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Signia Xperience: Spring 2020

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Partner: Signia

- [Jennifer] Hello everyone, thank you for joining today. This is Jennifer Gehlen, part of the education team at Signia and it's my pleasure to introduce my colleague that's joining me today, another manager on the clinical education team and my esteemed colleague Lisa Klop and I might say Lisa is also a BiCROS wearer of Signia Xperience. So, she might share a bit as we go through the presentation today. So, what we would like to do today is and we're very proud to be able to offer what is coming on the spring platform, our new additions to the Signia Xperience platform for spring 2020. A little housekeeping first. This course is offered to you for Continuing Education Units and that is for Total Access Online members. Please stay logged in for the duration of the course to be eligible to earn one CEU credit. Take the exam following the course to earn your credit. And if you have any questions or need assistance, please contact AudiologyOnline at 800-753-2160.

You may also visit the AudiologyOnline website for other live and recorded events from Signia. We have many offerings coming for spring 2020. For the learning objectives, after this session the participant will be able to define the components of YourSound technology. After attending the session the participant will also be able to list the hearing aids on the Xperience platform and will be able to define the accessories that are compatible with the Xperience hearing aids. So, let's introduce or reintroduce Signia Xperience with YourSound technology. With YourSound technology we have precise input. YourSound follows the wearer and incorporates their changing needs as they move throughout their day. Dynamic Soundscape Processing and along with OVP which is Own Voice Processing allows us to optimize both how the wearer's voice sounds as well as the complete soundscape or everything else around the wearer. And the result is that we can predict and highlight what truly matters to the wearer in any given situation because of the dual processing of Dynamic Soundscape Processing and Own Voice Processing. With YourSound technology, Signia Xperience is able to understand and adapt to the environment without assigning it to a pre-defined class. So, we continue to evaluate the input from Own Voice Detection or Own Voice

Processing, the noise floor so we measure what the noise floor is to determine directionality and noise reduction components, the distance of the speech in relation to the wearer but improvements have also been made by adding these new acoustic sensors such as signal-to-noise ratio, front/back detection or direction, and ambient modulation. And then of course we have our added motion detection to the instrument. So, many acoustic motion sensors behind YourSound technology with the Xperience platform. So, for the first time ever the wearer's motion is taken into consideration in every situation. So, whether they're stationary or moving, the built-in motion sensors into the instruments will determine the wearer's needs and be able to address how much directionality or be able to relax that directionality if they need to be able to pick up relevant speech from any direction. Let's take a look at this picnic scene. Xperience allows the wearer to enjoy a natural sound and hear speech from every direction. So, these folks are at a picnic and the wearer is in white here, sitting down. The motion sensor has determined she is stationary, so she's sitting down. OVP or Own Voice Processing will determine when she speaks and adjusts her voice for her own comfort, so it doesn't become distracting to her. And the noise floor will determine and apply how much directionality is needed, if at all.

Since this is a quieter setting, the other acoustic sensors for distance and signal-to-noise ratio will determine how aggressive directionality and noise reduction is needed as, for example, the couple across from her starts to speak to each other and to the rest of the group. The acoustic sensor front/back direction will identify if the boy in the back, over by the beach there, is speaking and it will determine the need for greater spatial awareness to pick him up. And let's just say if a little speed boat drives by, the ambient modulation new acoustic sensor that looks at the ambient environment will maintain the perspective of the distance and distant environmental sounds and maintain comfort and stability of the soundscape for the wearer. So, that kind of breaks down all the acoustic and motion sensor technology. But keep in mind all of these are working at once to personalize that for the wearer and with Xperience we have just that

next level of analysis that meets every wearer's need, no matter what environment they are in. We have a lot of study that has taken place with Xperience and some of the highlights from the study, and you will be able to find this in the Signia library if you're interested in the research and white paper, the findings were more than 90% reported a natural sound experience while moving. Statistically significant improvements in the speech understanding ability and listening effort with speech coming from the side while in motion as well as while stationary compared to current premium technology. Satisfaction in background noise exceeded 90% which is substantially higher than even our corresponding values in recent MarkeTrak surveys. And the subjects were more likely to recommend Xperience hearing aids to a friend than comparable devices. So, all very positive findings with Xperience. So, starting to introduce what is new on the Xperience platform. Think about how we are constantly trying to improve the effort to address the style piece of instruments and really address the demographic of today's wearer as their needs change, as their desires change.

