



### **Directional Microphones**

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Hearing Systems

## **Directional microphone technology** Background



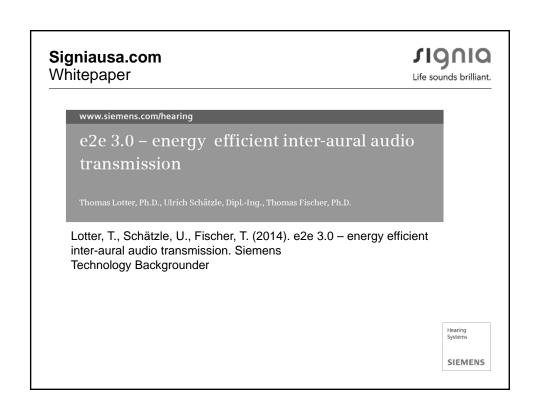
- Available in hearing aids in the U.S. since the 1970s
- Improves signal-to-noise ratio by reducing sound outside of the angle of focus
- Utilizing hearing aid processing alone, directional microphone technology is the only proven way to increase signal-to-noise ratio
- Directional microphones have been shown to reduce listening effort in background noise in older adults with sensorineural hearing loss¹

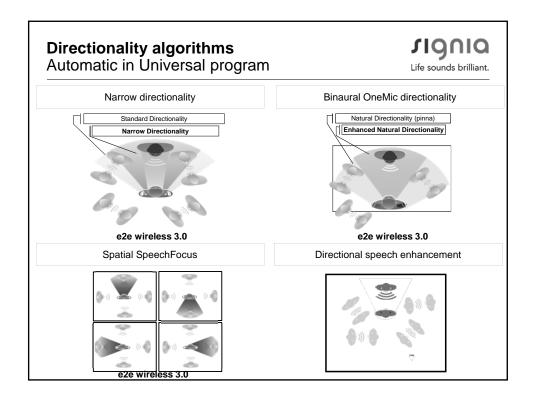
<sup>1</sup> The Effects of Hearing Aid Directional Microphone and Noise Reduction Processing on Listening Effort in Older Adults with Hearing Loss, Desjardins, J Am Acad Audiol. 2016 Jan;27(1):29-41

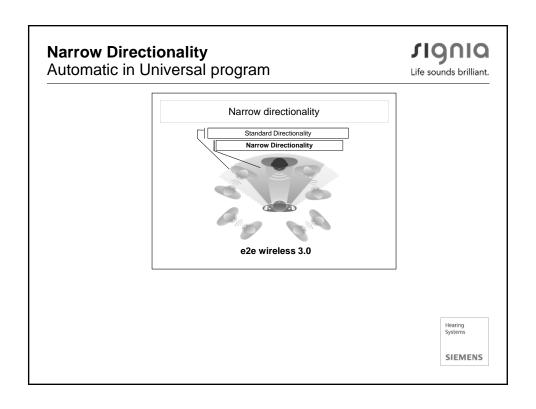


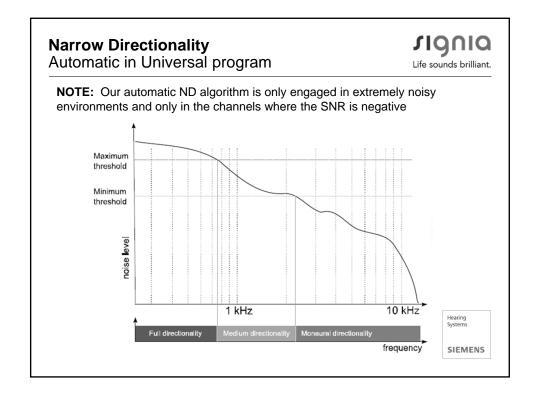
## Advanced directionality 19010 Life sounds brilliant. Bilateral beamforming

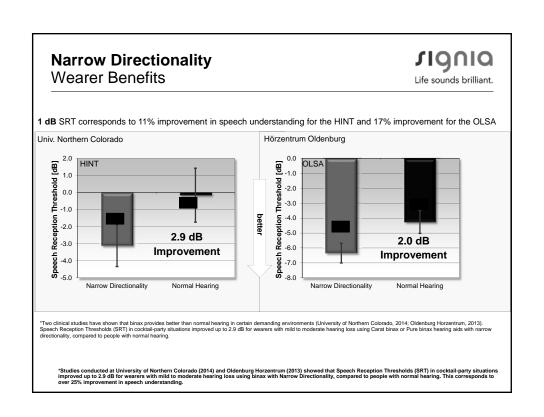
# e2e wireless 3.0 Binaural audio processing Virtual 8 microphone network transmission of audio signals transmission of audio signals transmission of data (e.g. volume, programs) Virtual 4 microphone network transmission of audio signals transmission of data (e.g. volume, programs)











### **Published Research Article**

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Life sounds brilliant.

