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Livio Edge AI: The Best Just Got Better September 1st, 2020

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- [Michelle] Hello, and welcome to, "The Best Just Got Better." Starkey's overview of our current release of technology. I am your host for today, Dr. Michelle Hurley, Senior Education & Training Audiologists with Starkey Hearing Technologies. And I'm excited to take you through this overview of our most recent release of technology. Before we get started, there's just a few housekeeping notes that I'd like to cover quickly. If you are having any technical difficulties, please try and stay logged into the classroom and contact Audiology Online at the number listed here. 753-2160. There'll be able to troubleshoot any difficulties that you're having and get you back into action and listening to today's class. Be sure and jot this number down because this is the last time you will see it during the course of the presentation. So make sure that you have this just for your future reference. This session is available for one hour of continuing education credit. In order to get that credit, you must remain logged in for the entire session. And then complete a short quiz made up of 10, multiple choice questions. You have seven days to complete the quiz for a live course. And 30 days, if you're viewing this as a recorded course. You will note that there is a PDF handout available for this course found on the left hand side of your screen underneath file share. That box can be found below the chat box. So under file share, you can simply click on that title for the course and download the copy following the instructions. The recommended learning outcomes for this course is that attendees will be able to list what Healthable features are available with Starkey technology. Be able to identify what technology levels and styles are available for the Livio Edge AI, Livio AI, and Livio hearing devices. And to be able to identify what mobile apps and 2.4 GHz accessories, are available for the current Starkey product line. So let's go ahead and get started. In 2018, Starkey started on this journey to reinvent the hearing aid. And in the past two years, we've revolutionized the hearing industry with Livio AI. The world's first, Healthable hearing aid and the only hearing aid ever to be named one of time magazine's best inventions of the year. And now Livio Edge AI, offers the most complete, most robust 2.4 GHz product family available in the industry today. And now we're pushing Livio Edge AI even further. Adding more styles, more features and new fitting enhancements, that are

designed to give patients and professionals that extra edge that they've been looking for. Technology like nothing else, from none other than Starkey. "The best just got better." Starkey continues to move forward with industry leading, Lithium-ion Rechargeable Technology, new innovative features that the hearing community desires and ultimately an unmatched fitting experience with every technology. Lithium-ion is the most popular battery technology in use today with many uses in the technologies that we are interacting with on a daily basis. Whether it's consumer electronics to even our cars. And it has had an amazingly positive impact on the Hearing Technology that we're providing patients. Providing consistent reliability, all day performance and ease of use. In Starkey is truly led the charge in regards to Lithium-ion Technology with an array of industry first. The first custom rechargeable to the market, industry-leading charger design, and with the launch of the new BTE, the smallest and most powerful rechargeable on the market. This means that Starkey offers the largest selection of rechargeable styles in the industry today. We know that 2020 has been an exceedingly challenging year in many ways. And despite the challenges of 2020, one of the things that we have learned from our introduction of customer chargeable technology earlier in the year, is that our customers really have responded. And this Custom rechargeable technology is truly taken the industry by storm. And the request for this product has actually exceeded our forecast. Demonstrating that hearing professionals really get it. Hearing aid wearers want custom technology. So of course, we had barely launched this game changing technology when the world stopped as a result of the pandemic. So we'd like to kind of circle back around and just touch briefly on our Custom rechargeable technology, so that we can kind of re-ignite that excitement. I think as a hearing professionals, we don't wanna lose sight of how amazing custom technology can be and how now even more than ever, custom products should be top of mind when we're discussing styles that meet our patients' needs. The Custom Rechargeable truly delivers that custom comfort and convenience that is Starkey's Hallmark. The Custom Rechargeable is available in three styles. The full shell, half shell and canal. Utilizes our thrive platform features. And in the AI technologies Livio Edge AI and Livio