They want would like to have something that fits their style. As many as nine out of 10 people with mild to moderate hearing loss do not yet have a hearing aid. And 42% of this group don't plan to buy a hearing aid because of their design, simply just by how they look. And 37% of this group would be embarrassed to wear a hearing aid. There's no one reason. Throughout their journey they might encounter different pain points like the value of the price point, the long process with multiple visits to the office, and at the end they also might not get the benefit that they thought they would get. But the images associated with hearing aids is the one that discourages most people from investigating further a potential hearing loss or a visit to the hearing care professional in the first place. Basically this group associates hearing aids with being old and as we know, it's our job as an industry and as professionals to break that barrier. So, as we saw before, they perceive themselves as being younger, so the look of the hearing aids don't necessarily look and feel as if they match their lifestyle of this group. Look at these two designs and we'll make them bigger shortly. But the new Styletto X, X

stands for Xperience on products, and the Silk X meet the needs of those concerned about the look that doesn't necessarily meet their style. They transform the image of hearing aids from necessary medical devices to highly sophisticated hearwear. You may have heard this term hearwear before. Combined with the revolutionary Signia Xperience platform or technology, clear sound and speech understanding even in noise can be delivered. So, let's explore our new solutions. It's more than just a hearing aid. It's the most complete hearing experience we can offer to the wearer. The design is something just very unique. It transforms the image of hearing aids from, again, that medical necessity to a very stylish, sophisticated hearwear product. The revolutionary design is preferred by, when presented with a choice, 8 out of 10 consumers said they would visit an office that included Styletto in their display. And nine of 10 consumers indicated that they would select a hearing aid when Styletto was included in the portfolio. This is a significant increase compared to when Styletto wasn't an option.

So, simply by offering Styletto, maybe they don't necessarily choose that as the product, but to offer the stylish offering of Styletto and give that as an option, they tend to have a greater conversion rate for consumers to commit to at least trying amplification. It really has been a game changer for any practice. And then combined with the Xperience platform, we can really offer that clear sound and speech understanding in noise, wherever the wearer may be and have a very convenient package with the charging on the go as well, which we'll talk about in detail. So, Styletto X, it's all about offering something beautiful, something that they can wear confidently, something to challenge the image of hearing aids, and something they don't feel they should hide. And it all started, when we introduced Styletto in 2018. You may remember or have fit some. And we were trying to address the needs back then based on a large consumer marketing study or survey that showed that just by introducing Styletto helps with that conversion But it did not have Bluetooth integration. Then Styletto Connect with Bluetooth was offered and Styletto Connect won two prestigious awards, the iF Award which stands for the Industry Forum Gold

Award and Red Dot Award which most of you are familiar with. So, two very prestigious awards for the Styletto Connect. And now with Styletto X, along with its exceptional design and connectivity and rechargeability, portable rechargeability, Styletto Xperience offers integrated acoustic motion sensors for the clearer sound so the wearer can always hear what matters to them. But what our customers have been asking for has been the addressed. What do you think that might be for the new Styletto X? You asked and we delivered. So, now Styletto Xperience has exchangeable receivers. The same reliable and comfortable miniReceivers that you're using now with your RICs. Who is a candidate for Styletto X? Just about everyone. This is a form factor that can fit mild to severe hearing losses by using our S, M, or P receivers and they are available in lengths zero to three for the Styletto X product.