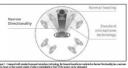
May 2015 Hearing Review by Rebecca Herbig, AuD and Matthias Froehlich, PhD

Binaural Beamforming: The Natural **Evolution** 

http://www.hearingreview.com/2015/ 04/binaural-beamforming-naturalevolution/

Binaural Beamforming: The Natural Evolution





### **Published Research Article**

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### May 2016 Hearing Review

by Thomas A. Powers, PhD and Veronika Littmann, PhD

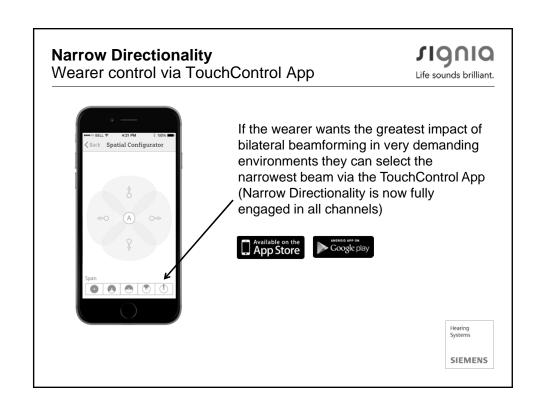
Benefits of Binaural Beamforming for Individuals with Severe Hearing Loss

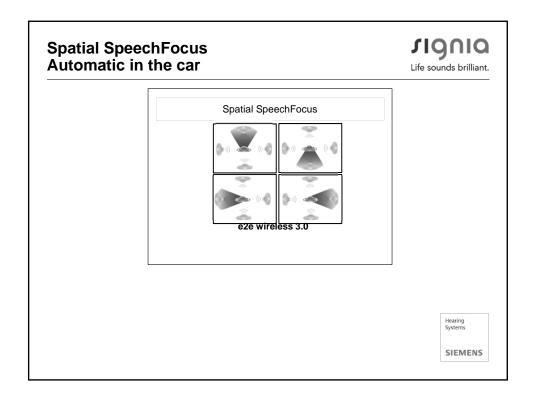
http://www.hearingreview.com/2016/0 4/benefits-binaural-beamformingindividuals-severe-hearing-loss/

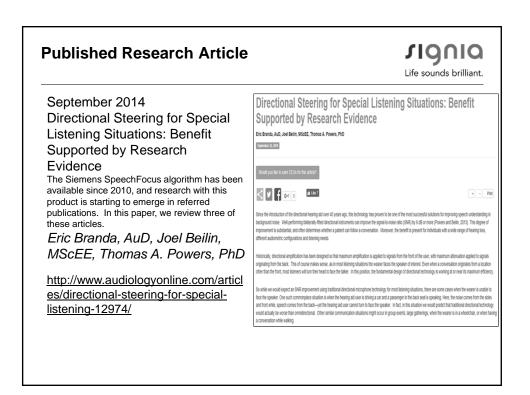
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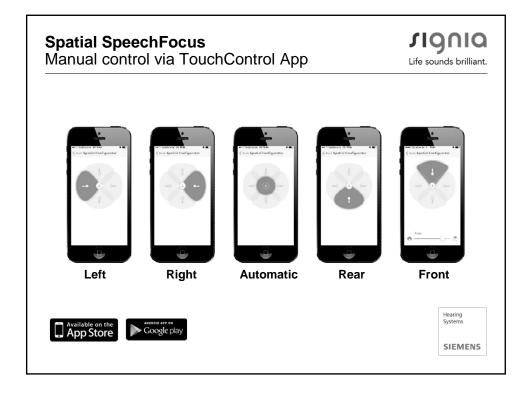
Tech Topic | May 2016 Hearing Review

### signia Signia research results Narrow Directionality—Severe Hearing Loss Life sounds brilliant. Results • Adaptive directional ~ 3dB better [dB] than mild directional • Binaural beamforming ~ additional 2 dB adaptive directional benefit 3 dB -8 Improvement + 2 dB -10 Improvement • Same benefit as reported for those Mild Directional Adaptive Directional Beamforming with mild-to-moderate hearing loss as reported in the separate clinical Displayed are the mean SRT-In-Noise findings and error bars (English OLSA) for three different microphone study (Herbig & Froehlich, et al conditions: Mild Directional (omnidirectional with pinna 2015) compensation), Adaptive Directional, and Beamforming









### **Summary**



## Benefits of directionality and binaural beamforming technology:

- Automatic SNR benefit in difficult environments with Narrow Directionality, including listeners with severe hearing loss
- Automatic SNR benefit for CICs using directionality with binaural beamforming technology
- Automatic directional benefit toward targeted speech source in the car
- Manual access to directional preference via the discrete app available for Apple® and Android® phones

