This is the US Training Team's Presentation for "Hear the Difference"

Hear the Difference: Learn to Demo Moxi S-RX

Unitron US



unitron Love the experience

A Sonova brand

© 2026 Unitron. All rights reserved.

Learning Objectives

After today's course, you will be able to

- Describe the impact of a hearing aid demo on hearing aid adoption
- Identify best practices to follow while performing a demo of Moxi S-RX and SoundSonic360 in clinic with patients
- Summarize the benefits of using the Remote Plus App to demo Moxi S-RX.

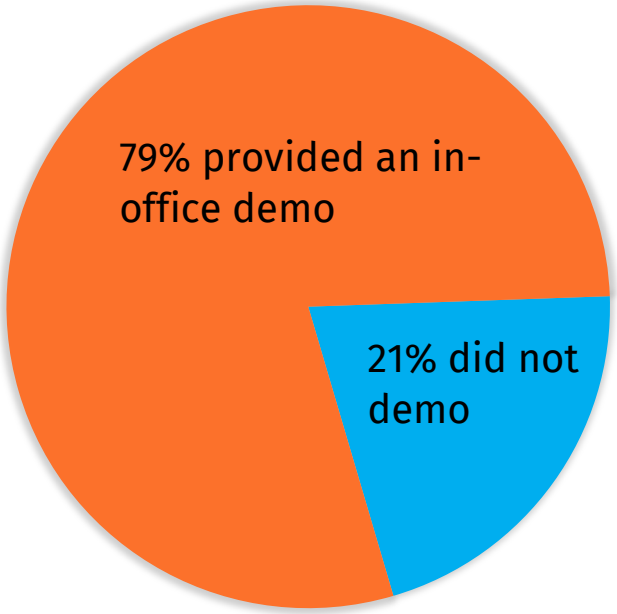
unitron

u

Do you offer hearing aid demonstrations at your clinic?

What does the research say about in-clinic demonstrations?

Who is doing hearing aid demos?



The Impact of the In-Office Demonstration

Benchmarks (Median Unless Otherwise Noted)	OVERALL	Receive An In-Office Demonstration	
		Yes	No
2023 Practice Binaural Rate	**90%**	90%	90%
2023 Practice Treatment Rate	**75%**	75%	75%
Avg. Selling Price Per Hearing Device	**$2,356**	$2,400	$2,100
2023 Gross Revenue	**$720,000**	$787,376	$450,000
Net Profit	**$171,498**	$180,125	$117,000

The Inside Scoop: CCMC Benchmarking Study Results

AuDacity 2024

The Impact of the Demo

According to Sonova proprietary research, an in-office demonstration

- ✓ Increases conversion rates from appointment to purchase by 24%[1]
- ✓ Increases the average selling price per hearing device by up to 14%[2]

1 Sonova proprietary research. (2021). Please contact claims@sonova.com for more information.
2 Sonova proprietary research. (2024). Project ID# IO-312808. Please contact claims@sonova.com for more information.

What role does a significant other play in a hearing aid consultation?

