

Luis Camacho, AuD
Education & Training

HEAR BETTER LIVE BETTER

Z series

Starkey
Hearing is Our Concern

CAN YOU HEAR ME?

IF YOU ARE HAVING TECHNICAL PROBLEMS,
PLEASE STAY LOGGED ON AND CALL
AUDIOLOGY ONLINE AT
1-800-753-2160

THIS SESSION IS AVAILABLE FOR 1/1 CEU.
MUST STAY LOGGED ON FOR THE FULL SESSION.
MUST SUCCESSFULLY COMPLETE A SHORT QUIZ.




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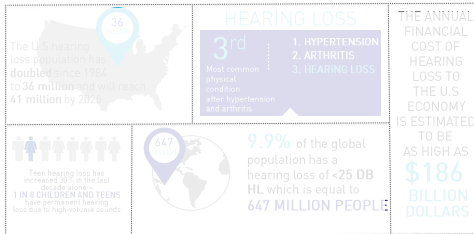
HEARING IS OUR CONCERN

Starkey
Hearing is Our Concern



“It cannot be over-emphasized that the **greatest mission** of the hearing health industry is to **educate** and **inform** themselves, then their colleagues, the public, and finally the hearing impaired of the **true effects of hearing loss** and how they might be avoided and overcome. With this mission in mind, we may begin to penetrate an otherwise large and **unmotivated** population.”

-Max Chartrand, Ph.D., 2010





ONLY **20%** of individuals that may benefit from a hearing aid...

DO I REALLY NEED HEARING AIDS?
 MAYBE I'LL WAIT ANOTHER YEAR.
 WHAT IF I JUST GET ONE AID FOR MY WORSE EAR AND SEE WHAT HAPPENS?

...actually pursue one.

MOTIVATION TO DO NOTHING

- COPING STRATEGIES MAY BE WORKING "OK"
- STIGMA OF HEARING AIDS
- HEARING IS THE LEAST OF MY CONCERNS
- WHAT ABOUT A PERSONAL SOUND AMPLIFIER?
- HEARING ISN'T WORTH THE ADDITIONAL EXPENSE



MOTIVATION TO DO SOMETHING

EVEN WITH MILD HEARING LOSS, HEARING AIDS WILL:

- IMPROVE JOB PERFORMANCE
- ENHANCE COMMUNICATION SKILLS
- INCREASE EARNING POTENTIAL
- IMPROVE RELATIONSHIPS
- STAVE OFF DEPRESSION
- ENHANCE SENSE OF CONTROL
- PROVIDE A BETTER QUALITY OF LIFE
- PROTECT INCOME POTENTIAL
- REDUCE DISCRIMINATION



COLLECTIVE CONSCIOUSNESS:

THE SET OF SHARED BELIEFS, IDEAS AND MORAL ATTITUDES WHICH OPERATE AS A UNIFYING FORCE WITHIN SOCIETY.

Earlier hearing loss identification



INTRODUCING Z SERIES

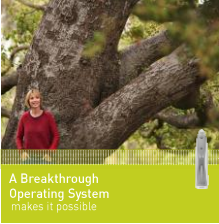
NEXT GENERATION WIRELESS PERFORMANCE



Starkey
Hearing & Oral Care™

BluWave 4.0

BREAKTHROUGH OPERATING SYSTEM



A Breakthrough Operating System makes it possible

- Independent Speech Optimization - C
- Acoustic Scene Analyzer
- Wind Noise
- Acuity Directionality with Speech ID Voice IQ
- Binaural Spatial Mapping
- Auto Experience Manager
- 900 Sync Technology
- Spatial Streaming
- SurfLink Accessories with Stream Boost
- SurfLink Mobile
- PureWave Feedback Eliminator
- Personalization Perfected
- MultiFlex Tinnitus Technology
- Spectral IQ
- Premier Choices

Starkey
Hearing & Oral Care™


HEAR BETTER
ENJOY BETTER



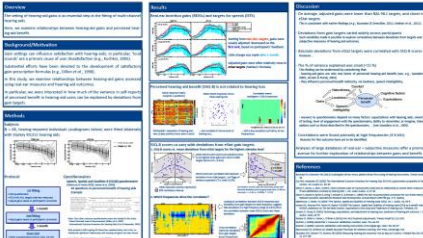
STARKEY SUPERIOR SOUND

STARKEY SUPERIOR SOUND

- e-Stat
- ISO - C
- PureWave Feedback Eliminator
- Auto Experience Manager

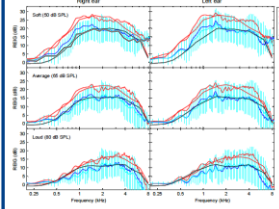


Relating hearing-aid gain settings to clinical outcome measures



Results

Real-ear insertion gains (REIGs) and targets for speech (ISTS)



Starting from **NAL-NL1 targets**, gains were usually adjusted downward on the **first visit**, based on participants' feedback.

