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Signia Xperience: The Evolution Continues Recorded Sept. 17, 2019

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Partner: Signia

- [Leanne] Hello and welcome to Signia Xperience. Today's presentation is brought to you in cooperation with our partners at AudiologyOnline, and for those of you that belong to their total access program, you will be eligible for one CEU if you stay logged in for the duration of this course. If you also complete the exam that will be offered at the conclusion of this course. And, of course, if you have any questions on the total access program, the continuing education, or your presentation today, as far as the audio or digital signal, you can contact AudiologyOnline at 800-753-2160. The learning objectives for today's course. After attending this session the participant will be able to define the components of the Xperience platform. After attending this session the participant will be able to list the hearing aids on the Xperience platform. And after attending this session the participant will be able to outline the benefits of the Signia App and TeleCare. So without further ado I'd like to start us off with just a quick video.

♪ Oh oh oh oh ♪ ♪ Oh oh oh oh ♪

- Were we supposed to do that?

- Hey what is that? ♪ Oh oh oh oh ♪ ♪ Oh oh oh oh ♪

- Woo!

- Yeah.

- [Leanne] So as you can see, we have a lot to talk about today with Signia Xperience platform launch. My name is Dr. Leanne Powers. I'm one of the clinical education specialists here at Signia. I am also joined by Catherine Jons, one of our other clinical education specialist managers. And we're going to walk you through the exciting new advances of Signia Xperience and YourSound technology. So just a quick little review.

At Signia we have always maintained audiological benefit as our primary focus for your patients. So we like to term that #audiologyfirst. Making sure that the advances that we deliver for your patient really focus on the needs of the patient for communication, because that's what patients are visiting us for. And so that started way back with our micon platform, where we actually brought forth all of the different adjustments that clinicians were looking for in hearing aids such as frequency compression and having specific noise and music programs. But then we really bridged that gap into what the patient needed, with our binax platform. And with binax, this was the first time that anyone was ever to show clinical proof that their hearing aids could perform better than normal hearing individuals in very difficult listening situations. And that was because of E2E3.0 technology which allowed us to get narrow directionality. Building off our success with binax and the success that patients were having in noisy situations, we moved on to redefining the ease of listening with our primax platform. And with primax we paid specific attention to making it easier for the patient to understand in dynamic environments, and we showed clinical proof, using EEG methods, that the primax platform actually eased the listening, made it less taxing on the individual to hear in a demanding environment. And some of the things that helped that were advances such as SpeechMaster, which is a loudness tracking ability in the hearing instruments.

Our HD Music program for those people who love their music and want to listen to it in a specific way. And of course our EchoShield technology. Then we came up with Nx, and Nx stands for Natural Xperience. This is when we really wanted to take the next step forward, by enabling people to, enabling your patients to not only be able to hear clearly but also like the way they sound to themselves. And we did that with Own Voice Processing. And the reason I wanted to start out today with this little trip down our technology ladder and where we've been, is that we've built on top of these platforms year after year, to improve things for your patients. And so all of these features that we have that were clinically proven to make a difference in your patients' lives, still will

carry over into our Xperience platform. So where are we going then with Xperience? Well with Xperience we have the world's first acoustic-motion sensors built into the hearing aids to provide both full awareness and instant listening support in even the noisiest of environments. This is truly an intelligent hearing instrument that can be optimized to meet the needs of every individual. So before we talk about the advances that the Xperience platform has made, we have to look at the challenge we were trying to overcome. So what is the challenge that current hearing aids had that we wanted to maximize or overcome with our Xperience platform? Well today's hearing aids typically use classes or situations to classify different environments that your patient is in. And so, for example, on the Signia side, we had a six situation classification system where the hearing aid would respond differently, whether you are in quiet, speech in quiet, speech in noise, noise, music, or even in the car. And our classification system was actually second to none in the industry.

We had several benchmark studies where we looked at the Signia classification system, compared to some of the other manufacturers, and showed that our accuracy for things such as music and car and even speech and noise, could outperform other hearing instruments on the market. The problem though with the classification system is that it assumes that everyone in the same environment has the same hearing needs. And we know that this is not always the case. So what we're going to do today as we talk about the Xperience platform and YourSound technology, is we're going to follow three different hearing instrument wearers. So I'd like to introduce you to Dorothy Dots. That is the young lady in the polka dot dress. Stanley Stripes, the gentleman in the striped suit. And our friendly waiter Wally in the blue suit off to the right. What we're going to do is, in just a few minutes, as we work through the technology, we're going to follow the needs of these wearers, particularly in the same situation, and show how their needs can be different and how the Xperience platform can meet those needs. So what exactly is YourSound technology? You heard me mention that this is the Xperience platform and then reference YourSound technology. Well with YourSound

technology, we're taking new input from our acoustic-motion sensors so that we can better understand where the person is within the environment, and what they're actually doing, because this is going to affect their hearing needs. This information is then filtered through our dual processing system where we have dynamic soundscape processing and, of course, we still continue on with our Own Voice Processing. So remember that Own Voice Processing is that ability that we have to detect when the wearer is speaking and, therefore, we can treat that differently than other sounds that are coming in. This allows your patient to have a much more natural sounding own voice. But with the dynamic soundscape processing, this also allows us to have a very natural sound to everything else in the environment, whether you're stationary, moving or interacting with different things.