Social support influences hearing aid adoption

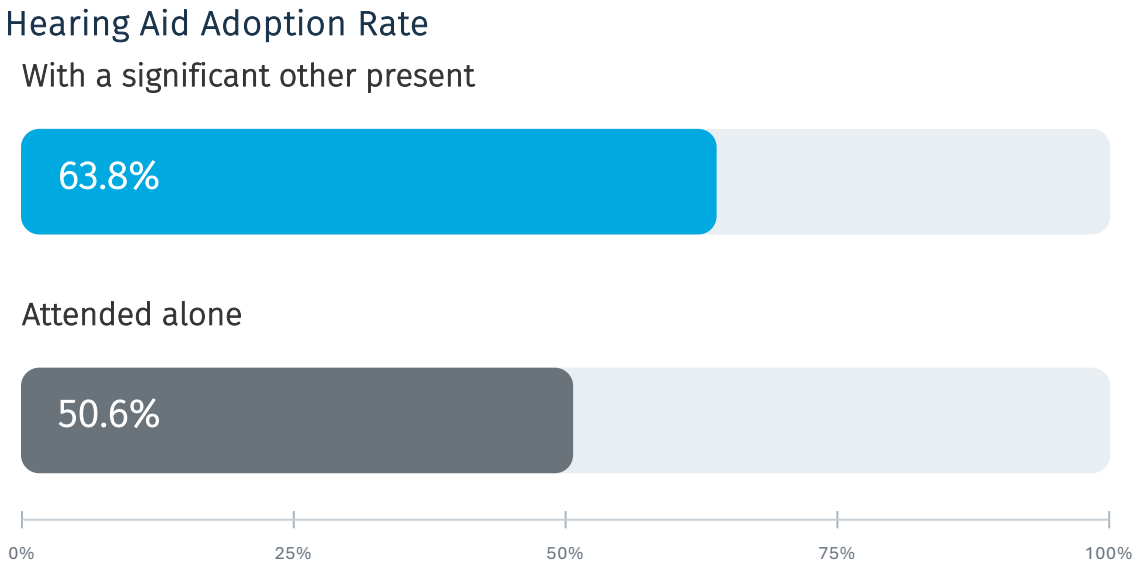
In a study of 60,964 hearing aid appointments

THE DIFFERENCE

+13.2

percentage points

p < .0001

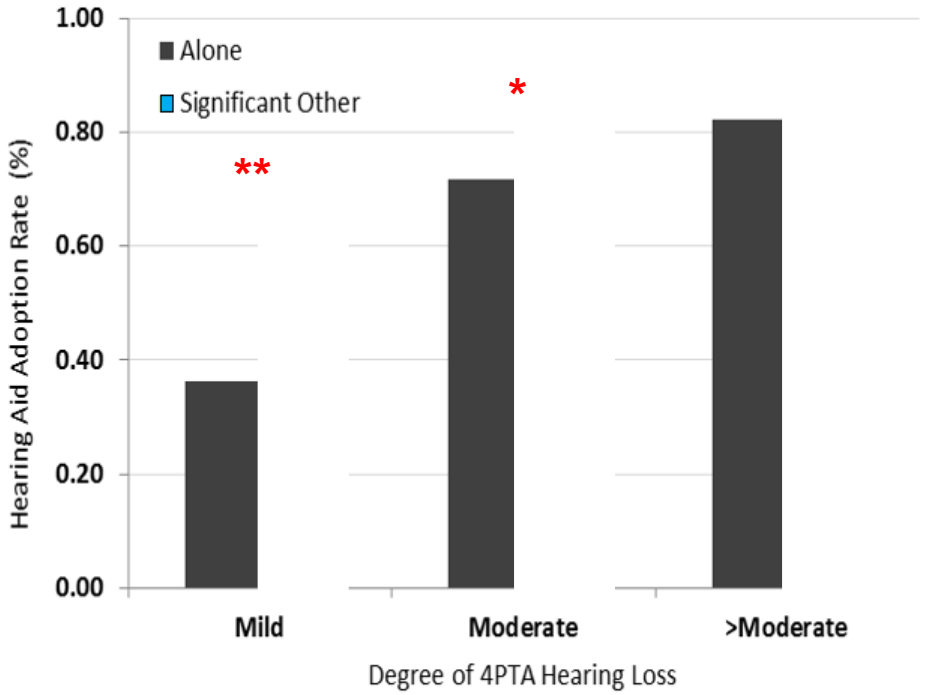


Singh G, Launer S. Social Context and Hearing Aid Adoption. Trends in Hearing. 2016;20. doi:10.1177/2331216516673833

unitron

The Power of Social Support

In the same study, Singh and Launer found that for patients with different degrees of hearing loss, having the significant other present positively influenced hearing aid adoption, especially for those with mild hearing loss.



unitron

Singh G, Launer S. Social Context and Hearing Aid Adoption. Trends in Hearing. 2016;20. doi:10.1177/2331216516673833

The Impact of a Hearing Aid Demo

An in-clinic hearing aid demo

- ✓ Positively influences desire to purchase
- ✓ Showcases the value of features available in higher technology levels

