



# 2019 MyCore Product Expansion



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# 2019 MyCore Product Expansion

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## Objectives



- 
- 1) After this course, participants will be able to describe the new products added to the MyCore portfolio.
  - 2) After this course, participants will be able to discuss the requirements for My Voice Processing.
  - 3) After this course, participants will be able to describe the accessories and apps compatible with MyCore products.

MyCore

**REXTON**

## MyCore. Made for me!











A perfect combination of natural sound and direct streaming.

### MyCore 8C Product Portfolio

**REXTON**

# MyCore Portfolio Expansion



Custom		Instant Fit		RIC 10		RIC 312		RIC 13		RIC Li-Ion		BTE 312		BTE 13 M		BTE 13 P		BTE 675		
																				
80	Sterling 8C ITC / ITE / IIC / CIC	inoX 8C CIC			Emerald XS 8C	Emerald S 8C	Emerald M 8C	Stellar RIC 8C						Mosaic M 8C	Mosaic P 8C	Mosaic HP 6C				
60	Sterling 8C ITC / ITE / IIC / CIC	inoX 8C CIC			Emerald XS 8C	Emerald S 8C	Emerald M 8C	Stellar RIC 8C						Mosaic M 8C	Mosaic P 8C	Mosaic HP 6C				
40	Sterling 8C ITC / ITE / IIC / CIC	inoX 8C CIC			Emerald XS 8C	Emerald S 8C	Emerald M 8C	Stellar RIC 8C						Mosaic S 6C	Mosaic M 8C	Mosaic P 8C	Mosaic HP 6C			
30	Sterling E1	inoX E1 CIC			Emerald XS E1	Emerald S E1		Stellar Li E1						Mosaic S E1	Mosaic M E1	Mosaic P E1	Mosaic HP E1			
20	Sterling E1	inoX E1 CIC			Emerald XS E1	Emerald S E1								Mosaic S E1	Mosaic M E1	Mosaic P E1	Mosaic HP E1			
10	Sterling E1	inoX E1 CIC ITC												Mosaic S E1	Mosaic M E1	Mosaic P E1	Mosaic HP E1			
NEW MyCore Fall 2018			Existing MyCore			NEW TruCore/E1 (Essential) Fall 2018			Existing TruCore/E1 (Essential)											

# MyCore Accessories



Wireless Accessories & wireless CROS transmitters

Smart Transmitter 2.4	Smart Mic	CROS RIC 8C	inoX CROS 8C
<ul style="list-style-type: none"><li>Direct streaming from the TV to both hearing aids</li><li>Easy to setup for any TV</li><li>High-quality Dolby sound support</li></ul>	<ul style="list-style-type: none"><li>Direct connectivity to any phone featuring <i>Bluetooth</i>®</li><li>Direct connectivity to Apple mobiles (hands-free protocol)</li><li>Remote microphone</li><li>Remote Control</li></ul>	<ul style="list-style-type: none"><li>For all MyCore devices featuring <i>Bluetooth</i></li><li>Battery (312) last 8 days if used 16 hours per day</li><li>Stereo iLock</li><li>Volume Change</li></ul>	<ul style="list-style-type: none"><li>For all MyCore without <i>Bluetooth</i> but Wireless Sync</li><li>Battery (10)</li></ul>
80 8C	80 8C	80 8C	80 8C
60 8C	60 8C	60 8C	60 8C
40 8C	40 8C	40 8C	40 8C

## Accessories

### Remote Control & Apps

**REXTON**

#### Smart Key Remote



- Compatible with all MyCore devices
- Volume up & down
- Program change

#### Smart Direct App



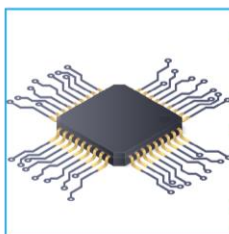
- Compatible with all MyCore devices featuring *Bluetooth*

#### Smart Remote App



- Compatible with all MyCore devices
- Remote Control functionality

## Rexton MyCore 8C Platform

**REXTON**


60 %  
increased  
processing

3.5x  
more  
transistors

40%  
smaller nm  
technology

- 75 million transistors
- 500 million instructions/sec
- 10,000 Hz bandwidth
- 48 channels
- Ultra-small 40 Nano meter technology