With YourSound technology, Signia Xperience is able to understand and adapt to the environment, without assigning a predefined class. And we can do this because we're analyzing more inputs than ever before. We're going to walk through these inputs individually in just a few minutes. And for the first time ever the wearer's motion is taken into consideration in these situations. So how does YourSound technology work? The acoustic-motion sensors feed our most powerful chip. Our unique features dynamic soundscape processing and Own Voice Processing will process that information and therefore deliver the most natural and personalized sound to the patient. So let's break this down a little bit more, in first focusing on the acoustic sensor inputs. So with the acoustic sensors, the first thing in the decision matrix is whether or not the sound is the patient's own voice or other sounds in the environment. Because, of course, with our own voice technology we can detect that and treat that separately and we'll go into that in detail in a little bit. Other things that are taken into account from the acoustic sensors are the noise floor. So traditionally the noise floor would be what is the noise level in the room, and this is going to drive some of the automatic features in the hearing instrument, such as noise reduction and directionality. With Signia we've also looked at distance of the speaker. So distance

and loudness go hand and hand and this is the feature that we formally called SpeechMaster in our primax hearing instruments. What this is doing is looking at the level of the speech and helping to determine how far that speech is from the wearer, because we know that speech that is a little bit louder or closer to the wearer is most likely the speech that's directed at the wearer. And so this is also helping the automatic systems make adjustments to make sure that that speech that's directed to the wearer is heard, no matter where it's coming from. Where we've made some significant advancements is in our Signal-to-Noise ratio, our front back detection and our ambient modulation. So I'm gonna go through those three things a little bit more in detail. Starting with Signal-to-Noise ratio. So in the past the hearing aids just looked at the noise floor to determine whether or not to use noise reduction, but now we're going to specifically look at the Signal-to-Noise ratio, so that we can analyze the dominant speech signal in comparison to the competing noise in the environment.

With a better understanding of the Signal-to-Noise ratio, the hearing aids can determine if strong directionality or noise suppression is required, and in the case of a poor Signal-to-Noise ratio, or if the wearer would have better performance in the soundscape with less aggressive noise management, then the system can be adapted. So what the dynamic soundscape processing is doing is it's calculating the ratio between the ambient sound level and the relevant speech. And where we've made the big advancement is that even in low noise level environments, if the Signal-to-Noise ratio is poor the patient may benefit from a little bit of noise reduction or even a little bit of directionality, to give a little boost to the speech directed at them. So this is a significant advance in how we're looking at the Signal-to-Noise ratio. It's not solely dependent on the noise floor. It's the ratio itself, so even in low levels of noise. But it also makes improvements and changes in more noisy environments. So let's take a look at an example. The end goal is that regardless of the situation the Signia Xperience optimizes speech intelligibility and will help reduce listening effort. So let's take a look at our cocktail party. The hearing aids can determine the amount of

directionality and noise reduction needed. So a typical cocktail party is gonna have a fair amount of speech noise in the environment, and so when we look at two of our hearing aid wearers, specifically starting with Stanley Stripes, his conversation partner is a little bit softer spoken. So he's going to benefit from a fair amount of directionality and some noise reduction as well. Dorothy Dots, on the other hand, her conversation partner is a little bit louder spoken. She's off to the side of the cocktail party so not quite as surrounded by the noise. So the amount of directionality and noise reduction she needs may be different than Stanley Stripes. And this is where the hearing aids can take a look at that Signal-to-Noise ratio, specific to the wearer, and make adjustments as necessary. Now let's take a look at ambient modulation. The ambient modulation identifies if the envelope of the competing signal is highly modulated, such as speech, or low modulation, such as a fan.