Just keep in mind a little note the HP receiver is not compatible because it wouldn't fit in the charging case that we want to be able to have as a portable option and the receiver length four that we have in the M strength does also not fit in the casing. So, you have S, M, and P, and the lengths of zero, one, two, and three. Again, because this is showing the P receiver, our S, M, and P receivers will be able to provide the appropriate gain for a broad range of hearing losses. The S receiver is where we have the 45/108. The M receiver is 60/119. And then the P receiver is shown here at 70/124. So, lots of flexibility for fitting many patients. Here's a schematic of the internal workings. And the motion sensor you can see there right in the middle right below the amplifier and it's an actual piece that is an internal piece. And so, that's something that's in every instrument. It's not a binaural feature. It's in every instrument so even when you have a monaural case, you'll see that motion sensor in all of our Xperience products for RICs. We have been offering three stylish color combinations and now we've added two more that were often requested by wearers. So, we have snow white and rose gold combination, lovely, cosmic blue and rose gold, black and silver, and now the new colors, white and black. We offer Styletto Xperience in three performance levels as well as our sDemo for you to choose the technology that you wish to demo in

your office to potential patients. And Styletto X is compatible with our new Signia app. And the Signia app combines all of our previous apps. So, if you're familiar with the touchControl app, the myHearing app, the myControl app, we're all down to one in one app and it's called the Signia app. And a little introduction which Lisa'll go into later, the all new Signia Assistant which we'll learn more about the presentation. Styletto X is also compatible with our accessories, the StreamLine Mic, StreamLine TV, and miniPocket. Very to easy to pair to all of our accessories and offer greater benefit when the patient needs a remote microphone or a way to watch television and turned it down for the rest of the family but meet their needs with TV viewing, Netflix viewing. And then the simple miniPocket, if they don't have a smartphone. So, these accessories can really broaden the experience for the patient with Signia Xperience. Styletto X matches the lifestyle of our consumers. So, it's all about connectivity really, streaming phone calls and music from their smartphones, connecting to their TV, all controlled at their fingertips 'cause keep in mind Styletto does not have onboard controls. It has that beautiful design without any push buttons or rocker switches. As far as charging goes, you might have recognized the new charger looks a little different from the previous Styletto Connect on the Nx platform.

Styletto Xperience comes with a newly designed charging case with a white gloss finish. The front is recessed near the lid for easy opening. It is purely a mechanical mechanism, no magnets involved. Previously it's had a plastic catch up on the back. This has been designed without it. And so, it's just easier to fit in your pocket and be on the go with it with a robust design. The LEDs have been redesigned for better visibility both when the charger's open and closed and wire charging is included and via USB-C which is the new standard for USB charging cables. And so, the USB-C cable and the adapter will be included with every order. It takes only four hours to fully charge the hearing aids. With a full charge, Styletto Xperience offers 16 hours of wear time with five hours of streaming, that has been tested, and 19 hours of wear time without streaming. We always have a fast charge option with all of our rechargeables

and Styletto X is no exception. The fast charge is available and it'll provide an additional three of streaming and an additional five hours if not streaming. And it only takes 30 minutes. As soon as you put the Styletto X into the charger, it will go for that fast charge first. So, what if you only wish to charge the case by itself? You can do that too. The charging case can be charged via the USB cable and that takes approximately three hours. And now we have a new wireless charging. This might be a new term for some of you, the Qi. It's spelled Q-I, but it's pronounced chee. And it's kind of a plate design. I'll show you a picture in a moment. The charging for the wireless charging takes about five hours and when fully charged the charging case can charge a pair of Styletto X up to three times. So, essentially if you have the instruments in and they receive a full charge, the case is fully charged, then you'll have an additional three charges built into the case, so four days all together of wear time. So, as you can see this is a new option. And Styletto Xperience instruments can be charged within the case as you see here on a charging station, on a Qi charging station. Please note that this is an optional method for charging and it does not come with the Styletto Xperience. This would be something that the wearer would purchase on their own. But keep in mind any Qi standard option that they have, any Ikea furniture, in different coffee shops, you might find them. In modern cars, they have some Qi standards built into the dashboard. So, you have a lot of options for any charging station which fulfills the Qi standard can be used. So, fun.