Little change was made after **1 month**.

Adjusted gains were often relatively close to **eStat targets** (Starkey's formula).

E-STAT

A PRESCRIPTION THAT PATIENTS ACCEPT FASTER AND WANT TO WEAR

- With Inspire 2014.3.....
- Refines e-STAT targets to further decrease loud gain by 2 dB
 - Improves the resolution of the fitting curves



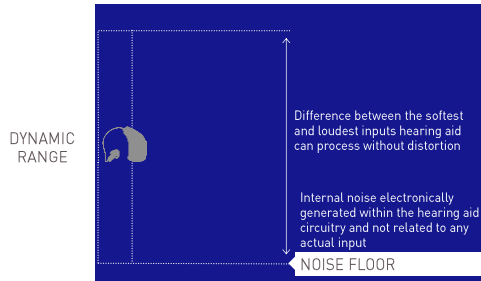
STARKEY SUPERIOR SOUND

- e-Stat
- ISO - C
- PureWave Feedback Eliminator
- Auto Experience Manager

ISO-C

PRESERVES THE INTEGRITY OF THE AUDIO SIGNAL

- Widest Working Dynamic Range
- Distortion-free Listening
- Models Processing of the Human Ear



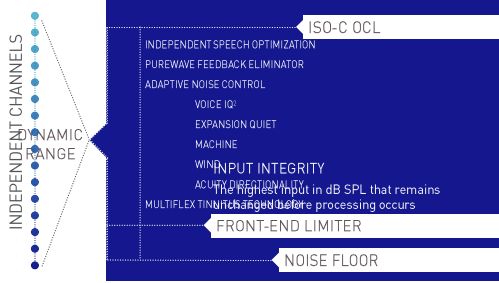
NOISE FLOOR REDUCTION

- Improved Mic Location Effect (MLE) model
- More precise multi-channel expansion calculations per fitting
- Better estimates of the tubing and earmold factors for BTE's



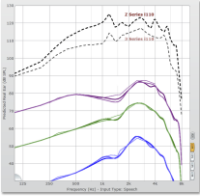
NOISE FLOOR REDUCTION

BACKWARDS COMPATIBLE
All 3 Series and Xino
Standard Products



ISO-C

ADDING SUBTLETY
TO SOUND



STARKEY SUPERIOR SOUND



STARKEY SUPERIOR SOUND


e-Stat
ISO – C
PureWave Feedback Eliminator
Auto Experience Manager

PUREWAVE FEEDBACK ELIMINATOR

MEMORY SPECIFIC SENSITIVITY CONTROL



STARKEY SUPERIOR SOUND
 e-Stat
 ISO - C
 PureWave Feedback Eliminator
 Auto Experience Manager



AUTO EXPERIENCE MANAGER

EASIER

CUSTOMIZABLE

PATIENT TRANSITIONS


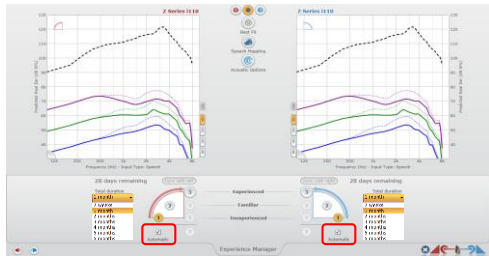
GOAL - PROVIDE TRANSITIONS THAT ARE CLEARLY VISIBLE IN INSPIRE


PROGRESS

TOTAL DURATION

- 1 month
- 2 weeks
- 2 months
- 3 months
- 4 months
- 5 months
- 6 months

E-STAT



BluWave 4.0
BREAKTHROUGH OPERATING SYSTEM

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- Spatial Streaming
- SurfLink Accessories with Stream Boost
- SurfLink Mobile
- PureWave Feedback Eliminator
- Personalization Perfected
- MultiFlex Tinnitus Technology
- Spectral IQ
- Premier Choices

A Breakthrough Operating System makes it possible

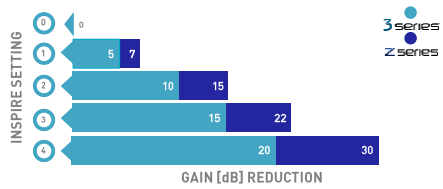



HEAR BETTER
PLAY BETTER



ACOUSTIC SCENE ANALYZER

WIND ATTENUATION ENHANCEMENTS



ACUITY

DIRECTIONALITY

SOLVING PROBLEMS IN A NEW WAY...