With this information, the hearing aid can better determine how speech and noise management should address the competing signals. Dynamic soundscape processing attenuates the unwanted sound sources, while maintaining the psychoacoustic principles, meaning that the surroundings sound more natural, like they should, wherever you are. So Signia Xperience provides more access to sounds in the environment for improved situational awareness, without compromising speech intelligibility. Let's take a look at our cocktail party again in a stable soundscape versus a dynamic situation. Here's Wally the Waiter. So Wally the Waiter is off to the side of the cocktail party and so he's going to benefit from some stronger directional focus, so that he can hear if anyone needs him. But let's take this same cocktail party and move it to an outdoor location, maybe at a beach side resort where there are waves rolling in. Sounds are different in this environment. In this case, because we're not surrounded by the noise bouncing off of the walls such as in a bar location or even in a hotel, the sound requirements are a little bit different and the ambient modulation can sense this and therefore adjust the amount of directionality as well as the amount of noise reduction that is applied, based on the environment. Our third big advancement was in

front back detection. So when we say front back detection most people just think about directional microphones, but it's a little bit more than that. Front back detection analyzes the direction of both the speech and the noise signals. This is a new directional processing system that can adjust the attenuation to be more or less aggressive in any angle, and allow for binaurally equal and synchronized attenuation that wasn't previously possible. With dynamic soundscape processing we can identify the direction of the speech and the noise signals, and provide better input for determining directional microphone strength, in combination with environmental awareness. Signia Xperience allows the wearer to focus on speech from any direction. So looking again at our cocktail party situation. Dorothy Dots was in conversation with that louder spoken gentleman off to the side, but he's gonna go and get her another drink from the bar. So as her situation changes, because the noise in the room hasn't changed, traditional hearing aids would stay in a more directional pattern.

But Dorothy would like to hear what's going on around her instantly, and her hearing aids instantly adjust to let that speech in, because the speech from the front has changed. Her situation changed, her needs have changed and her hearing changed all in real time. So she can benefit from that awareness in this situation. So those are some of the advances in our acoustic sensors. I do wanna take just a minute to cover own voice detection, and we did discuss that this is one of the first things in the decision matrix. Remember that own voice detection is a way that we can scan the head, utilizing highly precise microphones, to identify the wearer's own voice reliably due to its unique spatial sound path. So to do this we calibrate the hearing aids to the timing patterns of the patient's own voice when we fit the hearing aids. So you first fit the hearing instruments and then you run own voice detection and, like I said, you have the patient talk, we usually have the patient count. We have them count upwards from 21, it takes about a couple of seconds, and within that time the hearing aid has recognized the timing characteristics for the patient's own voice and applies them. So Own Voice Processing integrates the world's first system to process the own voice,

completely independently from all other sounds, for the most natural hearing experience. We know that if this doesn't happen we often have to compromise by adjusting the frequency shaping of the hearing instruments, to make the patient's own voice more comfortable. With the Signia Xperience hearing aids and own voice detection, you don't have to do that because the wearer's own voice is going to be recognized, processed differently and less gain applied. The patient will sound more natural from the beginning. And then, of course, the hearing aids can be fit to target as desired. Signia Xperience allows the wearer to experience a natural sounding own voice, and improve spontaneous acceptance of own voice by 80% in wearers that were previously dissatisfied with the sound of their voice. So that is a look at how our acoustic sensors work and at any point, if you have any questions, please feel free to type them in the Q&A pod and we'll take a few minutes at the end to address those questions. I'm going to move on now to take a look at our motion sensor technology, and how that helps to drive the hearing instrument's dynamic soundscape processing.

So, first, why does motion matter? Well a moderately active person will have walked the equivalent of about five lengths of the Equator by the time they're 80. We don't sit by and passively observe our environments. Hearing aid wearers are actually interactive in their environment. The environment changes all the time, as we move and interact within it. And the hearing aids need to be able to adapt to these changes to know and meet our hearing needs. The sound processing needs to be able to separate similar but different scenarios, based on what the wearer's doing, to provide the correct support. The precision of important features such as binaural directionality and noise reduction, rely on understanding what to enhance and what not to. That is why we implemented motion into the dynamic soundscape processing to better understand the intent of the wearer. Now this is not the first time that Signia has used motion sensor technology within our instruments. In our Nx platform we actually borrowed the motion sensors that were in the smartphone. So if your patient was wearing Signia Nx technology in the five or seven level, remember seven is our premium, five is our

advanced, three is our standard. So if they were in the five in the premium or the advanced level technology, they could utilize the motion sensors in their smartphone, whether it was an Android or an Apple smartphone, by utilizing our myControl App. And so when the myControl App was initiated the motion sensors for the phone would tell the hearing aids when the person was moving, and therefore adjust the directionality so that the patient was getting more awareness, knowing that when we're in motion the target speech is often not coming from in front of us any more, but rather from the sides or even behind the wearer. With Signia Xperience we wanted to bridge that gap of having to rely on another form of technology and we actually integrated the motion sensor into the hearing aid itself. So even if your patient doesn't own a smartphone, if they're in that technology level they are able to benefit from the integrated acoustic motion sensors, now in our seven, five and three technology levels. So the motion sensor is actually integrated into the hearing aids. It detects whether the hearing instrument wearer is walking, running or stationary.