And when a significant other is present

- ✓ Patients are more likely to adopt hearing aids

Reflect on your best hearing aid demo experience



unitron

Bring on the noise



Easy to hear

Easy to wear

Easy for you

A Close Up of Moxi S-RX



Easy to hear

Easy to wear

Easy for you

unitron

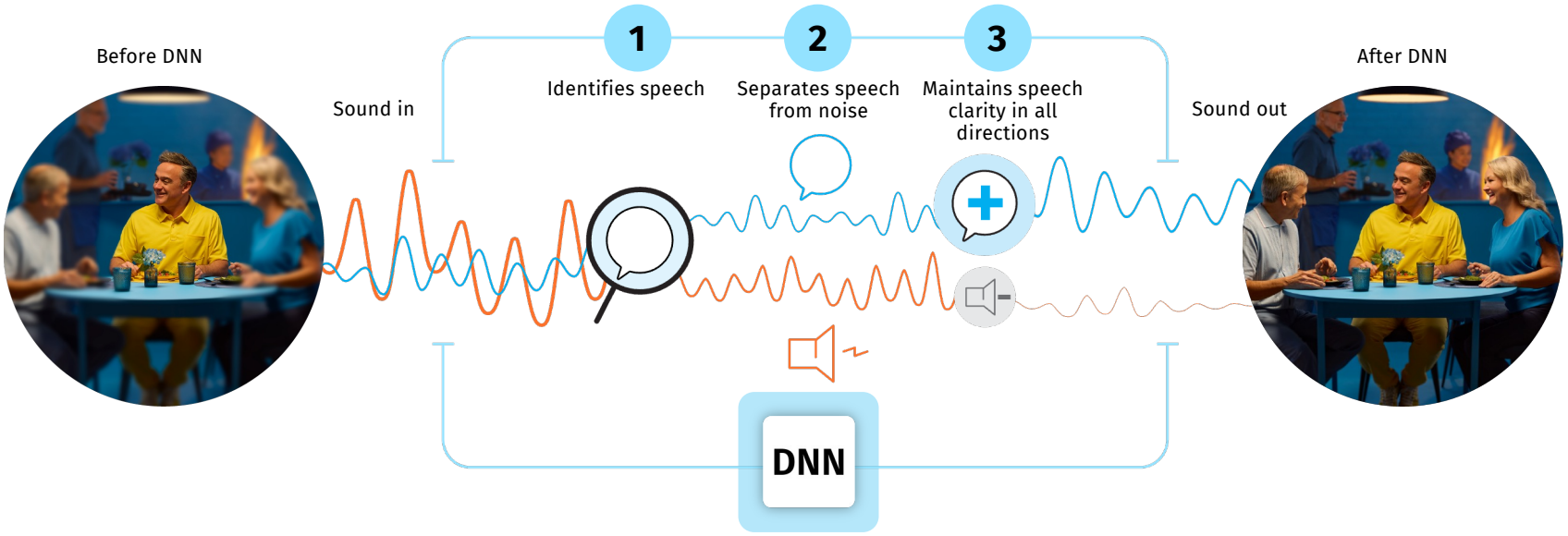
Two chips are better than one

Sonova's newest innovation in sound performance, DEEPSONIC™



Confidence When It Matters Most

Here's how our deep neural network,
SoundSonic360, makes hearing in noise easy



Easy to hear
Easy to wear
Easy for you

unitron



Moxi S-RX

- SoundSonic360 works within the Conversation in Loud Noise environment
- Conversation in Loud Noise is activated when
  - The listener is stationary
  - Speech occurs in very loud noise
- Available in monaural fittings **NEW!**

Easy to hear
Easy to wear
Easy for you

unitron

Who’s behind the wheel?