## Hearing with No Compromises

### Binaural Audio Exchange

**REXTON**


- Next generation wireless technology that enables more than just data synchronization
  - Binaural Audio Processing between hearing aids
    - My Voice
    - Stereo iLock
    - Stereo iFocus 360
    - Intelligent Wind Noise Cancellation
    - Xphone
- Direct audio streaming from iPhone devices to hearing aids
- New level of connectivity between the hearing aids and multiple electronic devices, either directly or via an accessory

## Binaural Direct Streaming from iPhone

**REXTON**

### Direct Streaming for Phone Conversations and Audio

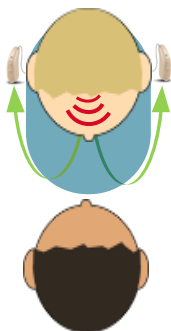


- Direct Streaming from iPhone:
  - Phone conversations
  - Music
  - Audio books
  - Pod casts, etc.
- This feature works binaurally, in stereo
- No additional programs are required; works from Program 1
- May be customized in Connexx

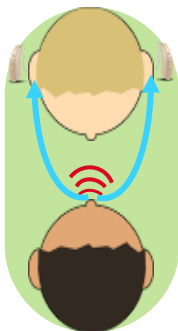
## My Voice


**REXTON**

### My Voice Processing



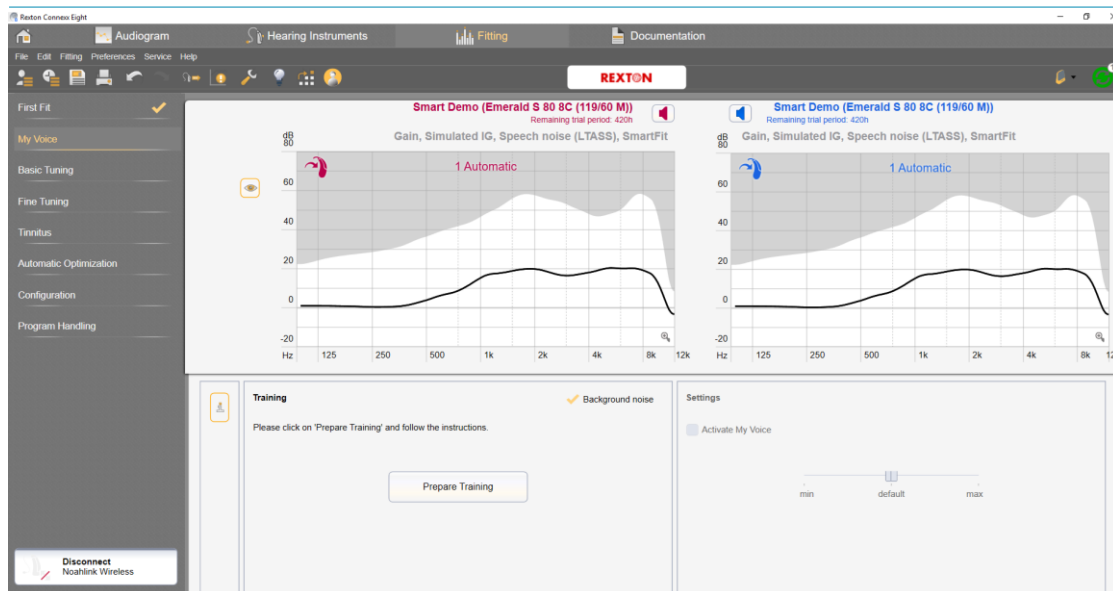
Wearer Speaking



Companion Speaking

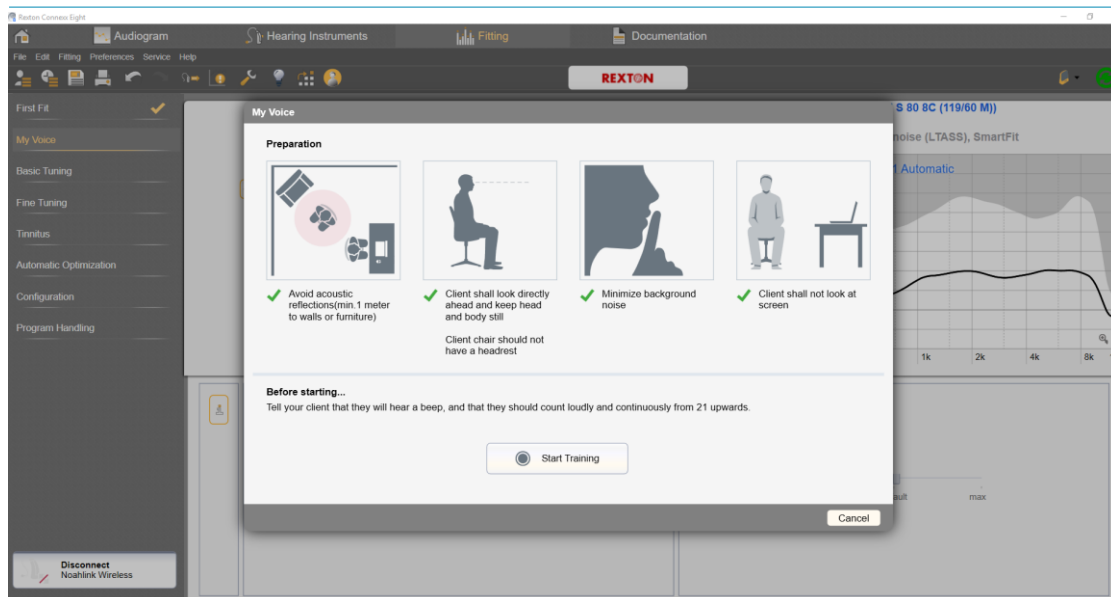
- Hearing aids are trained to recognize the voice of the wearer
- Directional microphones are used to determine the distance of the wearer's mouth to the hearing aids
- When the wearer starts talking, parallel processing is engaged and disengaged when the wearer stops talking
- The gain is reduced to the voice of the wearer, without affecting incoming signals