This allows the hearing aids to predict the wearer's needs in every situation. Dynamic soundscape processing will provide more directionality and noise reduction when the patient is sitting in a restaurant with a friend because frontal speech is then typically most important. In addition though, it will relax those features when the wearer gets up and walks through that same restaurant, so that the entire soundscape is audible. Signia Xperience knows and understands how the wearer interacts with their environment. So let's take a look at our cocktail party again and how motion can influence the automatic features of our hearing instrument wearers. So Stanley Stripes, again, is in conversation with his softer spoken conversation partner and he is benefiting from a fair amount of directionality, maybe even narrow directionality, as well as some noise reduction. In this same environment we have Wally the Waiter and when Wally's off to the side we already discussed that he could benefit from some directionality. But what happens when Wally has to circulate through the room. When Wally circulates through the room his directional pattern changes automatically so that

he doesn't miss somebody calling him from the side or the back, and he is better able to perform his functions. Now so far we've taken a look at the advances we've made with our Xperience platform one at a time, but it's really important to remember that all of these things work together in driving the decision matrix of the hearing aid to make sure that the hearing aid responds appropriately. And that is all determined by that dynamic soundscape processing. But the dynamic soundscape processing can go even a step further, by combining the best of two worlds into one, so that your patient can hear what matters. Not only is it changing the directionality and the noise reduction. We can actually employ multiple forms of directionality at the same time. So Stanley Stripes can be benefiting from his directional pattern but when speech is detected as coming in from behind him his hearing aids can also overlay more awareness with a more omni-directional pattern, all at the same time. Meaning that the appropriate speech that's directed to the wearer is let through.

The attenuation is adjusted automatically for that speech to come through and therefore he doesn't miss last call. Now we know that the needs of the individual wearer for a system like this, that allows for more awareness but also embraces directionality, can change based on their processing abilities. Sometimes patients have impairments that significantly influence their auditory processing. They may have poor word discrim, or poor speech recognition scores. They may have difficulty or increased difficulty in even low levels of noise. And so when you encounter a patient that has those kinds of issues, it would be nice if the hearing care professional could adjust the automatic processing of the hearing aids themselves. And with our system, with the Xperience hearing aids, they can. So if you have a patient that requires more focus in our Connexx fitting software, you can determine that the automatic program will provide more focus more often in more environments. But you can also adjust this the other way. If you have a younger patient who is in more dynamic environments, maybe they have small children or they work in an environment where they need to hear from all around them at all times. They might appreciate having more awareness. So, again,

this is an adjustment that can be made in the software, where, if you look at the left-hand side of your screen you can see our first fit was complete. The Own Voice Processing was complete. And now we have an adjustment place for dynamic soundscape processing. We do recommend that you leave the dynamic soundscape processing at the default level during a first fit, if you don't already know, for sure, that this patient has processing difficulties or that this patient has complained of awareness with previous hearing aids. So if all else is the same with this patient you're just going to do your first fit and you might consider adjusting this based on a followup complaint. If the person is finding that they're using their app to manually adjust the directionality a lot in one way or the other, you can then do that for them with the dynamic soundscape processing. But, again, there's always that patient that you already know some of the difficulties they've had. Maybe they've had hearing aids in the past. And so we do allow you to make that call at any point to increase the amount of focus or even to increase the amount of weariness the person gets in their universal program.

So just to kind of do a quick little summary of the chip itself. Signia Xperience is our most powerful chip. It has an integrated motion sensor, adding the motion element to audiological processing. That helps us to understand where the patient is and what they're doing, to better drive the automatic features in the hearing aids. This chip has 80% more transistors, seven times more memory, enabling YourSound technology to make very quick real time adjustments in all different environments, so your patient can hear what matters to them. At the same time, we've been able to do it with 60% smaller memory chip which has allowed us to reduce the physical hardware or the footprint of the hearing instrument, and make smaller, more beautiful hearing aids. So our technological summary. With the precise input, YourSound follows the wearer's changing needs as they move throughout their day. Dynamic soundscape processing and Own Voice Processing allow us to optimize both how the wearer's voice sounds as well as their complete soundscape. The result is that we can predict and highlight what truly matters to people in a given situation. Your hearing aids can understand

your needs, whether you embark on a journey on your own, whether you're walking through the park with some friends, or sitting at a picnic with family, giving you the most natural sound in your environment, as well as your own voice. So that your patient can hear what matters to them. That is our Signia Xperience platform. Again, if you have any questions about how the technology works, please feel free to type them in the Q&A pod. I do wanna take just a minute before I launch into the products and accessories in the Xperience platform, to mention that YourSound technology is available in all three technology levels, seven, five and three, again seven being our premium level, five being our advanced and three being our standard. The motion sensor is an actual sensor in the instruments that I'll show you in just a few minutes and that's present in all three technology levels. YourSound technology, and the dynamic soundscape processing, is active in the universal program, or if you initiate a tinnitus program, because that's based on universal.