So, the wearer can always have an easy way to keep their instruments charged when they're on the go. Styletto X offers the new case design which fits snugly in your pocket or your purse, so you won't have to worry about plugs, cables, or power banks and really have a nice, stylish design to introduce to your patients. So, just to wrap up Styletto Xperience, the world's first acoustic motion sensors to fully understand the wearer, where they are and what they're doing. Exceptional design preferred by wearers. Exchangeable miniReceivers, preferred and asked for by our hearing care professionals. And introducing the world's first hearing aid charger with Qi wireless

charging and to be able to offer maximum twist flexibility with four charges on the go. So, remember even when it's seen on the ear, Styletto Xperience is stylish hearwear, looks great. Patients can feel confident wearing them. And we can offer the state of the art Signia Xperience. And now on to the Silk. Silk has joined the Xperience platform. So, the same housing, if you're familiar with our Silk Nx, but Silk Xperience, our third iteration is powered by Dynamic Soundscape Processing, providing several benefits to the wearer. Regardless of the situation, it optimizes speech intelligibility and reduces listening effort. It provides more access to sound in the environment for improved situational awareness without compromising on speech intelligibility and allows the wearer to focus on speech from every direction. Now, we have one microphone on each side but Silk Xperience makes this great sound possible through our own OneMic directionality, binaural OneMic directionality which is now offered in version 2.0. We'll have a study later this spring to share. But just to talk about binaural OneMic directionality, thanks to this industry leading technology, a single microphone each device delivers superior directionality to the front and as a result the wearer can comprehend speech in difficult listening environments better than with any previous CIC hearing aid in a binaural setup.

So, Silk is very discreet and ready to wear. Due to its small size, however, it does not have Bluetooth connectivity incorporated into the Silk Xperience. Instead we use ultra-high frequency coded signals to transmit changes from the miniPocket or the smartphone using the Signia app. And because the Signia Assistant which we'll learn about later, it is required to use with Bluetooth integrated devices, the Signia Assistant is not compatible with the Silk. So, being ultra discreet in the ear, it allows the wearer to control everything from their fingertips and give them the freedom to adapt their settings. Two faceplates are available in the color options of black and mocha to provide a discreet look. That black faceplate almost looks like a, even more of a shadow effect. And we offer the Signia X in all three levels of technology, right from the start as well as sDemos where you can choose the level of technology you wish to

demo for your patients. I always make a little anecdotal, I guess, information just on if we have a patient that is coming into our office that really wants CICs, try the Silk. You might be thinking in the back of your mind, as I did when I was in practice, they might be a great RIC candidate and you knew this all along, so why go through the time for you and the wearer in making impressions? Silk can be tried very easily. You can have sDemos on your shelves and have them try the option of Silk and then let them decide. They may very well loved the Silks or you'll be able to move them to a RIC product, if they then determine that that's the more appropriate option for them. So, ready to wear, nearly invisible. You can see a better picture there of the Click Sleeves which have been available in extra small to large sizes, so four different sizes, in vented and closed options. That's what really customizes the fit for the wearer. Even though the modular CIC piece is the same and fits most ears, the customization really comes from that Click Sleeve that everyone loves and is very comfortable and great for retention. So, to summarize Silk Xperience is ready to wear, no need to wait. It's a great discreet solution with great sound quality in every situation given it being now on the Xperience platform. And it truly enables the wearer to focus on every conversation partner that they choose even in difficult listening environments. Silk X is a major step forward in terms of sound, adapting to the individual sound environment. You can even wear them with headphones, so keep that in mind. It's a nice fit for telephone use and even when you wanna listen to music with over the ear headphones. It truly enables us to be able to allow consumers to hear what matters to them. And now, I am going to introduce my colleague Dr. Klop. She, as I mentioned at the beginning of the course, she is a BiCROS wearer and she is excited to be able to just receive her BiCROS instruments--

- [Lisa] Thank you, Jennifer. Really appreciate that introduction and yes I have single-sided deafness. I was actually diagnosed when I was very young. However, I did not wear hearing instruments until I was in college and actually was monaurally aided for many, many years. And of course, as many of your patients out there had tried