## My Voice Training

**REXTON**


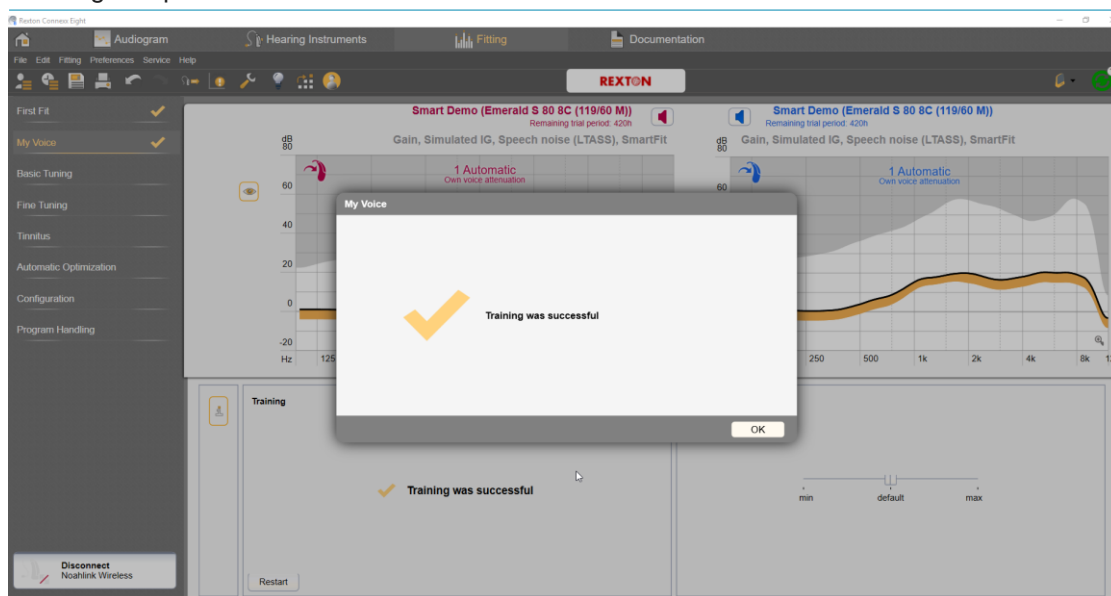
## My Voice

### Training set-up steps

**REXTON**


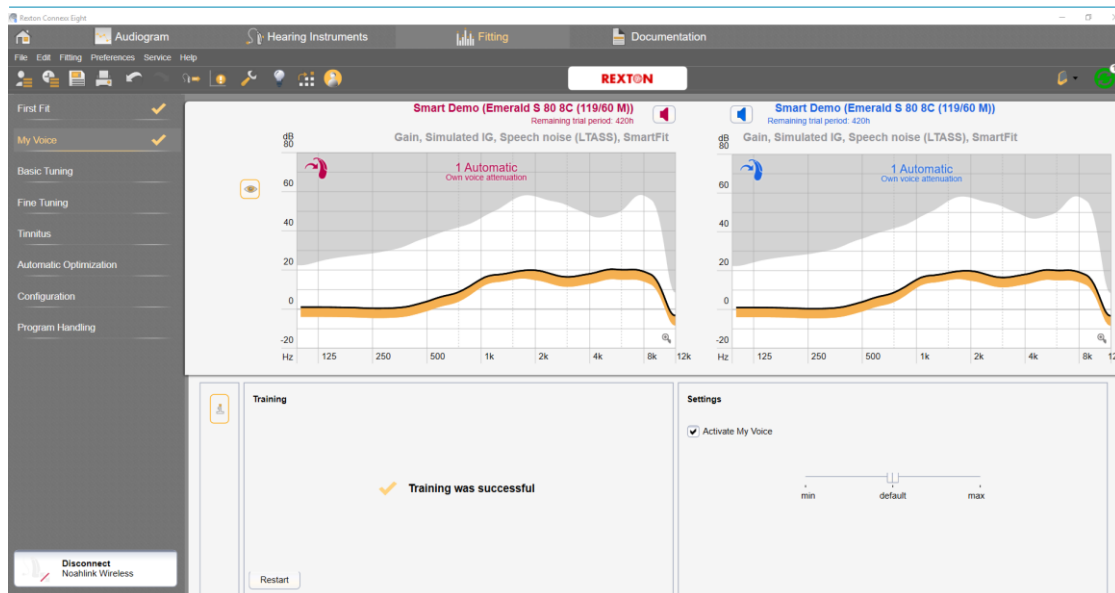
## My Voice

### Training completed

**REXTON**




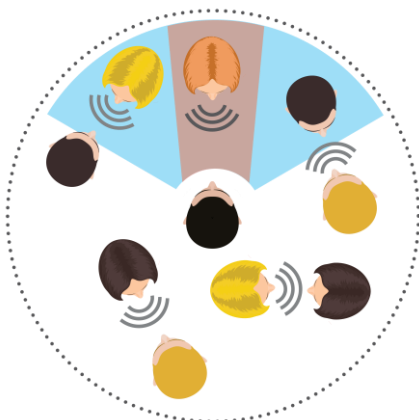
## My Voice Training completed

**REXTON**


## Stereo iLock


**REXTON**

### Engage narrow directionality in challenging environments



- Automatically creates a narrow, forward-facing beam while still maintaining full perception of surrounding sounds
- Reduces competing noise, including speech noise, while enhancing the target speech signal immediately in front of the wearer

## Stereo iFocus 360



**REXTON**

### Moves directionality towards dominant speech signal



- True directionality towards dominant speech signal
- Automatically enabled during First Fit and engaged in an operating car
- Response may be modified in Smart Automatic Equalizer – Car

## Intelligent Wind Noise Cancellation



**REXTON**

### Higher comfort and hearing performance in wind noise



- Increased user comfort **and** speech understanding in wind noise
- Shuts down channels exposed to wind noise and transfers signal from opposite side
- Effectively cancels wind noise without affecting the speech signal
- Automatic in program 1 (80 performance level)

## Xphone



**REXTON**

Provides binaural amplification of a hand-held phone for a louder, clearer signal



- Manually engage Xphone program
- Provides a stable connection
- Simultaneously sends the phone signal to both ears
- Disengage program after ending phone call