AI. Features Artificial Intelligence and Embedded Sensor Technology. The Custom Rechargeable taps into that 2.4 GHz wireless radio technology, which gives us our compatibility with our 2.4 GHz family of accessories, as well as direct to smartphone for an ever growing list of smartphone technologies with both Apple and Android. The Custom Rechargeable uses a dual user control as its default offers, offers up to 70 dB gain, has an On-board Telecoil in the ITE product. And is available across all styles of the Livio family and all product tiers. Whether it's Livio Edge AI, Livio AI and Livio. And available in a wide array of colors. I always really love this image because we can see from the face plate and beyond. The amount of detail that goes into the design of a product like this, being the first to bring a Custom Rechargeable to market, Starkey really had to be innovative in every aspect of the design. We modeled thousands of ear impressions to make sure that the design worked for a wide variety of ears. Everything from positioning the charging posts and the case. To ensure that you can open and close that case lid in any orientation. To the conscious decision of the use of a three point stability contact system that allows 360 degree insertion into that charger. The entire design was truly deliberate to ensure that it works for as many of your patients as possible. One of the things that was kind of an unexpected outcome of the pandemic and 2020, has been the renewed interest in custom technology. And I think that's because of the advantage that it provides with our new reality in many areas of needing to wear face masks for the foreseeable future. Many wearers with over the ear hearing aids have knocked the devices off their ears as they're donning and doffing a face mask. So in this kind of unprecedented situation, the demand for that Custom Rechargeable device truly has skyrocketed. And I think you can see why. We've got a lot of great feedback on the convenience of this product. In conjunction with the wearing of masks and the loops that are going around the ears. So I want to really encourage you to keep this our custom technology in mind and educate your patients about this great solution that custom provides to the risks and the challenges of the clutter that's kind of now going on over the year. Starkey expanded portfolio of rechargeable technologies. Really makes it easy to choose a Lithium-ion Product that's

going to meet your patient's, style preferences and provide that long lasting performance even while streaming that they are seeking. And we're rounding out that Lithium-ion Product Portfolio with the introduction of the new BTE-R. This product operates from the Thrive Platform and in those AI technologies. Livio Edge AI and Livio AI is going to incorporate, Artificial Intelligence and Embedded Sensors. Again, utilizing that 2.4 GHz wireless radio that provides that compatibility with our family of 2.4 accessories, as well as that direct to smartphone connectivity with a wide variety of Apple and Android products. The BTE-R is available across all three groups of the Livio product family. The Livio Edge AI, Livio AI and the Livio. It uses a push button user control. Has an On-board Telecoil. And again, that most powerful Lithium-ion rechargeable BTE on the market with a matrix of 130/70. Is able to be configured in a number of different ways and is available in a wide range of desirable colors. The BTE-R provides several hours of use with only 15 hours and the standard charger. And it actually reaches its full performance of 22 hours in merely two and a half hours of charge. And the 22 hours of battery life, actually includes four hours of streaming. Starkey's family of Lithium-ion chargers, were really designed to be easy to use, with lids that allow the where to close them and transport their hearing aids in the case itself. And provide consistent quick charging. And the standard charger is actually compatible for both the Ric-R and the new BTE-R. And the custom charger is compatible with all three styles of the Custom Rechargeable, the full shell, half shell and canal. And our Mini Turbo Charger offers a discreet quick charge, that makes it an easy option, whether in office for professionals who need to get that quick boost to program, either the Ric or the BTE or on the go for the patient that really wants to ensure that they have a full day of use, no matter how rigorous their wearer schedule is, with their rechargeable hearing aids. The new BTE-R, Ric-R and Custom Rechargeables, are all available in the entire Livio family and all product tiers. Whether it's the premium Livio Edge AI 2400. The Livio AI 2000, 1600, 1200 or 1000, and the Livio product available across five tiers from 2400 to 1000. This ensures that Lithium-ion flexibility and reliability is truly available for all. For more specific details on

Starkey's most complete line of Lithium-ion technology in the industry, we're offering an entire course that's focused on our Rechargeable Technologies, that'll be available to you through Audiology Online. As Starkey we know that hearing professionals are drawn to technologies that offer innovative features that their patients are seeking. And we need to remember that they must be intuitive and easy to use. Starkey continues to deliver on this need with the evolution of the Livio Edge AI hearing aid, and its accompanying app technologies. We know that connectivity is a really important part of the user experience. And Starkey truly has been a leader in mobile apps for the hearing aid where for quite some time, and the thrive here in control mobile app, continues to evolve, getting better and providing the patient with the ultimate control and an intuitive interface. And with this launch, we are going to be introducing even more features that provide that even greater performance for thrive and the accompanying Livio family of products. I've mentioned the term Artificial Intelligence a few times today. But what does that really mean? Well, Artificial Intelligence is kind of that overarching discipline that covers anything related to making machines smart. We think about Artificial Intelligence, it's really more of a broad term for programs that can sense, reason, act and adapt. Machine Learning is a technique that means that, we're training a machine to do a particular task. And as a subset of Artificial Intelligence. So the algorithms performance improves as it's exposed to more data over time. So the machine is taking in data and it's learning from that data. And it applies what it's learned to make more informed decisions. So if you think about how you learned to read, we didn't just sit down and learn spelling and grammar before you picked up your first book, you read simple books, probably picture books and graduated to more complex ones over time. And we actually learned the rules are very often the exceptions, of spelling and grammar from our reading. So if we put it another way, we processed a lot of data and we learned from it. Well, and that's exactly the idea with Machine Learning. If you feed an algorithm a lot of data, it can figure things out. So if Machine Learning is about mimicking how humans learn, why not go all the way and really try and mimic the human brain? Well, that's the idea behind Deep Learning. And