BiCROS solutions was not very successful with some of the technology and I was a little skeptical when I found out that Signia was launching a CROS product. And just to refresh your memory, our first foray into CROS technology was back in 2016 with our primax platform and when I tried the primax BiCROS, it was a huge game changer for me and with each subsequent platform, I've always asked myself how are they going to make it any better? And somehow they always seem to deliver. So, I'm actually very excited to talk to you about the CROS Xperience. At the time that this webinar was recorded, I had been wearing this for about a month now. Some of the things that I've noticed is, for example, one of the first experiences was having lunch with a colleague in a fairly noisy cafe and I was seated with my back towards the restaurant which was probably not the best choice for someone with hearing loss but what I noticed was that not only could I hear my colleague in front of me, I was also aware of other sounds in the environment which really contributed to my level of comfort in that situation, being able to not worry. Am I going to be able to hear the waitress when she comes up alongside me? Or if a friend wants to join us later, would I be able to hear them as they said hello from the back? So, all of these things have been very, very positive experiences, so I can't wait to share the technologies.

Let's don't leave you hanging any longer. So, right out of the gate at the end of February, we launched on the Xperience platform our CROS Pure 312 X. This is our battery driven CROS solution. And the CROS Pure Charge&Go X. So, this is our lithium ion rechargeable CROS product. So, you had a couple of options right in the very beginning to meet the needs of your single-sided deaf patients. And now a new addition to our CROS solutions on the Xperience platform will include our CROS Silk X. This is a CIC style solution for single-sided deafness. It is something very unique on the market. As far as I know it is the only CIC style solution available in CROS or BiCROS. And this is the CROS Silk. The CROS Pure 312 X and the CROS Pure Charge&Go X are compatible to the Pure 312 X and the Pure Charge&Go X. Naturally, when we look at compatibility, if I was choosing a CROS transmitter that is the lithium ion

rechargeable version that is the CROS Pure Charge&Go X, I would pair it to a Pure Charge&Go X. That's pretty intuitive. And then the CROS Silk X, naturally, I would pair that with a Silk X. All CROS devices, I am pleased to announce, our patients can benefit from all of that great Xperience technology that Jen mentioned earlier and I just want to reiterate our motion sensors. This is something that is really unprecedented and is integrated into the hearing instruments. And uniquely associated with the Xperience platform is that these motion sensors, again, integrated into the hearing instrument, drive technology. So, it's actually steering all of these advanced features that for our wearers translates into audiological benefit and that's very exciting. I'd like to introduce you to the Signia app which is also compatible with our CROS solutions. Jen did touch on this a little bit earlier. The version of the app that we would be looking for that is most compatible with our CROS products is the version 2.2 which will be available in mid-April. So, it is this version of the Signia app that will allow our CROS wearers to have an independent CROS sensitivity control that is independent from the receiver hearing aid volume control.

So, that's pretty exciting. We're really excited to bring that back to the Signia app. And then for BiCROS fittings, we're going to have the added functionality of the adjustment of directional hearing. So, this directional hearing feature, our single-sided deaf patients would be able to choose an area of focus, if they needed to manually override the decisions made by the universal program. Some choices are to use an omnidirectional configuration of the microphones. They also can choose to have an area of focus to the front and they can adjust the degree of directionality to the front. They can even cause that to be a very narrow beam, if needed, if they're in a situation that is a particularly noisy and in that situation maybe spatial awareness is not their priority, they can choose to override the decisions made by the hearing instrument again and create that very narrow focus to the front. They can also choose a rear focus for situations when that's appropriate. I do want to point out that if our CROS wearers were to choose a left or right area of focus in the directional hearing portion of the app,

that the behavior of the receiver microphones is to go to omnidirectional. So, that should be pretty intuitive that a right or left focus is likely not appropriate for these wearers and then we'll switch instead to use the omnidirectional. The app will show that it looks like it's a left or right focus but remember that the behavior will be omnidirectional and that is intended. So, let's take a closer look at the CROS Pure 312 and the CROS Pure Charge&Go X. So, we have the world's first CROS/BiCROS technology that will benefit from acoustic motion sensors for the clearest speech understanding that allows for the hearing instruments to actually not only know the environment my patient is in but how they're interacting in that environment, so whether they're in motion or not. If our patient is fit with a BiCROS configuration, they'll be able to enjoy Own Voice Processing which allows for that very natural own voice experience and also narrow directionality. We also have, of course as I mentioned, the battery driven or lithium ion rechargeable options. For our rechargeable product it is auto on/off function when removed from the charger and this for our wearers translates to very easy handling. The directional pattern has a unique strategy that we use. So, I think this is a big contributor to my success with these products.