You still have the option to create additional programs for your patient in our Signia Connex software, for specific environments if needed. But the goal of YourSound technology is so that the hearing aid is adaptive enough that just in that universal program your patient should be able to go from place to place doing different activities, and have the right amount of directionality, noise reduction and focus that they need. So battery life, we'll get into battery life in just a few minutes, when we get into the products 'cause we have two different products that use different types of batteries. And so a question came in on battery life. The motion sensor on the myControl App seems to drain the phone battery. That is, any time you have a phone, especially if it's a couple of years older, all the things that you leave on in the phone tend to drain the battery, and the motion sensor can be one of them because it means that that fitness function is on in your phone. So you'll see, in just a few minutes we'll discuss how we address that in the hearing instruments. So we'll come back to your question in just a second. Great question. So the first products to be available on the Signia platform are the Pure 312 X, or Xperience. So the Pure 312 is available for order now. It is already

shipping so this product can be ordered, and let's go through the functions. So the Pure 312 Xperience has a smaller footprint than our previous Pure 312 instrument. It is also going to be made available with a Tele-Coil option. So this Tele-Coil option is a little different from our previous Tele-Coil options available. This is going to be part of the housing of the hearing instrument. So it's available in a color conversion kit. So it's a 312 battery hearing aid, it's not a change in the battery door it's a change in the case. These Tele-Coil conversion kits will be available in December, even though the hearing aids are already shipping now. So what that means is you can order this hearing instrument now. If you know your patient's going to need or benefit from a Tele-Coil in the future, definitely go ahead and order them, the Xperience hearing aids now. As soon as those become available you can quickly swap out the housing of the instrument when that T-Coil conversion kit is available. At that time, also in December, you will be able to order it as a finished good, if you know in advance that you want the T-Coil function. You can order that and it will come with that special housing already attached.

So, again, this is the Pure 312 instrument. It's on a 312 battery. If you would like to add T-Coil function in December we'll have that conversion kit, but remember you also need to add T-Coil programs. So it's not enough just to have the T-Coil ability. You have to add a T-Coil or looping program or both to the hearing instrument in the Connex fitting software. Our Pure 312 Xperience hearing aids are also made for iPhone so they do direct streaming to iPhone. They can stream to Android phones via one of our accessories, our StreamLine Mic, that acts as an intermediary. But when we talk about our apps, our app works with both iPhone and Android devices. Our Pure 312 has the rocker switch that people enjoy. It has a slim appealing design. The option of the Tele-Coil will be made available in December. It is already shipping in the seven, five and three technology levels, as well as sDemos. For those of you who are not familiar with our sDemos, these are instruments that you can use as demonstration models or loaners in your office. They allow you to program them as either a seven, five

or three technology level, all in the same instrument, and they also allow you a timing where the hearing instrument will time out after a specified time. So if you're letting people borrow them as loaners, you want something to prompt them that they do have to eventually come in and decide whether or not they're going to purchase this technology. So what happens is when you pass that timeframe which can be set from one week to two weeks, all the way up to six weeks of time, the hearing instruments will then start playing music over and over, and so they're unwearable. And this prompts the person to come back into your office with their demos. Now when we talk about TeleCare we will discuss how you can lengthen the time of the trial period through our TeleCare without the patient coming into the office. You can even change the technology level if you wanted to with remote tuning.

So stay tuned for that, we're gonna cover that at the end. But with our Pure 312 instruments, because they are Bluetooth enabled, we can have carefree enjoyment of TV with our StreamLine TV. Of music and phone calls from our iPhone or even our Android phones, with the help of our StreamLine Mic. And your patient can hear what matters to them. So the second type of instrument that we're gonna talk about is our Pure Charge&Go Xperience. So the Pure Charge&Go X. This instrument is coming soon. This will actually start shipping in November. The Pure Charge&Go, you may notice one of the biggest changes is that we've added a rocker switch to this instrument. We do like to listen to these suggestions and the requests of hearing care professionals, and that's one of the things that hearing care professionals have told us is a desirable thing would be to have more onboard functions, just in case the patient needs it. So that has been added. It is 16% smaller than our Charge&Go, our current Charge&Go instrument, and has a 20% increase in battery capacity. So let's take a look at the battery question. So we do have the datasheets available already for the Pure 312 and the datasheet, I believe, is showing about 76 hours of use on a 312 battery. That is affected a little bit if you're streaming quite heavily but your patient should get at least four days, even if they're doing average streaming time. With the

Charge&Go instruments, because of this increase in lithium ion capacity that we're able to get with the new Charge&Go Xperience, we don't anticipate in seeing a reduction in battery life for our Charge&Go wearers, even with the motion sensor added and all of the increased processing that the hearing aid can do. So right now, with our Charge&Gos, we have a very healthy 21 hours of battery life and we do expect that to be similar. Final numbers have not been published yet but we do expect that to be in the same ballpark. If your patient is streaming about five hours a day they can expect about 19 hours. So the rocker switch was added to the Pure Charge&Go instruments, again, by request from hearing care professionals like yourself. This is a great option for your patients to have. I know a lot of patients use their smartphone to adjust their hearing aids, but not all patients own a smartphone and sometimes you just don't have your phone handy when you want to make that change. So this is going to allow you more flexibility within our Charge&Go instruments. What you see here is a cross-section of the Charge&Go instrument and what I'd like to point out are a couple of things.