## Automatic Classifier

**REXTON**

Acoustic detection directs features based on the environment



- Automatically optimizes gain, compression, noise reduction, and directional microphones when the following acoustic environments are detected:
  - Quiet
  - Speech in Noise
  - Noise
  - Music
  - Car

## Smart Automatic Equalizer

**REXTON**

Personalizes automatic features based upon patient's unique listening needs



- Automatic Classifier analyzes incoming signal and determines the soundscape of the wearer
- Automatic Equalizer allows the hearing care professional to customize the response of the hearing aid for each of these acoustic environments
- Gain, compression, noise reduction and microphone settings will be automatically adjusted for current acoustic environment
- These changes take place in program 1

## Motion Sense

**REXTON**

Improves communication and environmental awareness while moving



- Improves communication and environmental awareness while moving
- Motion sensors on smartphones adjust the directional microphones and noise reduction performance when moving
- Designed to improve speech perception in noisy environments when the wearer is in motion
- Increases environmental awareness when walking for increased safety

## Voice Ranger

**REXTON**

Maintains the balance between close and farther voices



- Compression will be automatically modified to prevent over amplification of competing voices at similar volumes beyond the target speaker
- If the voice further away is louder than the closer one, it will still be louder

## Dynamic Extender

**REXTON**

Provides a more natural listening experience in loud environments and while listening to music



- Automatically increases the dynamic range of the hearing aids to improve sound quality and prevent distortion at loud inputs.
- Works in all programs, including program 1

## Music Enhancer



### A new way of listening to music



- Preserves the emotion and richness of music for greater listening enjoyment
- 3 unique program options easily added in Program Handling
  - Live music performances
  - Performing music
  - Recorded music

## Reverb Reducer



### Reduces distracting reverberant noise



- Improves the wearer's listening comfort in reverberant environments
- A unique program option
- Minimizes distraction from reverberation
- Reverb Reducer cuts down echo effect
- Easily added to hearing instrument programming in Program Handling

## Tinnitus Management



### More options for Tinnitus relief

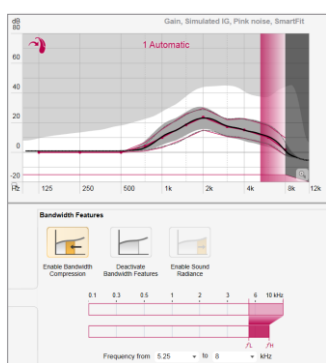


- **New:** Notch Therapy for individuals who present with tonal tinnitus and hearing loss
- Includes Static and Modulated sound profiles
- Available in most programs including Automatic
- Noise can be presented with or without microphone mix

## Bandwidth Compression



Moves high frequencies that cannot be aided to areas where it may be beneficial to provide gain



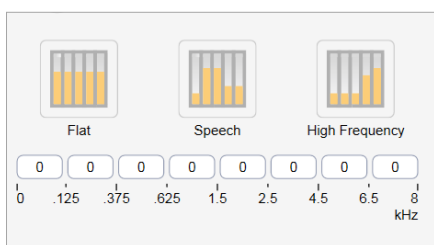
- Ideal for wearers with severe high-frequency hearing loss
- Easily customizable
- Automatically activated when all audiological parameters are met



## Smart Automatic Acclimatization

**REXTON**

Fit patients at prescription and allow for comfortable adaptation



- Ensures a comfortable and positive first fit acceptance
- Reduce follow-up fittings
- Intuitive and easy to set

## SecureTec Protection Package: IP68 Rated

**REXTON**

Hearing Aids for Today's Active Lifestyle



- Hearing instruments will be able to withstand harsher wearing conditions
- IP 6X
  - Dust tight: no ingress of dust
- IP X8
  - Splash resistant



IP rating is a certification issued by independent laboratories.