So, one option for the directional patterns on the transmitter side is that you can utilize a skewed directionality which actually skews the microphones to that poorer side. But keep in mind and as a reminder of course, the directional system in our universal program is adaptive. So, depending on the noise floor in each channel, it's going to decide should the configuration of the microphones be omnidirectional, should I skew it to the transmitter, should I use some degree of standard directionality, or is the signal-to-noise ratio particularly poor in a channel, then I'll use the more narrow focus. So, the benefit for our wearer is that we maintain CROS/BiCROS benefit even in noisy situations. And of course it will be compatible with our Signia app as I mentioned earlier, additional functionality come mid-April. It's also compatible with miniPocket. The miniPocket naturally will control the function of the receiver hearing instrument only. And then the CROS mixing level adjustment will be available in the Signia app.

This allows our wearer to balance spatial benefit versus the noise level and that's available for the version of the app that will be pushed out to the apps stores in mid-April. And then of course, the world's first and only CROS CIC, the CROS Silk X. While this is a very discreet and ready to wear product, do not fear that it is reduced in features at all. It is able to benefit from our Dynamic Soundscape Processing. It will be compatible with our Signia app and the miniPocket that uses the high frequency coded signals. So, this is a reminder that the Silk product is non-Bluetooth. However, we know that our Signia app is compatible with non-Bluetooth products by being able to use this hard frequency coded signal. This is a really nice compatibility chart for your reference. And as I mentioned earlier, if I was fitting a CROS Pure Charge&Go X for the transmitter, I would naturally pick its companion the Pure Charge&Go X for the receiver side with the 130 output, 75 gain. And then the battery driven CROS Pure 312 X, I would pair that with the Pure 312 X which is now T-Coil optional and I'll talk more about that in just a moment. Same matrix as the Pure Charge&Go.

Then the Silk X with a matrix of 113 output, 50 gain, I would pair that with the CROS Silk X. It is all compatible with our apps and streaming accessories. So, for example, our StreamLine TV. When I'm wirelessly streaming a TV signal from the StreamLine TV that stream signal goes to the hearing instrument only. This is available for our RIC form factors. The StreamLine Mic is identical to that. It interrupts the stream from the transmitter and is available in our RIC form factors. The Signia app will actually allow functionality for both the hearing instrument and CROS transmitter with the exception of the CROS Silk which would operate the hearing instrument features only and the miniPocket is hearing instrument only across form factors. So, a little more detail about some of our apps. So, the Signia app. What I love about the Signia app as far as ease of use for you, the hearing care provider, is that whichever hearing instrument is paired to the app, the app will only display the features that are appropriate for that particular hearing instrument. It has remote control functionality. It allows you to adjust streaming. And you can have access to our TeleCare or our telehealth application

through the Signia app. So, all in one. We have a StreamLine TV which some unique things I'd like to re-mention because we've had this on the market for a while though is that it is Dolby Digital stereo TV streaming to our hearing instruments. You can adjust the TV stream volume via the Signia app or the iOS native app, if you have the TV program as a manual program in the hearing instrument. StreamLine Mic allows for hands-free streaming of phone calls and music and also functions as a remote mic or companion mic for unmatched speech clarity and noise. And then the miniPocket which is our standard remote control and what I love about the miniPocket is that it's small enough to carry on a key ring. And then on the bottom part of this slide, you're just seeing pictures of the hearing instruments in place. And I think you would agree to all of the form factors really look quite attractive on the ear.