Deep Learning is a subset of Machine Learning. It's really all about using a layered structure of algorithms, called "An artificial neural network", that can learn and make intelligent decisions on its own. So we're still kind of a long way from mimicking the human brain and all its complexity, but we are moving in that direction. And Artificial Intelligence while it's almost become a ubiquitous term. We see it everywhere and it's in a lot of things that we use on a daily basis. But what it's really meant to Starkey who has led the industry and introducing Artificial Intelligence to hearing aids. Is the ability to not only enhance the performance of the hearing aids themselves and the flexibility that they have to classify and react to the acoustic environment that the wearer finds themselves in. But it also means the introduction of innovative, Healthable features such as, fall detection, activity tracking and translation for 28 different languages, as well as many of our Healthable features. What's the thrive here in control app, Livio Edge AI and Livio AI? Starkey has been able to incorporate a number of features that are designed to not only increase convenience, but also accessibility for our patients. These features include Tap gesture control, the incorporation of that translation of multiple languages, Auto On/Off which allows us to place the hearing aids in a power save mode, by placing them flat on a surface. Our Thrive Assistant technology, which allows us to put that assistant technology to use in a number of different ways. Transcribe, where we can transcribe spoken speech and provide that additional visual modality. And finally, Reminders, which allow us to have audible reminders for a variety of different tasks. We know that as people age or get really busy, it's very important to be able to provide ease of living with additional tools that make the wearers life easier. And these are features that really accomplish that goal. The hearing performance is really at the heart of everything that we do at Starkey. We are a Hearing Aid Manufacturer after all. And at its core, our goal with Livio Edge AI technology, is that its focus is on providing that primary need for comfort, clarity, and ease of communication. Starkey is truly led in the area of signal processing. And we presently have over 100 patents, that are focused solely on the features that contribute to sound quality. Starkey offers the industry's best implementation of Machine Learning and AI

algorithms for Acoustic Classification. So you don't need the phone to be connected. We're doing all that classification constantly in the hearing aids themselves. Offering real time on our signal processing because that's how our human brain works. And we want that Audiologic System capability to share information from left and right sides and integrate it to be part of what the hearing aids do as well. Directionality has been in hearing aids for a long time. But we use that and do that seamlessly by tapping into that Artificial Intelligence that helps us determine, when it's best for that feature to be on, and when it's best for it not to be on. So truly an intelligence system. So when you combine all of this, it really provides that wow patient experience. They don't feel like hearing aids. They feel like a part of that patient. And the result of all this, truly the best sound quality in the market. And we've really taken that to another level with the elevation of our hearing reality features to Hearing Reality Pro, and the introduction of Livio Edge AI Edge Mode. Edge Mode is an on demand adaptation feature that is designed to optimize clarity and comfort when it's engaged. Whenever we engage the feature, either via a double-tap gesture or a short press of the user control, it will automatically adapt to instantaneously optimize that comfort and clarity for any listening environment in which the patient uses to engage this feature. Whether it's a quiet one or a noisy one, it has the capability to provide that extra level of performance in the moment as needed. Hearing reality features in the technology, are always evaluating what's going on around the patient. But Edge Mode allows us to... When we engage the feature, actually take a snapshot of that moment in time and provide that adaptive tuning for that situation that the patient is experiencing, when the feature is engaged. Those settings are fixed and providing that optimization for that particular snapshot when Edge Mode is engaged. And then when the situation changes, where can disengage and re-engage as needed and as their listening environment maybe changes. So we're really putting the power of AI at the patient's fingertips. As mentioned, our world really has changed in 2020 with the global pandemic. Really kind of set a, "New normal", for how we socialize and interact. And that may continue for quite some time. And masks and face coverings of various kinds have really become a