HyperFocus



SoundSonic360



Easy to hear

Easy to wear

Easy for you

unitron

Personalize your Fittings

With two new manual programs in TrueFit



SpeechSonic360



NoiseSonic360

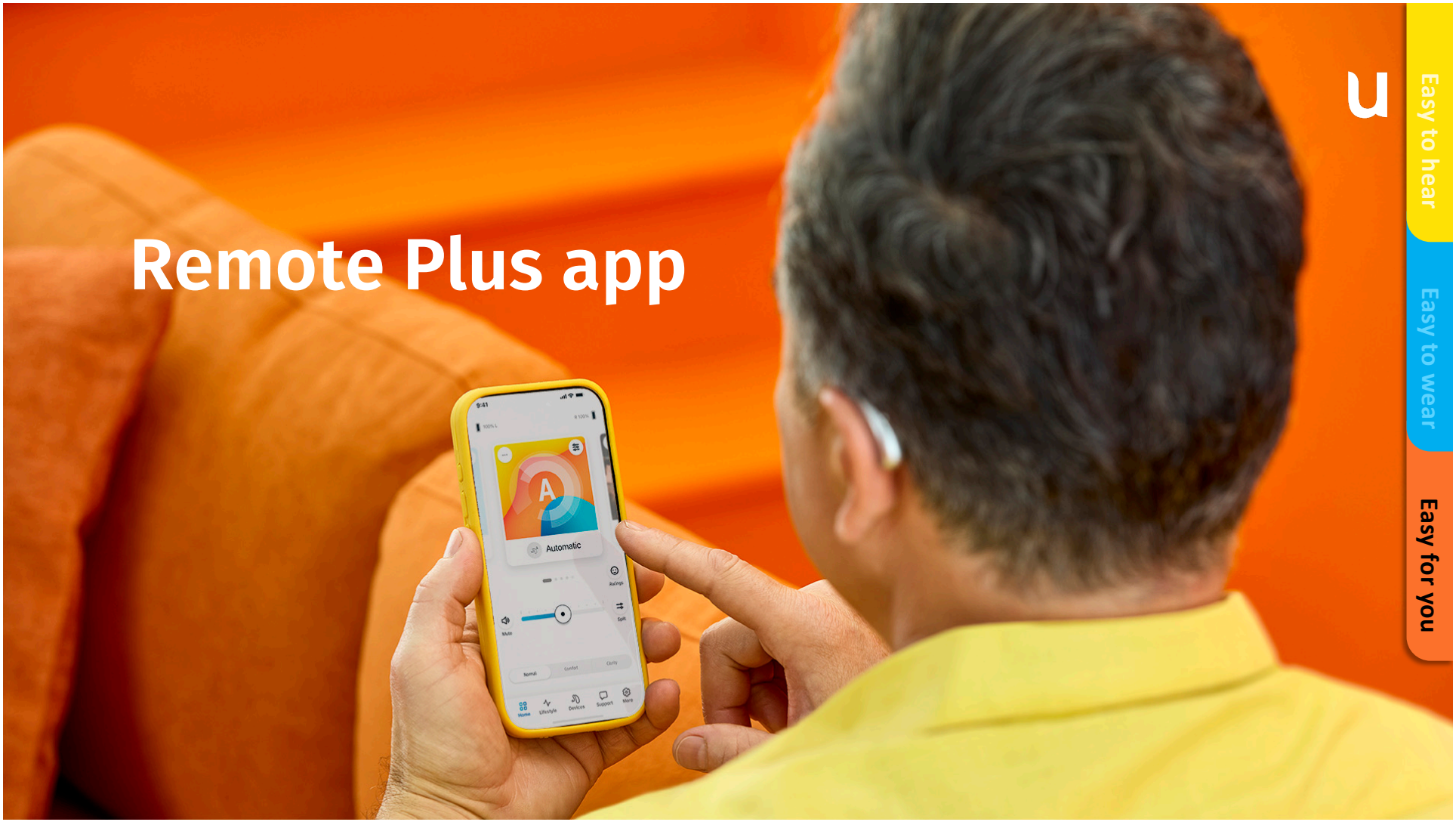
Easy to hear

Easy to wear

Easy for you

unitron

Remote Plus app

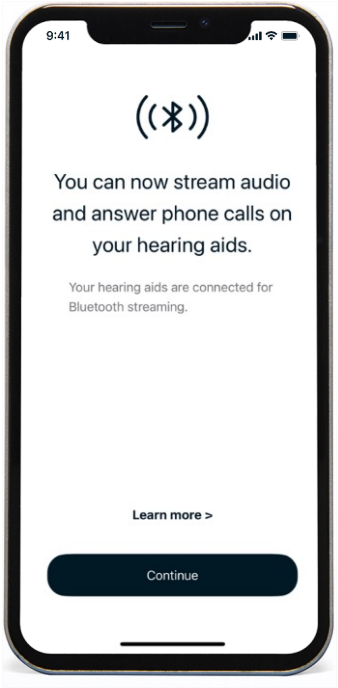


Easy to hear
Easy to wear
Easy for you

One-step pairing for Moxi S-RX

Remote Plus app and streaming together in one pairing process

Remote Plus app and Bluetooth now paired in one easy step



Easy to hear

Easy to wear

Easy for you

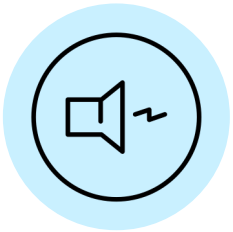
unitron

New for the Remote Plus app

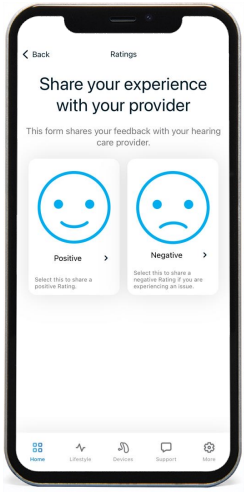
New features included with the v5.5 app release

- Two new DNN Optional App Programs (OAPs)



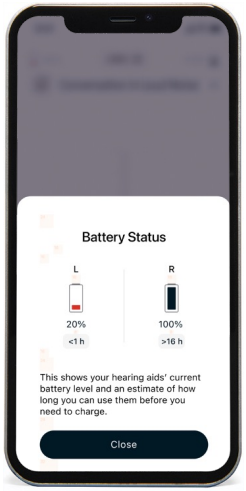


- Enhancements to Ratings

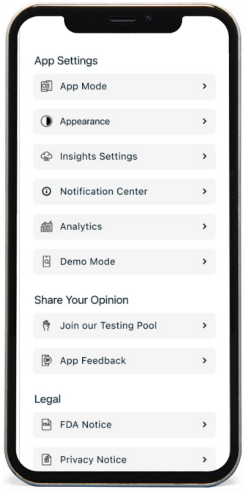


- Remaining battery life indicators and low battery alerts

*all programs except Automatic



- End-user feedback options



Easy to hear

Easy to wear

Easy for you

unitron™

Let’s set up an in-clinic demonstration of SoundSonic360 using TrueFit



Your Recipe for a Demo of SoundSonic360

You'll need:

- Two Moxi S-RX FLEX:TRIAL devices connected to TrueFit 5.10 or the Remote Plus App
- A Background Noise File
- Bluetooth speaker(s)