One, we use MEMS microphones. This is important because Own Voice Processing requires MEMS microphones. They're very precise directional microphones and that helps us to determine whether it's the patient's own voice or other sounds in the environment. So those MEMS microphones are present. You can see there on the left the amplifier and the Bluetooth antenna because, again, our Charge&Go is Bluetooth enabled. And then if you look at the right-hand side, remember we don't only have Bluetooth, we also have our e2e wireless. So we have two wireless systems within our hearing instruments. This allows us to be able to give you narrow directionality and streaming without making any sacrifices. Below the e2e antenna we have the actual motion sensor. So this isn't just a calculation that the hearing aids are making, based on environmental sounds. There is actually a motion sensor in the hearing aid that's sensing whether or not the patient is moving. The rocker switch then has been added for your patient's convenience, and then just showing you the lithium ion cell. So the

Charge&Go experience is also made for iPhone, which means you can do direct streaming to iPhones and iOS devices. You can do Android streaming with the help of our StreamLine Mic and, of course, the app does work with both Android and Apple phones. So just to do a quick review. The Pure Charge&Go Xperience will be available in November, we'll start shipping in November. It has the highest level of consumer attraction because it offers rechargeability, which we know is something that patients are looking for. It also has Bluetooth connectivity so they can connect to their favorite devices. It will start shipping in November for the seven, five and three technology levels, as well as being available for you to demonstrate in your office with our sDemos. Again, so your patient can hear what matters to them. I do want to highlight a couple of changes that will happen with the Pure Charge&Go Xperience, and the introduction of our Inductive Charger II.

So those of you who are knowledgeable about our current Charge&Go instruments, you know that we utilize inductive charging which means that it's very easy to put your instruments into the charger and remove them from the charger. But another thing that hearing care professionals have been asking us for is to create a charger that actually had a protective cover, to keep animals away from the hearing instruments, just to give a little bit more protection to the hearing instruments themselves while they're on the charger. And so we'd like to show you our Inductive Charger II now has a protective lid. The hearing instruments still sit in similarly to the way they did before, and that you just drop them into the cradle. You don't have to push them into a position. They do power off when you put them into the cradle. They power on as you take them out so it's easy for your wearer. We still have our LED lights to show function, and this new charger, when it becomes available, will actually be backward compatible to all of our previous inductive charging instruments, from our Cellion through both of our Charge&Go models. Even the Motion Charge&Go. If your patient would like to switch over to a new charger that has the protective lid, they are welcome to do that. It would have to be ordered as a separate part. The Charge&Go Xperience instruments will

come automatically with the Inductive Charger II. If you want to purchase it for a patient that has any of our previous inductive charging hearing aids, that will be an option. One of the things that you've requested is not only that it would have a lid on it but also that it would fit custom molds. And so we've made an indentation in the case and the lid actually is hollowed out so that even the largest of ear molds can fit easily within the system. It does dehumidify the hearing instruments by the heat that's created from inductive charging while it's in the charger. Inductive charging and lithium ion allows for a fast charge. So if you know how lithium ion works, any time you plug it into a source you get a surge of electricity that goes to the battery and so that 30 minute fast charge will get you another six hours of use on the hearing instruments. And then, of course, we still have our intuitive LEDs showing you the charging status. The Pure Charge&Go, woops, sorry, went a little fast there. The Pure Charge&Go, as well as the Pure 312 Xperience hearing aids, will come in a variety of colors that you can see here on your screen.

There are two new colors that I'd like to highlight. The silver color now has a brushed metallic look and we have introduced the new rose gold color. This was, again, something that patients were requesting as a color option. So our standard colors are shown there as well as our two new colors, for both the 312 and the Charge&Go. We're utilizing the same receivers that we've had, so our miniReceiver 2.0. That means you will have four different receiver strengths that can be utilized with this instrument. We have our S which stands for our standard receiver, our M which would be our medium power level. Our P which would be power. And then if you do require more power there is a high power receiver that is embedded in a custom shell. So more coming in the fall. So so far that kind of wraps out the two new products that are going to be available, that are available now and the Charge&Go going to be available on the Xperience platform, but let's take a look at a couple of other things that we are offering this fall as well. First of all I definitely wanna highlight that we use the NoahLink Wireless to program our Xperience hearing instruments because they are Bluetooth

capable. The NoahLink Wireless is your programmer that you're going to use. There has been a firmware update that was initiated for NoahLink Wireless. I know this affected some other manufacturers as well. If you haven't done that firmware update, when you download our newest software you will be prompted to do so. So that is a very easy thing to do. You actually go to the HIMSAs website. If you need any help with that you can contact us at Signia. We do have a little help guide we can give you but it's pretty simple and self-explanatory if you go to the HIMSAs website, and the software will tell you whether or not you need to do this. Because you may have already done it. I do want to talk about our app situation with our Xperience hearing instruments. So those of you who are familiar with Signia know that at the current time we had three different apps that your patient can use. We had the touchControl app which was a simple remote control telling the hearing aids what to do. We had the myControl which was for the Bluetooth enabled instruments.