**MyCore 8C Product Portfolio**  
Overview



**Emerald XS 8C**



The smallest RIC device in the MyCore product portfolio



- Battery 10 A
- No Wireless Sync
- Advanced MyCore features:
  - HD Directionality
  - Noise Reduction
  - Music Enhancer
  - Reverb Reducer

Smart Demo 8C		
80 8C	60 8C	40 8C

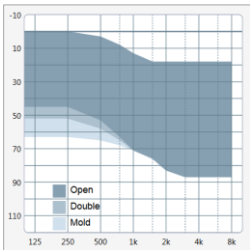
30 E1	20 E1
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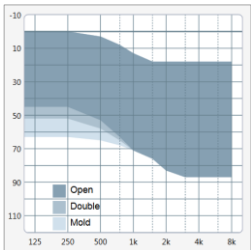
**Emerald XS**  
3 Receiver Powers



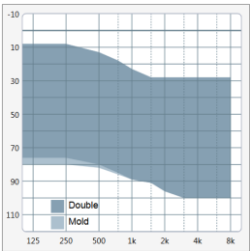
Emerald XS



S 108/45



M 113/55



P 118/60

**Emerald S 8C**



A small and fully featured RIC featuring direct streaming



- Size 312 battery
- Binaural signal processing based on Wireless Sync
- My Voice
- Direct Audio Streaming
- Noahlink wireless programmer only
- Compatible with CROS RIC 8C

Smart Demo 8C		
80 8C	60 8C	40 8C

30 E1	20 E1
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# Emerald M 8C



A stylish and powerful RIC with T-coil option and direct streaming



- Size 13 battery
- Binaural signal processing based on Wireless Sync
- My Voice
- Direct Audio Streaming
- T-Coil option via alternative battery door
- Noah Link wireless programming only
- Compatible with CROS RIC 8C

Smart Demo 8C		
80 8C	60 8C	40 8C

Smart Transmitter 2.4



Smart Mic



CROS RIC 8C



Smart Key



Smart Direct App



Smart Remote App



Alternative

# MyCore 8C Product Portfolio



Stellar RIC 8C



The small RIC featuring lithium ion rechargeable technology & direct streaming



Smart Demo 8C			
80 8C	60 8C	40 8C	30 E1

- Lithium-ion rechargeable technology
  - Compatible with existing Li-ion Charger
  - Up to 21 hours without streaming
  - Up to 19 hours with 5 hours *Bluetooth* direct streaming
  - Auto OFF/ON when placed in/removed from charger
- Fast charging
  - 3 hours for a full charge
  - 30-minute charge provides 6 hours use
- Long-lasting cell capacity over time
  - Average cell life of 3 years

Stellar RIC 8C



The small RIC featuring lithium ion rechargeable technology & direct streaming



Smart Demo 8C			
80 8C	60 8C	40 8C	30 E1

- Direct Audio Streaming
- Binaural signal processing based on Wireless Sync
  - My Voice
  - Stereo iLock
  - iFocus 360
  - Intelligent Wind Noise Cancellation
  - Xphone

Stellar RIC 8C



The small RIC featuring lithium ion rechargeable technology & direct streaming



- Compatible with:
  - Smart Transmitter 2.4
  - Smart Mic
  - CROS RIC 8C
  - Smart Key
  - Smart Direct App
  - Smart Remote App

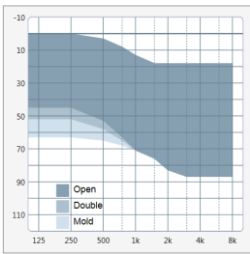
Smart Demo 8C			
80 8C	60 8C	40 8C	30 E1



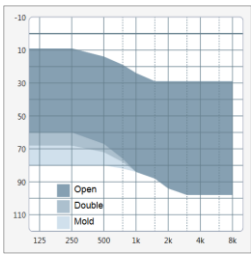
Stellar RIC 8C  
4 Receiver Powers



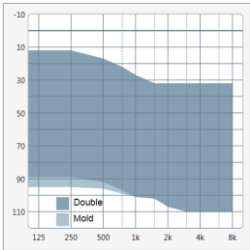
Stellar RIC 8C



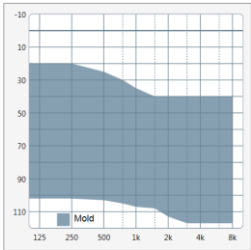
S 108/45



M 119/60

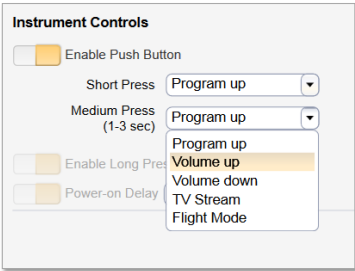
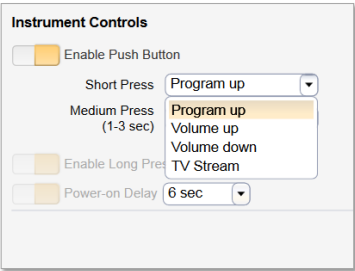