pretty pervasive part of our daily lives. We know not all masks are the same and how they protect, from the virus. And we know they're also not the same in their impact on communication and speech understanding. We talked earlier about, we're kind of in a unique time in history and everybody is probably being expected to wear masks in a variety of different situations as they move about their community. And this has really created unique communication and speech understanding problems for those with a hearing loss and those wearing hearing aids. Also face mask not only attenuate the speech sounds, but they alter the spectrum, especially muffling high-frequency speech sounds, as well as blocking those visual cues from the lips, making it very difficult for the hearing impaired patient to really listen and participate in conversations in our new reality. So Starkey we went to the lab and we kind of studied the acoustic transmission properties of various masks. And this gives us a graphical representation of what we learned from our measurements. And what we learned is that, all masks are not the same. We made measurements using many of the latest commercially available medical and fabric masks. And this graph really illustrates the difference for that small sample that we were measuring. We've normalized the data. So that zero line actually represents, the speech said, "No recorder without a mask". All of the masks, we can see reduce high frequency information. But just look at the high, a degree of variability. And we can see kind of a color coded representation on the right, of the different masks that relates to that graphical point. We truly could have a masking dilemma. If we think about, providing some sort of predetermined compensation scheme with a fixed in adjustments, not knowing what type of mask that the individuals gonna encounter throughout the day, it might not work as well for one mask scenario as another. So that's why we really need to look at smart and intelligent solutions, that can adapt to virtually any and all masks. And that's where the power of Edge Modes signal processing can really come into play in this new normal of mask wearing. Because Edge Mode can instantly optimize sound quality to compensate for the challenges that are created by face masks, social distancing, and background noise. For optimal benefit of Edge Mode, when listening to someone that's speaking while wearing a

mask, we're recommending that the hearing aid wear wait until the person begins speaking, then perform the gesture such as the double-tap or the short press of the user control on the Livio Edge AI, to engage Edge Mode. Waiting until the person begins speaking, ensures that Edge Mode is focused on that speaker's voice, and will optimize the Hearing Reality Pro features to provide the best sound quality for that person's voice. With introduction of Livio Edge AI and Edge Mode, Starkey put the power of Artificial Intelligence signal processing, into the hands of your patients with a quick double-tap on the hearing aids or that short press or the user control. The patient is engaging Edge Mode. Activating the Hearing Reality Pro features that provide that unique and customized sound quality for their specific listening situation. And we're building upon edge mode with the first use of Deep Neural Network Artificial Intelligence called and Intellivoice. For those patients that are using an Apple mobile device and who have a hearing loss of 50 dB or greater in the low frequencies, Intellivoice is going to offer an unparalleled signal processing and noise performance. So we'll talk about the details of Intellivoice here. Intellivoice is truly first of its kind because it's that first ever use of that Deep Neural Network Artificial Intelligence that I mentioned earlier. We combine this Artificial Intelligence capability with the advantages of a remote microphone. The computational power of a smartphone, and that always learning speech enhancement feature, we're able to really provide that on the go speech enhancement that many patients desire. Intellivoice is available exclusively for Livio Edge AI and Apple iOS users. A couple of the key points for Intellivoice. This feature is exclusive to Livio Edge AI devices as I mentioned, and must meet the audio-metric criteria with hearing thresholds of 50 dB and greater, at 250 and 500 Hz. For the Intellivoice feature to be available within thrive. It is specific to binaural fittings only. And as I mentioned, exclusive to Apple iOS users. And this was by design because of the audio delay that can be present with Android devices and was determined to be long enough to be not very appealing for the users of those Android devices. The Intellivoice feature is actually located in the accessories tab, when those fitting criteria are met. So you'll see that accessories icon down in the lower navigation