ACUITY DIRECTIONALITY

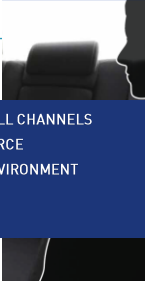
Multi-Channel adaptive null steering and Speech ID

ACUITY DIRECTIONALITY

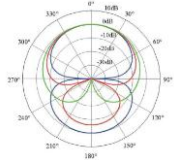
- MEMS Microphone Integration
- Accurate - Transparent Switching
- Multi-Channel Adaptive Null Steering
- Speech ID
- Directionality Plus
- iQ Boost
- Binaural Spatial Mapping

MULTI-CHANNEL ADAPTIVE NULL

CONTINUOUS, INDEPENDENT ADAPTATION IN ALL CHANNELS
 POINTS THE NULL AT THE LARGEST NOISE SOURCE
 PROVIDES THE BEST PERFORMANCE IN ANY ENVIRONMENT
 UTILIZES BINAURAL SPATIAL MAPPING



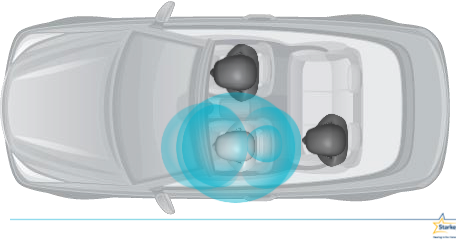
WHY MEMS MICROPHONES



CONSISTENT
 ROBUST SYSTEM
 MICROPHONE
 SOUND



SPEECH ID



 HOME	 FAMILY	 RECREATION
 WORK	 SOCIAL	

Speech ID



BluWave 4.0
BREAKTHROUGH OPERATING SYSTEM

- Independent Speech Optimization - C
- Acoustic Scene Analyzer
- Wind Noise Acuity
- Directionality with Speech ID
- Voice IQ
- Binaural Spatial Mapping
- Auto Experience Manager
- 900 Sync Technology
- Spatial Streaming
- SurfLink Accessories
- MultiFlex Tinnitus Technology
- Spectral IQ
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A Breakthrough Operating System makes it possible

HEAR BETTER
CONNECT BETTER

900 SYNC & SURFLINK MOBILE 2

900 SYNC

NEW PROPRIETARY LOW ENERGY RADIO

BETTER THAN 98% LINK AVAILABILITY FOR DROP-FREE CONNECTIVITY

NEARLY DOUBLE THE STREAMING RANGE

SPATIAL STREAMING FOR BEST PERFORMANCE IN ALL ENVIRONMENTS

STREAM BOOST TO AUTOMATICALLY BOOST STREAMED MEDIA

SURFLINK MOBILE 2

INCREASED BATTERY LIFE

NEW USER INTERFACE





BluWave 4.0 BREAKTHROUGH OPERATING SYSTEM

Independent Speech Optimization - C	Auto Experience Manager	PureWave Feedback Eliminator
Acoustic Scene Analyzer	900 Sync Technology	Personalization Perfected
Wind Noise Acuity Directionality with Speech ID Voice IQ	Spatial Streaming SurfLink Accessories with Stream Boost	MultiFlex Tinnitus Technology Spectra IQ Premier Choices
Binaural Spatial Mapping		

A Breakthrough Operating System makes it possible

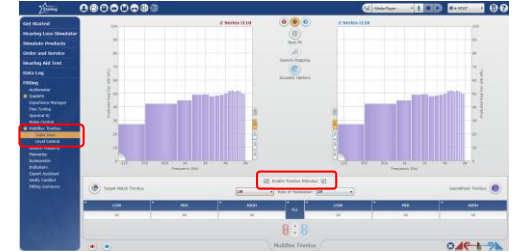


INTRODUCING A MORE FLEXIBLE WAY TO TREAT TINNITUS

HEAR BETTER, EXPERIENCE BETTER

900 Sync Wireless Technology
Easy programming of tinnitus stimulus
SoundPoint Tinnitus





HEAR BETTER CHOOSE BETTER

WORKOUT i110	ACTIVE i90	SOCIAL i70	FAMILY i30	PREMIER i20
SOUND IMAGING 16 CHANNELS	SOUND IMAGING 12 CHANNELS	SOUND IMAGING 8 CHANNELS	SOUND IMAGING 6 CHANNELS	SOUND IMAGING 4 CHANNELS




HEAR BETTER LIVE BETTER




Z series

THANK YOU

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THANK
YOU

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