P 124/70



HP 130/75

Push Button Functions on Stellar RIC 8C



- New Push Button functionality allows for both Program and Volume change from hearing aids
- TV Stream on Short Press (<1 second) or Medium press (1-3 seconds) allows for connection to the Smart Transmitter 2.4 without adding additional programs
- Flight Mode on Medium Press turns off the *Bluetooth* in the hearing aids
- Long Press (> 3 seconds) is used to turn each hearing aid On or Off individually

MyCore 8C and Essential  
RIC Products: Full Line



NEW



		MyCore (8C)			Essential (E1)		
		80	60	40	30	20	10
Platform	Channels/Handles	48/20	32/16	24/12	16/8	16/8	12/6
	Direct Streaming	●	●	●			
	My Voice	●	●	●			
Speech	Programs	6	6	6	4	4	4
	Motion Sense	●	●				
	Xphone	●	●	●			
	Stereo iLock	●					
	iFocus 360	●	○				
Set & Go	Reverb Reducer	●					
	Music Enhancer	●	○	○			
	Dynamic Extender	●	●	●			
	Smart Remote App	●	●	●	●	●	
	Smart Direct App	●	●	●	●		
Convenience	Tinnitus Function	●	●	●	○		
	Microphone-pattern adjustment	●	○				
	Smart Li-ion Power (Stellar RIC)	●	●	●			

MyCore 8C Product Portfolio



Mosaic M 8C and Mosaic P 8C



The reliable, direct streaming capable and powerful BTE that fits any ear



- Battery 13
- Binaural signal processing based on Wireless Sync
- My Voice
- *Bluetooth* enabled for Direct Audio Streaming
- Optional battery door with integrated T-coil
- Standard earhook or thin tube
- Compatible with CROS RIC 8C

Smart Demo 8C		
80 8C	60 8C	40 8C

30 E1	20 E1	10 E1
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**MyCore 8C and Essential**  
BTE Products: Full Line

**REXTON**  
**NEW**



		MyCore (8°)			Essential (E1)		
		80	60	40	30	20	10
Platform	Channels/Handles	48/20	32/16	24/12	16/8	16/8	12/6
	Direct Streaming	●	●	●			
	My Voice	●	●	●			
Speech	Programs	6	6	6	4	4	4
	Motion Sense	●	●				
	Xphone	●	●	●			
	Stereo iLock	●					
Set & Go	iFocus 360	●	○				
	Reverb Reducer	●					
	Music Enhancer	●	○	○			
	Dynamic Extender	●	●	●			
	Smart Remote App	●	●	●	●	●	
	Smart Direct App	●	●	●	●		
Convenience	Tinnitus Function	●	●	●	○		
	Microphone-pattern adjustment	●	○				

**MyCore 8C Product Portfolio**

**REXTON**





## Sterling ITC 8C and Sterling ITE 8C

**REXTON**

The custom made in the ear products featuring direct streaming



- Battery 312
- Binaural signal processing based on Wireless Sync
- Direct streaming from iPhone
- Streaming from non-iOS smartphone via Smart Mic
- *Bluetooth* antenna is integrated in the faceplate for best transmission
- Directional mics; no My voice
- Push button, no T-coil
- Compatible with CROS RIC 8C (*Bluetooth* devices)

80 8C	60 8C	40 8C	30 E1	20 E1	10 E1
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## Sterling CIC 8C and Sterling IIC 8C

**REXTON**

Tiny nearly invisible custom build in the ear products



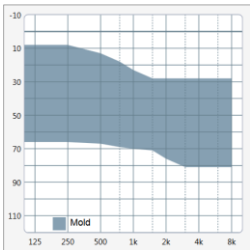
- Battery 10 A
- Binaural signal processing based on Wireless Sync
- Single Mic Directionality for improved speech understanding in noise
- Push button on door of CIC
- Compatible with inoX CROS if equipped with Wireless Sync