bar, when the Intellivoice criteria has been met, even if a patient does not have any accessories paired with their hearing aids. Now, pilot studies have suggested that Intellivoice is actually preferred over the hearing aids alone or hearing aids with live listen, which is the remote microphone functionality of the Apple devices by two to one for individuals that meet that moderately severe to severe low frequency hearing loss criteria. And this research is ongoing. Find My Phone is another Starkey First. And this is a new voice command. For wearers of the Livio Edge AI, Starkey's the first offer your patients a simple way to locate a misplaced smartphone. And we've all probably done that. Simply double-tap the hearing aid and say out loud, "Find My Phone", or some variation on that statement. The speech recognition algorithm can actually recognize various ways that somebody may choose to say that statement. And that's where that Machine Learning comes into play. The hearing aids will send a signal to the connected smartphone, causing it to play a loud ring tone. And the wearer can then follow that sound of the ringtone and locate their phone. Find My Phone even works if the phone is asleep and on silent. And of course the phone needs to be turned on with the Thrive app running in the background. And the hearing aids need to be within that connectivity range of the phone, which is essentially kind of that 30 foot Bluetooth range. And of course the hearing aids need to be connected to the phone and to the Thrive app. Find My Phone feature that taps into our Thrive Assistant Voice Command, is available now for all new Livio Edge AI 2400 products, as well as Livio AI 2400, 2000 and 1600. For the Livio Edge AI products that are currently in the field, a simple Firmware Update within our inspire fitting software. And of course, an update to the latest version of thrive hearing control app, will provide access to the Find My Phone feature immediately. For Livio AI and three products that are listed here. This feature will actually... The Firmware Update will actually become available in several weeks. So that will be coming soon. So stay tuned for the availability of this exciting new feature for the Livio AI products that are currently in the field. So again, Find My Phone is an exciting new feature that taps into our Thrive Assistant Voice Commands and is accessed easily. However, we have established that functionality to engage Thrive

Assistant. Another Starkey First, is the introduction of added features available by In-App Purchase for wearers of Livio AI 1200 and 1000 technology levels. So this is going to allow those wearers to upgrade to technologies that gives us those audible reminders for important dates, appointments and more. This feature is going to require our most recent release of the Thrive app. And so for the Livio AI 1200 and 1000 hearing aids that are already in the field, that Firmware Update will become available in coming weeks as I had mentioned, Starkey is really excited to have introduced a number of improvements to the usability and performance of our thrive here in control app. Making it more reliable, more streamlined, and even easier to use. Your patients I'm sure will enjoy all of these game changing features that Thrive app continues to provide. The thrive here in control app is available for both iPhone and Android devices, and you can download the thrive hearing control apps, latest version today. There is a list available on our Starkey Pro Website of our current compatibility with Apple devices and Android. And especially that ever-growing Android list of direct streaming. Starkey has long been a leader in the industry, in the development and implementation of mobile apps for hearing aids. But we're really expanding that development of apps to enhance not only communication for our Livio family, of hearing aids with the thrive hearing control app. Enhancing communication with the Thrive Care app. The Thrive Care app was designed as the way for us to be able to connect the hearing aid where, and the caregiver. And is truly a first in the industry. We know that isolation is so dangerous for our health. And it's something that's really been especially challenging in recent months of sheltering at home. And Thrive Care provides that easy way for the Livio Edge AI wear. To share data and remain connected with a loved one or caregiver and maintain that ever important connection. The Thrive Care app gives very important information on the hearing aid wearers activity, social interaction and safety. And it allows that caregiver to really enjoy that peace of mind, to be able to connect anywhere and support that hearing aid wearers continued independence. Thrive Care app really gives that information that can be very critical, but also we give the patient the ability to control the information that is shared.

Thrive Care is exclusive to the Livio Edge AI hearing aids, and is available for both Apple and Android. One of the things that we know is that the aging population is growing dramatically. And that segment of the population is probably becoming the largest in growth worldwide. And we know that many of these individuals, they want to stay in their home. And effectively age in place. Even if they're going to need daily assistance. And they are going to need to probably connect with a caregiver, to be able to help them, have that healthy aging at home concept. And so many individuals that are in that aging in place point in life, are relying on a family member or somebody else as a caregiver. And probably most of us know somebody that falls into that category as a caregiver, or we may be serving in that role ourselves. So what do we know about the caregiving population? All we know that that group themselves is growing dramatically because of the large increase in the senior population and that desire to age in place and at home. And so the caregivers tend to be, typically middle-aged themselves, often female, and very often they're what we classify as, "The sandwich generation." That means that very likely, and not only are they taking care of their senior loved one, but they're also very likely to have children and maybe even grandchildren at home that are living with them as well. Very often they're still in the workplace and quite frequently, they may be providing these caregiving kind of services at long distances. So they might not necessarily live in the same community or stay as the individual that they are providing that care for. And we know that this is a very time consuming process. We also know that it can be a very stressful process for the caregiver. Very often they are doing less of their own type of activities because they're more heavily involved in those of the individual that they're providing care for. And there's a lot of data going on now that really is, looking at the amount of stress and strain both emotionally and physically, that caregiving is having on this population. Very often they are highly concerned about, of course, the safety and stability of the individual that they are caring for. And the active role that they're taking in many of the care decisions, that involve that particular individual. Starkey had all of that in mind with the introduction of our Thrive Care app. This app is, as I mentioned, a compatible