So, in the end, of course, we want as many people as possible to be able to experience the Signia Xperience, if you will, and no matter what type of hearing aid they preferred, no matter if they're first time wearers or experienced user, they're going to be able to hear what matters to them. So, I'd like to talk a little bit more about the Pure 312 X and the Pure Charge&Go X. So, the Pure 312 X is available in three performance levels and has our sDemo available as well. We now have a fully featured RIC hearing instrument, naturally it's Bluetooth. It has direct streaming and you'll be pleased to know has an optional T-Coil. I would like to point out that if you decide to provide T-Coil functionality to your wearer, there is a step in our software that needs to be taken. So, in our software you would add either the Telecoil or induction loop program as appropriate for your wearer. That would be required for the T-Coil to be functional. So, we look at a smaller footprint when compared to the Pure 312 Nx. And as I mentioned the T-Coil is available. You can order it as a finished good with the T-Coil in place or if you have this product already fit on your patient and decide later that you would like them to access the T-Coil function, all you have to do is order a color conversion kit with that T-Coil. That's where that T-Coil's built into. So, very simple to add that for your patient. And again, remember to add that program in our

software. You're going to have 10 colors available, including my personal favorite which is the rose gold and we've updated the silver to be kind of a brushed metallic look. And we have all of that great Signia Xperience technology packaged into this hearing instrument. And of course it has integrated Bluetooth for connectivity and all three performance levels. The Pure Charge&Go X. This is our rechargeable product in a RIC form factor, all three performance levels in addition to our sDemo. Again, smaller than its companion on the Nx platform. The rechargeability, we expect 23 hours without streaming and 20 to 21 hours with the streaming. There is a new design when compared to the Charge&Go Nx. We have a rocker switch available in the same 10 colors. Again, powered by the Signia Xperience platform. All of that great technology, connectivity, integrated Bluetooth, and three performance levels. The charger that's compatible with the hearing instruments on the Xperience platform. There have been some updates. So, this is the Inductive Charger II.

As Jen mentioned earlier, we listen when you have requests for product innovations or changes and just like Styletto is now available with exchangeable receivers, the Inductive Charger has a protective lid. Many, many have asked for that and now we deliver. This Inductive Charger II will fit custom molds inside the charger. It still has that dehumidifier with this charger. Intuitive LEDs which give you status on the fast charge. And then the fast charge option which 30 minutes gives you additional wearing time. So, one thing I also wanted to mention and while our Pure 312 X has our integrated T-Coil, keep in mind that the Pure Charge&Go X does not have that T-Coil option. And then with the Pure 312 make sure you add that either the induction loop program or T-Coil program for that functionality. Let's take a deeper dive into the new Signia app. Functions as a remote control. Allows you to control streaming options and control accessories. And then also provides that closer contact between the hearing care professionals and their patients with remote support with TeleCare. And some additional functionality being able to personalize the hearing experience for our wearers using the Signia app and they'll be able to address some minor issues as they

crop up and I'm gonna talk more about that in just a moment. So, again it just allows that customized experience for our wearers, allowing them to hear what matters to them. This is the complete portfolio including our Xperience and hearing instruments that remain on the Nx platform. So, let's look at some things you may need to know when choosing the right product for your patient. So, the red boxes that you see here, so this is Xperience and when you see the product designation and the product name, that will be X. So, if you see X in the product designation, you know that is a product on the Xperience platform. But what if you're looking for a BTE or you need a custom instrument or if your patient is a little price sensitive and you would like to look for something on our essential line? So, we have many options that are still available on our highly successful Nx platform. These products are compatible with all of our accessories, the StreamLine Mic, StreamLine TV, and our miniPocket and I think I went into complete detail on these accessories when I discussed their compatibility with the CROS. But these are very successful accessories that we've had in our portfolio for some time now and they continue to be very popular.

And then of course our Signia app. So, I wanna switch gears a little bit. Let's switch gears from product to service and if we look at the slide, this is kind of the model that we use today for attempting to optimize hearing aids for our patient. So, the patient returns to the provider with potential concerns. But we know sometimes our patients are not always good at providing enough detail about their issues or the situations in which the issues are arising for the provider to really feel confident in making good programming adjustments. I think all of us can think of a time when our patient returned for followup and they just say, "It's too loud". So, it kind of requires us to be very good at kind of extracting additional details in order to know what are the adjustments that are needed. And sometimes this involves a lot of back and forth with questions. And then as good as we may be at probing our patients, the adjustments may not always be optimal. So, what we really need is a smarter way to be able to communicate and implement the wearer's listening needs to changes in how the