- A Sound Level Meter or a SLM App



unitron


Unitron TrueFit
File
Forms
Hearing Instrument
Options
Help
CoSmith
Client
Instruments
Fitting
End Fitting
Insights
Configure Features
Program Manager
Feedback Optimization
Automatic REM 2
Tuning
Recalculate
Conversation in Quiet
R ×
Detect
× L
Moxi S7
Moxi S7-RX M
Moxi S7
Moxi S7-RX M
Connection
All Programs
Integra OS
Conversations
In Quiet
In a Small Group
In Noise
In Loud Noise
Speech in Noise - Dialogue (low SNR)
Speech in Noise - Car (high SNR)
Speech in Noise - Car (low SNR)
Speech in Noise - Party (right) + Speech (left)
Speech in Noise - Traffic (right) + Speech (left)
Speech in Noise - Car (right) + Speech (left)
Noise - Party
Noise - Cafeteria
Noise - ICRA 5
Noise - Car
Noise - Traffic
Noise - Party (right)
Music - Double bass
Music - Flute
Music - Medium loud (short)
Music - Medium loud (classical)
Music - Medium loud (pop)
Music - Choir
Speech in Noise - Dialogue (
Conversation in Quiet
R
Output | HL Real Ear
dB
140
120
100
80
60
40
Not Connected
125
250
500
1k
2k
4k
8k
Hz
Output | HL Real Ear
L
Adaptation Manager
R & L
Manual(100%)
Occlusion Manager
R & L
Off
Soft / Mod / Loud Controls
Default Values
MPO / Gain / CR Controls
Default Values
App Equalizer
Default Values
Frequency Compressi...
R & L
Disabled
Fitting Advice
Default Values
Tinnitus Masker
R & L
Disabled
Remote Adjust
Default Values