across both Apple and Android technologies, and it is exclusive to Livio Edge AI. And how it works is that the patient, the hearing aid wearer, is going to invite any number of caregivers, that number can be unlimited. And they do that via the Thrive app. And they can also specify what data they want to share with that particular caregiver or caregivers. That the caregiver is going to have downloaded the Thrive Care app. There'll be able to accept that invitation. And then they'll be able to view that data, via their Thrive Care app that their loved one, the Livio Edge AI wearer has chosen to share with them. The caregiver actually will also be able to set up notifications. So if they want to be able to be made aware of how their loved one is wearing their hearing aids. Are they wearing both of them consistently throughout the day? Has a fall been detected? Has mom been socially engaging today or got up and moved around? Is so important. The caregiver can have notifications that will make them aware of that progress of their loved one, the hearing aid wearer. All of this is designed to help share that experience of better hearing and better living. And how hearing aid use can increase not only that Healthable activity, but also social engagement and bolster connections between families, friends and those caregivers. As Starkey's development of mobile apps continues, we're very excited about the addition of a new features with our most recent release of the Thrive Hearing Control app, and the addition of the Thrive Care app to provide that additional focus, and sharing of information with that very important population, "The caregiver". Starkey really strives to provide you the fitting professional, with innovative yet intuitive tools, that can allow you to provide unmatched fitting experience with every patient. Inspire 2020.1, is the latest evolution of Starkey's innovative yet feature rich fitting software. And with this release, we're actually expanding the tools that you have at your fingertips, by introducing REM Target Match, Multiflex Tinnitus Pro and enhancing our Hearing Care Anywhere remote programming technology, with the introduction of Live Sessions. So let's take a quick peek at these exciting new tools in your toolbox. First, I want to just point out how we continue to expand AI for all. This is something that we have begun already and you'll see with this release, that we continue to add that AI experience with a variety of

additional features that have been incorporated at all levels of our AI technologies. You'll see in bold, those features that are new for not only our premium Livio Edge AI technology, but also for Livio AI 2000, 1600, 1200 and 1000. So the features that you see in bold are available for the very first time in those technology tiers. And you'll also see that some are completely new for this release. We also have a number of features that are inspire related such as our REM Target Match and those Live Sessions for Hearing Care Anywhere. So new features that are specifically related to the upgrade of your inspire fitting software. And looking at ways that we can continue to make the process of fitting hearing aids accurately and verifying better for you the professional. We're now incorporating really our measurement target match, into our inspire tools. And this features for verifying hearing aid fittings using in office really our equipment and the inspire fitting software. And the goal of REM Target Match is to really provide that solid fitting foundation, that can help improve patient outcomes. It provides a really quick and easy way to match really targets to ensure the audibility of speech sounds. Starkey's new REM Target Match system, provides a really fully integrated workflow, via the REM Target Match tool with inspire and your real ear system. It allows for simultaneous binaural real ear adjustments. And we can automatically target match for not only Starkey's proprietary e-STAT fitting formula, but also your standard prescriptive formulas. And to be able to have a live display of that data relative to target. It also allows for some manual personalized adjustments as well. And REM Target Match, uses a simple four step process. So it's a really easy and effective way to incorporate verification into your fitting process. REM Target Match is compatible with a number of systems on the market today. Otometrics Aurical, the MedRX Avant, and the Inventis Trumpet REM Systems. Another new feature is Multiflex Tinnitus Pro. And this... Is a new feature that it's exclusive to the Livio Edge AI, premium technology tier. This is a new tinnitus tool that offers you the professional. A really fast and easy way to customize the tinnitus stimulus. And this customization offers the patient a really personalized listening experience, when they're working with you for their tinnitus management strategies. Multiflex Pro is really a next generation feature designed for