This utilized a low energy Bluetooth signal for both Android and Apple, and allowed for a two-way exchange between the hearing aids and the app, allowing a few more functions in the app. And then we had the myHearing app. If you were one of those professionals that has embraced the options with TeleCare and telehealth, you may be familiar with our myHearing app which enabled you to do remote tuning for your patient, using their phone as a programmer. These apps will all be combined into one app and that app will be called the Signia app. The Signia app will be backward compatible to all of our Nx devices that were currently out. If your patient uses any of, actually, if they use any of those three apps, even backward to our binax technology, they can switch over to the Signia app in the future. So we've changed the user interface just a little bit to make it a little bit more user-friendly with larger slides for the patient to use. What you can see at the bottom are the functions that show up. Now the functions that show up are going to be specific to the type of hearing aid that you have paired to the app. Whether you have paired it via Bluetooth or via the touch control type function where it was more of a remote, the different options will show up

automatically for you. So you can see on the left-hand side we have the microphone option to adjust volume. You can, as a hearing care professional, designate if you would like the patient to have a separate right and left volume control. That's still an option. You do that in the Connexx software. You can see the second icon there is for sound balance, that would be a treble control. The third icon, if your patient is connected to Bluetooth instruments will control their Bluetooth streaming for their StreamLine TV. And then the fourth control will be available on the seven and five level instruments for the directional hearing manual overrides. This was formerly known as our spatial configurator, we're trying to make the naming a little bit more user-friendly for the patient. So directional hearing would allow your patient to choose to focus to the front, to the back, to the right or to the left, and, of course, adjust the span of their focus manually.

Remember, YourSound technology will be automatically doing this based on your patient's environment, but we know sometimes patients want to do what they want to do. And we can let them manually override that. So one app covering all use cases. It's going to be very simple and easy to use. Its intuitive design and layout are more user-friendly. Full functionality, remote control streaming and TeleCare. So how is this transition going to happen? Well the Signia App became active in the Google Play Store and in the Apple App Store, starting on the 17th, which is today, the day of the recording for the live webinar. You can download it and use it with our Xperience products, or any new patients that you have, even if they're ordering a primax or an Nx hearing instrument. You would like to start them out in the Signia App. For those patients that you have that are using one of our previous apps, our touchControl, myControl or myHearing, there will be a final version of those apps released as an update in late September, and this is, for most people, they have automatic updates that happen otherwise they'll be prompted to update their app. The app won't look any different but what's going to happen is that will enable a trigger to be placed to initiate when our Signia App version 2.1 becomes available in late November. Those previous

wearers will be prompted to switch over to the Signia App. If they do that, based on this prompt, it will copy all of their settings and functions and easily transfer everything into the new app so they won't need to do anything else. So just tell your existing patients to wait until they receive that prompt to switch over and everything will be much easier for them. I did want to touch on our accessories that are available. With our Xperience platform we're using the same accessories that we had with our Nx instruments, so that is our StreamLine Mic. It's not only a hands-free mic and an intermediary for Android devices, but it can connect to any Bluetooth 4.2 device. So I have my StreamLine Mic paired to my computer so I can do Skype calls, I can get away from my computer and still continue to call. The people on the other end can hear me because I have that microphone that is clipped on and therefore it's truly hands-free. But it also functions as a remote mic. So if you needed increased Signal-to-Noise ratio in some sort of environment, you can actually activate it as a remote mic and give it to someone else, or place it at the other end of the room and you can have that increase in Signal-to-Noise ratio experience as well.

Our StreamLine TV is very very popular. It's easy to use, it's one to many, so if you have a husband and wife or any sort of partners, two hearing aid wearers that live in the same house and they would like to use the StreamLine TV, they only need one StreamLine TV and you can have a countless amount of hearing aids paired to it. And then we have our miniPocket for those that need a remote control for dexterity issues. Maybe onboard controls just don't work for them and they don't have a smartphone, we have the miniPocket option. I wanted to touch, just for a few minutes, on a couple of other products that were added and will be added this fall on our Nx platform. Remember our Signia Nx platform does have Own Voice Processing. It does have narrow directionality. And we do have rechargeability available in a variety of different ways. We're adding in more essential level technology, or essential level products, as of November 1st. So you will see an increase to that Nx product portfolio as shown here. So just to kind of do a brief overview of the Nx platform. The Styletto Connect.