80 8C	60 8C	40 8C	30 E1	20 E1	10 E1
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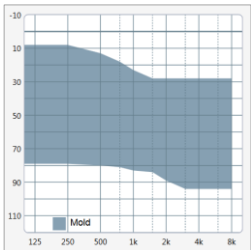


1) Requires wireless

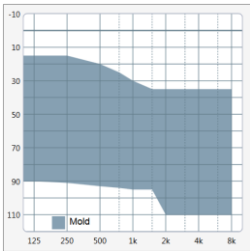
Sterling CIC – Canal – ITE



113/50



118/55



124/65

MyCore 8C and Essential  
Custom Products: Full Line



NEW



		MyCore (8C)			Essential (E1)		
		80	60	40	30	20	10
Platform	Channels/Handles	48/20	32/16	24/12	16/8	16/8	12/6
	Direct Streaming *	●	●	●			
	My Voice *	●	●	●			
Speech	Programs	6	6	6	4	4	4
	Motion Sense	●	●				
	Xphone	●	●	●			
	Stereo iLock *	●					
Set & Go	iFocus 360 *	●	○				
	Reverb Reducer	●					
	Music Enhancer	●	○	○			
	Dynamic Extender	●	●	●			
	Smart Remote App	●	●	●	●	●	
Convenience	Smart Direct App *	●	●	●	●		
	Tinnitus Function	●	●	●	○		
	Microphone-pattern adjustment *	●	○				

\* Not CIC or IIC

MyCore 8C Product Portfolio



inoX CIC 8C



The tiny nearly invisible instant fit in the ear products



- Battery 10 A
- Binaural signal processing based on Wireless Sync
- Single Mic Directionality for improved speech understanding in noise
- Compatible with Smart Remote App
- Compatible with Smart Key
- Compatible with inoX CROS 8C

Smart Demo 8C		
80 8C	60 8C	40 8C

30 E1	20 E1	10 E1
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## Rexton inoX CROS 8C



The energy efficient wireless transmitter for CROS & BiCROS fittings



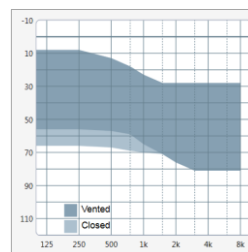
- Battery 10 A
- Compatible with MyCore (8C) hearing aids equipped with Wireless Sync, but not with *Bluetooth*
  - inoX CIC 80/60/40
  - Sterling CIC or IIC 80/60/40 (if equipped with Wireless Sync)

80 8C	60 8C	40 8C	30 E1	20 E1	10 E1
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## inoX Fitting Range

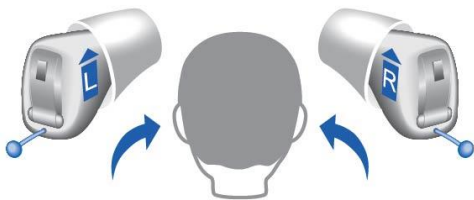


inoX



113/50

Fitting the inoX 8C



When placing the inoX in the ear, make sure that the white arrow printed in the hearing aids points upwards.



When installing a new Click Sleeve, take care that the flap of the Click Sleeve points towards the printed text on the hearing instrument.

MyCore 8C and Essential  
Click-and-Fit Products: Full Line



		MyCore (8C)			Essential (E1)		
		80	60	40	30	20	10
Platform	Channels/Handles	48/20	32/16	24/12	16/8	16/8	12/6
	Wireless Sync	●	●	●	●	●	
	Programs	6	6	6	4	4	
Speech	Voice Ranger	●	●	●	●	●	
	Single Mic Directionality	●					
Set & Go	Reverb Reducer	●					
	Music Enhancer	●	○	○			
	Smart Remote App	●	●	●	●	●	
	Smart Connect App	●	●	●	●		
Convenient	Tinnitus Function	●	●	●	○		
	Push-button control (ITC only)						●

## MyCore 8C

### Comprehensive Product Portfolio

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**REXTON**


Thank you!

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**REXTON**


## MyCore. Made for me!

A perfect combination of natural sound  
and direct streaming.