sound therapy tinnitus management. It offers a new Audiogram shaping algorithm and a custom fit tool, to create personalized maskers, to give more patient options for tinnitus management. You'll find a new dropdown menu that gives you three stimulus options, so that you can effectively mask wearers tinnitus. Whether that is our traditional White Noise, as well as a new Audiogram shape White Noise, that is looking at all bands of the Audiogram and providing the custom shaping. We also have the custom tool that I'll talk about here in just a moment. The Multiflex Tinnitus Pro is a performance update feature available now for Livio Edge AI devices that are in the field. It is available across all styles of Livio Edge AI premium 2400 technology. The custom option for Multiflex Tinnitus Pro, is designed to allow you the professional, to implement personalized shaping via the Tinnitus Pro Tool. And this is a research based approach that really enhances the efficiency of the masking signal. The custom wizard will walk you through setting up the Minimum Detection Level or MDL and Minimum Masking Level, or MML. To be measured to shape that tinnitus stimulus. So for more information on this exciting new feature, we're also offering an Audiology Online Course that is focused exclusively on Multiflex Tinnitus Pro. Another probably unintended discovery as a result of 2020 and the pandemic, is a really greatly renewed interest in Telehealth or remote programming strategies. And Starkey has offered one called, "Hearing Care Anywhere", for quite some time. This is our Telehealth application designed to give you that remote connection with your wearers of Livio Edge AI, Livio AI, and Livio. Remote Programming and specifically Hearing Care Anywhere really allows professionals to improve the patient experience, by delivering remote programming adjustments directly to your patient's smart device and hearing aids with no need for a personal visit. And we know with the challenges and limitations are related to direct contact with individuals as a result of the pandemic. Remote Programming really gives us a safe and effective way to meet with our patients from a far. Since the launch of Livio AI in 2018, Hearing Care Anywhere has been available as an Asynchronous Remote Programming Solution. This allows both the hearing aid wearer and the professional to manage hearing aid adjustments at their convenience.

It's also provided an industry's first access for customized memories that were created within the thrive by the patient themselves. And this is allowed the professional to be able to provide adjustments within inspire that can positively impact those customized environments and customized memories. And patients have long asked for help in enhancing the performance of those custom memories. So the Asynchronous strategy and gave us that access of those custom memories. Are Hearing Care Anywhere... Strategy is compatible with all iOS and Android smart devices, that are supported by the Thrive Hearing Control app. Because that's going to be that patient's connection with you the professional. A Live Sessions or Synchronous Remote Programming, is our new addition to the Hearing Care Anywhere remote programming feature. And what it's designed to do is allow professionals to make remote hearing aid programming adjustments in real time, or synchronous, using a two way audio visual link between themselves and the hearing aid wearer. We'll continue to offer the Asynchronous strategy that we've always offered, because there's a time and a place for both of these strategies. And it's important to know that the hearing aid adjustment capability is the same, whether it is Remote Session or Live Session. So no difference in what you can accomplish with your patient, whether it is the Asynchronous or Synchronous strategies. Both of these applications are available for all Livio Edge AI, Livio AI, and Livio hearing aids. And again, are compatible with all the iOS and Android smart devices that are supported by Thrive Hearing Control app. It is important to be able to utilize the news live sessions that your patient has downloaded the most recent version of the Thrive Hearing Control app. The convenience of Remote Programming, whether it is Asynchronous or Synchronous, really provides the professional and the patient, the ability to connect in a safe time effective manner. And has definitely reached, as we've mentioned heightened importance in the past number of months, where live in person, patient service has become more limited. All programming for the Livio family of technologies that we've been discussing, is wireless only. So that means you will need either the Starkey proprietary 2.4 GHz Wireless Programmer, or the Universal NoahLink, 2.4GHz Programmer. And so to take advantage of many of the