Styletto Connect is very popular with patients. It's a different looking hearing aid that offers portable rechargeability. It's a very slim and sleek look. It really does appeal to the end user so keep that in mind. We have our Pure Charge&Go Nx available now. The Pure Charge&Go Xperience will be available in November. And then we have our Motion Charge&Go. If your patient needs a traditional BTE but would like that rechargeability option. Additionally we have a lithium ion Smart Dryer that is now available for order from Signia for use with our current Charge&Go instruments if your patient could benefit from having a lid to their charger right now. This is a drying case where they use their existing charger, they already have, it plugs into this drying case. It allows for charging, dehumidifying and an ultraviolet sanitizing that happens. This inductor charging case is sold separately from the inductive charger. This case would not be necessary for your Charge&Go II instruments, the Inductive Charger II, but this would be for use with our existing Charge&Gos. I do see that someone is having difficulty visualizing the PowerPoint. Hopefully that's not happening for anyone else. We're just kind of wrapping it up here at the end. In addition to our rechargeable instruments on the Nx platform we have a variety of different battery-powered instruments, including custom instruments that have Bluetooth capability.

So if you wanna take a look at the happy instruments on the right-hand side, that Canal and that ITC instrument. They're happy because they have Bluetooth antennas embedded into their face plate which give them that smiling appearance, and that allows for great streaming quality in a custom device as well. And then remember that we have our Motion and our Motion 13P, which is a very powerful BTE. There are Tele-Coil battery door options available for these instruments, and they do Bluetooth stream. Looking at the discretionary line, our Nx line is complete with a variety of different instruments for those people that would like the hearing instrument to look different or be nearly invisible, and those go from our Silk Nx instruments, our IIC, our CIC, and we even have a very tiny size 10 Pure 10 RIC, as well as our Styletto. And then finally, rounding out the portfolio, some people consider it an accessory but I

consider it part of a system for people who have single-sided deafness or an unaidable ear. We actually have three CROS solutions at Signia available for your patients. We have a Pure Nx CROS that would be compatible with the Pure and the Motion Charge&Go. So that's a CROS transmitter that is rechargeable and can be paired with our Nx Charge&Go, both the Pure and the Motion. We have a Pure 312 CROS which is compatible with any of the other Bluetooth Nx instruments, so including the ITC and the ITE. Or you can match it with the identical Pure instrument on the other side as well. And then, of course, we have the Silk CROS option which is compatible to be paired with any non-Bluetooth Insio, an Insio being the name of our custom family. Including our CIC and IIC and other Silk instruments. So three great CROS options for those patients that have an unaidable ear. And then finally I just wanna talk about TeleCare for just a second. Signia is not new to TeleCare, we have it now for several years. It is proven remote service best-in-class trial success and higher customer satisfaction. What TeleCare is is it allows you to communicate with your patient via the TeleCare cloud. There's a portal that you can access from your office or any computer, and there's an app that allows the patient to communicate with you.

We have two different forms of remote access that can be done. We have remote access directly through our Connexx fitting software, as well as more of a drop and go style of change that can be sent to the patient through the portal. What you're going to notice is that in our new Connexx 9.1 fitting software, TeleCare, as well as our new dynamic soundscape processing, have been built in. A couple other of new advances in our software are the AB comparison to show different changes in the instruments. And we have optimized our hearing aid filter options. There is a complete webinar on Connexx 9.1 available already on AudiologyOnline. So we encourage you to visit that if you need more assistance in our software. But I wanted to highlight that TeleCare has now been integrated into the software more, so that you can access the portal, that you can access the hearing instruments, activate a client and everything, right from the convenience of your Connexx fitting software. If you would like more information on

our TeleCare program we encourage you to contact your Signia representative or just call us at 800-766-4500, and we'll connect you with one of our clinical education specialists who'd be happy to walk you through all of the TeleCare options. So that completes what is new on our Signia Xperience platform. I see, another question that came in. Will the Xperience hearing aids be CROS-compatible? They will not be compatible with our current three CROS options. So look for that in the future. Currently we have the Signia Xperience 312 and the Charge&Go coming in November. But if you're looking for a CROS option you're going to stick with our Nx platform for right now. Any other questions? Love the combining of the apps into one. Absolutely, I'm very excited about that. And auto takes the patient back to automatic function. You will still have that span option to adjust the span. So that will still be available. Auto takes you back to universal. And does the Pure 312 X have TwinPhone, absolutely. We still have TwinPhone as a feature in our instruments. You activate that by giving the patient a program, so it's a manual TwinPhone. But it's a great option. It can even be utilized to create a kind of amp cross situation as needed. I'd like to thank you all for coming. I'm going to hang out in the classroom just for a couple more minutes, in case you have any other questions.

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