention. I really do appreciate it. I hope you learned a lot today, and I hope you have a fabulous rest of your day.