features that I've been discussing, as well as to be able to program the new BTE-R, Inspire 2020.1 is required. As mentioned Inspire 2020.1, offers a variety of new innovative features. And these features are available now for all new Livio Edge AI and Livio AI products. And they Firmware Update is available currently for Livio Edge AI devices that are already in the field to perform an update and be able to take advantage of these new features and functionalities. The Firmware Update for Livio AI products that are in the field, will be coming soon. So again, stay tuned and that Firmware Update should be available in the very near future. And how do you know if you have a Firmware Update available for a product? Well, an easy way to recognize that, is from our, "Get started screen", when the devices are connected. You can see in this image that the firmware number is indicated in color. So that will become a colorized when there is a update available. As well, you'll have a third option to select performance update down in your menu of choices to actually enter the fitting. So once you click that radio button for performance update and start, it will lead you through the Firmware Update process. Again, that Firmware Update available now for in the field Livio Edge AI and coming soon for all other Livio AI products. Just wanted to give you a glimpse again, of the available options with these Firmware Update. So for your Livio Edge AI 2400 that are in the field, these features that you see in bold are exclusive updates available via Inspire 2020.1. And the updates that require both a performance update and a Thrive app update are available in blue. So again, for Edge AI 2400 in the field that Firmware Update readily available now, and for Livio AI will be coming soon. Now, while we have amazing hearing aids, sometimes the patient just needs a little bit more to be able to have an amazing listening experience with certain things such as enjoyment of TV, or being able to here effectively in really challenging environments with certain voices. And that's where accessories really come into play. And Starkey offers an entire family of patient focused, 2.4 GHz accessories. Theater are designed to provide a number of different functionalities for our patients. And provide them that assistance they need for a variety of tasks, and to really have the ultimate listening experience. Our most recent introduction in our accessory family is the Table

Microphone. And this is an amazing accessory that features eight directional microphones and beam-forming technology to really provide that amazing listening experience in any number of challenging listening environments for the hearing aid wearer. And study has demonstrated the effectiveness of the Table Microphone, especially in comparison with those typical ways that we enhance signal to noise ratio performance, whether that's directional microphones or through the use of typical remote microphones. The Table Microphone has really shown an amazing level of performance, beyond what is truly been possible up to this point. Our 2.4 GHz accessory family includes a great Remote Control for that patient who desires ease of control, or maybe isn't using a smartphone as their remote control device. This is a fantastic solution. And no charging is necessary. One of our most popular accessories is the TV Streamer. This accessory has amazing sound quality because it converts Dolby 5.1 audio input to stereo output and can stream audio from a variety of different devices beyond the TV. Anything with an audio out. And it also is possible to pair it with an unlimited number of Livio family hearing aids and offering a great range of up to 45 feet. This is an amazing accessory for that patient who desires that easy streaming with their audio sources. The Remote Microphone Plus it's truly the accessory that has it all. It offers five audio input options. It can be used as a remote microphone, whether clip to the clothing or flat on a surface. It has Bluetooth to be able to stream audio, especially from Android devices that aren't compatible for direct streaming. Offers loop connectivity via the On-board Telecoil. The ability for analog line in for a device you wish to stream from that's not Bluetooth. And FM system capability for any FM receiver using that Europin Jack. If your patient is strictly seeking that remote microphone capability and a discreet size, then Mini Remote Microphone really fits that bill. Because it's designed for that clip on clothing, performance or to be placed in front of a TV speaker, for example, for great portability. So an amazing... Yeah, very discreet option. Starkey's 2.4 GHz Accessories truly offers an accessory for virtually any patient's needs. They're simple to use, amazing sound quality, and gives you the functionality that can help your patient have the best listening experience possible.

Starkey's It's very pleased to continue to expand the functionality and innovative features found within our Livio Edge AI product family. Whether it's the addition of new styles, such as the BTE-R or the expansion of the function of the hearing aids themselves, the features found within the mobile apps, we have a product and a feature to truly meet any patient's needs. So this course was designed to give you an overview on how the best just got better. But we do have courses that are available for Audiology Online, covering any number of topics, especially those new features that I discussed today, such as our REM Target Match, Multiflex Tinnitus Pro and more. We have one hour courses that are available that include continuing education credit. But sometimes you just kind of need a quick bit of information. Maybe before your patient comes in for a fitting. And that's where Starkey At A Glance content can come into play. This Starkey At A Glance technology or recordings that are brief, yet to the point and focused very in depth on a specific product or feature. Note that Starkey At A Glance content, is not available for CEU's. So on Audiology underline, Starkey's got amazing amount of resources available for all of your professional needs. I wanna thank you all for taking the time out of your busy schedules to join me today, to learn about how, "The Best Just Got Better". I look forward to seeing you at another Starkey event in the future on Audiology Online.