hearing aids actually perform. So, introduce Signia's Assistant, the world's first live neural network for hearing aids. So, the Signia Assistant is a highly intelligent assistant, inspired by how the human brain's neural network solves challenges. So, similar to how neurons create new connections to learn new skills and gain knowledge, the Signia Assistant is a living system. It's going to continually acquire new skills, new insights to better support our wearer. So, let's talk more about how we're actually going to implement that. So, this is our Signia Assistant and for our wearer, it's gonna be their very own hearing companion and for you the hearing care professional, it's really gonna be a revolutionary solution that's going to help you increase your patients satisfaction with their instruments. So, for our patients, they're going to have the option of the Signia Assistant right in their app.

So, you see here that through the app which they can call up at any time, they'll be able to make tailored sound adjustments and then by simply walking through some simple handling questions, the Signia app is going to be able to provide those solutions to minor issues right on the spot. It may not be a highly visible here but once they interact with the Signia Assistant, the Signia Assistant is then going to ask how was that solution that I just applied? Is this better? Do we need to revert back? If this is a step in the right direction, should we go a little further? So, it's a highly interactive application. And then on the left hand or the right hand side of the screen, you're actually seeing a screenshot of our Connexx software which will give you additional real world usage insights into what has happened while your patient has been out in the real world. They come back to you for followup. You see they've interacted with the Signia Assistant. The Signia Assistant and the software will show you the changes that were applied and the kind of situations where your patient experienced issues. So, you can imagine this really provides you with some important information to one, improve the quality of that follow up appointment, two, it's going to make that follow up appointment potentially shorter because you already have some information rather than having to do a lot of that back and forth and probing your patient. But what about

data privacy? We're always concerned about that these days, right? So, you'll be happy to know that there is no personal data shared with the global learning, period. The Signia Assistant solution selected by the user are 100% anonymized with 0% identifiers. All of the interactions the user has with the Signia Assistant are translated into a filter and this filter is applied for every new problem the user has and personalized solutions selected without sharing any personal data to the cloud. Kinda cute. So, we're happy to have the Signia Assistant allowing our patients to be better satisfied with their hearing instrument all while remaining secure with their data. The Signia Assistant is compatible with all Bluetooth enabled Xperience hearing instruments and Signia Assistant is compatible with both iOS and Android devices. But you may be wondering what evidence do we have that this is a good idea? Well, these are the results of a prelaunch study that was conducted that we hope will be available shortly in the future. We do know with some challenges we've had with the coronavirus that the study did have to be suspended but we hope to sort of be able to ramp that back up and get the results to you. But preliminarily, the study included 15 U.S. consumers. We had eight female, seven males that ranged in age from 18 to 80 with mild to severe hearing loss. They were fit with Signia Xperience hearing instruments and included the Signia Assistant.

And we asked them to fill in a questionnaire at different points of the trial phase and the study found that 93% of wearers think the Signia Assistant is a meaningful innovation. 87% of wearers would choose hearing aids with such an assistant when buying new hearing aids. And eight out of 10 people would recommend trying hearing aids with the Signia Assistant to a friend. 93% of wearers are more satisfied with their hearing aids in difficult listening situations when using the Signia app. 87% of wearers agree that the Signia Assistant increases the benefits of their hearing aids. 93% of wearers say the Signia Assistant boosts their confidence to rely on their hearing aids. And 93% of wearers say the Signia Assistant lets them feel more in control of their hearing success. These are all good. So, a summary with the Signia Assistant. Offers a unique and

meaningful solution that allows our patients to feel confident and in control. It increases patient benefits and overall satisfaction. And for you, allows you to optimize your service plan. You get to learn how your patients personalize their hearing experience. Just one thing I would like to mention before we conclude our webinar today is that all of these great products require the version of software 9.2.10574. This is now available on the update manager. You can also ask your inside sales for a jump drive or a disk, if necessary. You can also download it through My Signia. And with that, I would thank you for joining us today. Please visit the AudiologyOnline for additional Signia webinars and we have lots of webinars to share with you in the coming weeks. So, please come check it out. Thank you so much. We appreciate you joining us today.

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