Popular Noise File for Demos

"10 Hours of People Talking" on YouTube

unitron

A Bluetooth Speaker



You will want a speaker that is easy to move around the room

Be sure it can be made sufficiently loud (at least 70-75 dB SPL)

unitron

SoundSonic360
Demo Guide Available!

Unitron has a step-by-step guide to make the setup of a SoundSonic360 in-clinic demo easy for you.



SoundSonic360 Patient Demo in TrueFit

How to set up this demo:

1. Use Moxi S-RX FLEX:TRIAL devices set to Level 9 technology with vented or power domes
2. Enter the patient's hearing loss and set AAM to 100% target (no need to run feedback)
3. Scan this QR code from your phone to access the noise file

Demo Process:

1. With the noise file playing and your phone volume turned up all the way (70-75 dB ear level), orient the patient to you and the noise. Select the Quiet environment in Integra OS.
2. Begin speaking and ask the patient what they are experiencing. Most will struggle to hear you.
3. Switch to Conversation in Loud Noise. Let the patient experience SoundSonic360 while maintaining your speech level and moving around the patient.
4. If you'd like to demonstrate 3/5 technology in noise, move to Conversation in Noise repeat. This will simulate the fixed-wide directional strategy seen in lower levels. Make sure to move back to Conversation in Loud Noise to again show the impact of SoundSonic360.
5. Optional: Remove the hearing aids so your patient can fully experience the intensity of the noise.

It's that easy

You have just demonstrated the power of SoundSonic360.

SoundSonic360 Demo
Live Screenshare

Let’s Review the Steps for a Successful Demo of Moxi S-RX

Step 1 –Set up your Moxi S-RX FLEX:TRIALs

- Set your FLEX:TRIALS to Level 9 Technology
- Program them to your patient's hearing loss
  - Make sure the automatic adaptation manager is set to 100%.
- Use vented or power domes on the patient for the best experience

Step 2 – Bring on the Noise

Prepare a noise file that you will use to create a noisy environment in the room

Use a sound level meter app to bring the intensity of the noise to 70-75 dB SPL

Step 3- Demo SoundSonic360

- With the devices connected to TrueFit 5.10, activate the **“Conversation in Quiet”** program in Integra OS by clicking on it.
- Turn on the noise.
- Speak to the patient in with average vocal effort. Encourage their loved one to do the same.
- Note: They will have difficulty hearing in this situation.

Step 4- Demo SoundSonic360

- Click on the **“Conversation in Loud Noise”** program in Integra OS. Speak to the patient with the same vocal effort. Give them time to listen and observe.
- Move around the patient and continue with the conversation. Encourage their loved one to do the same if able!
- Go back to the “Conversation in Quiet” program and ask the patient to report the differences they observed.

New programs to demo in the Remote Plus App

Optional App Programs, translated

- Café
- Party
- Car

- SpeechSonic
- NoiseSonic

Easy to hear
Easy to wear
Easy for you

unitron

u

Questions?

Five Ways to take your Moxi S-RX Demo to the Next Level

Encourage patients to bring a loved one



unitron

Bring on the Noise



unitron

Speak to your patient from different directions

Remember that SoundSonic360 distinguishes speech from noise in any direction and deliver an up to 10 dB SNR improvement.



Demo Wireless Accessories


TV Connector


PartnerMic


Remote Control



unitron

Demo Moxi S-RX on your existing patients



unitron


Love the experience™