



Signia AX: The Proof is in the Processing

NJAHHP

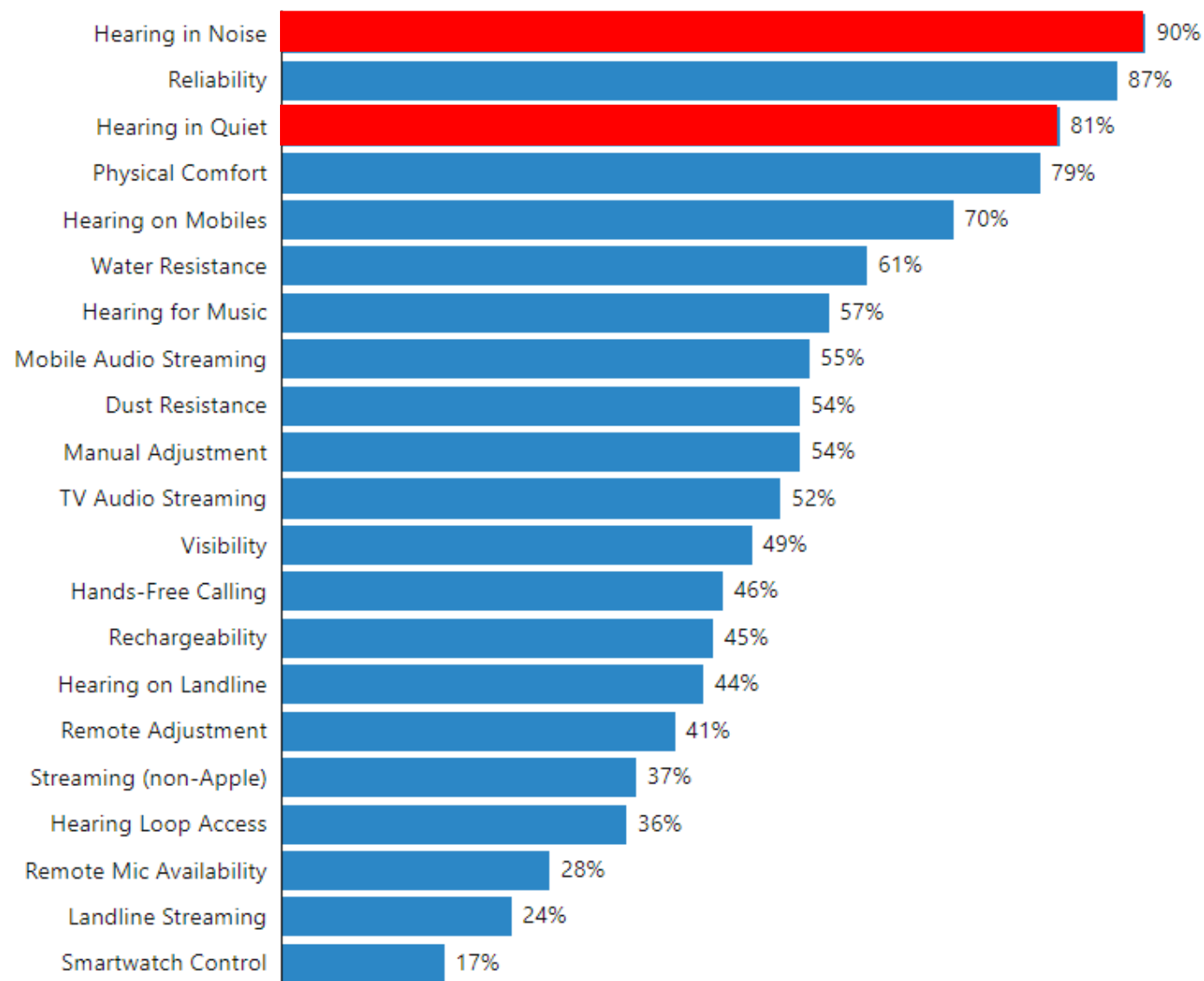
Friday, December 10, 2021

Lisa Perhacs, Au.D.
Clinical Education Specialist
908-432-8894

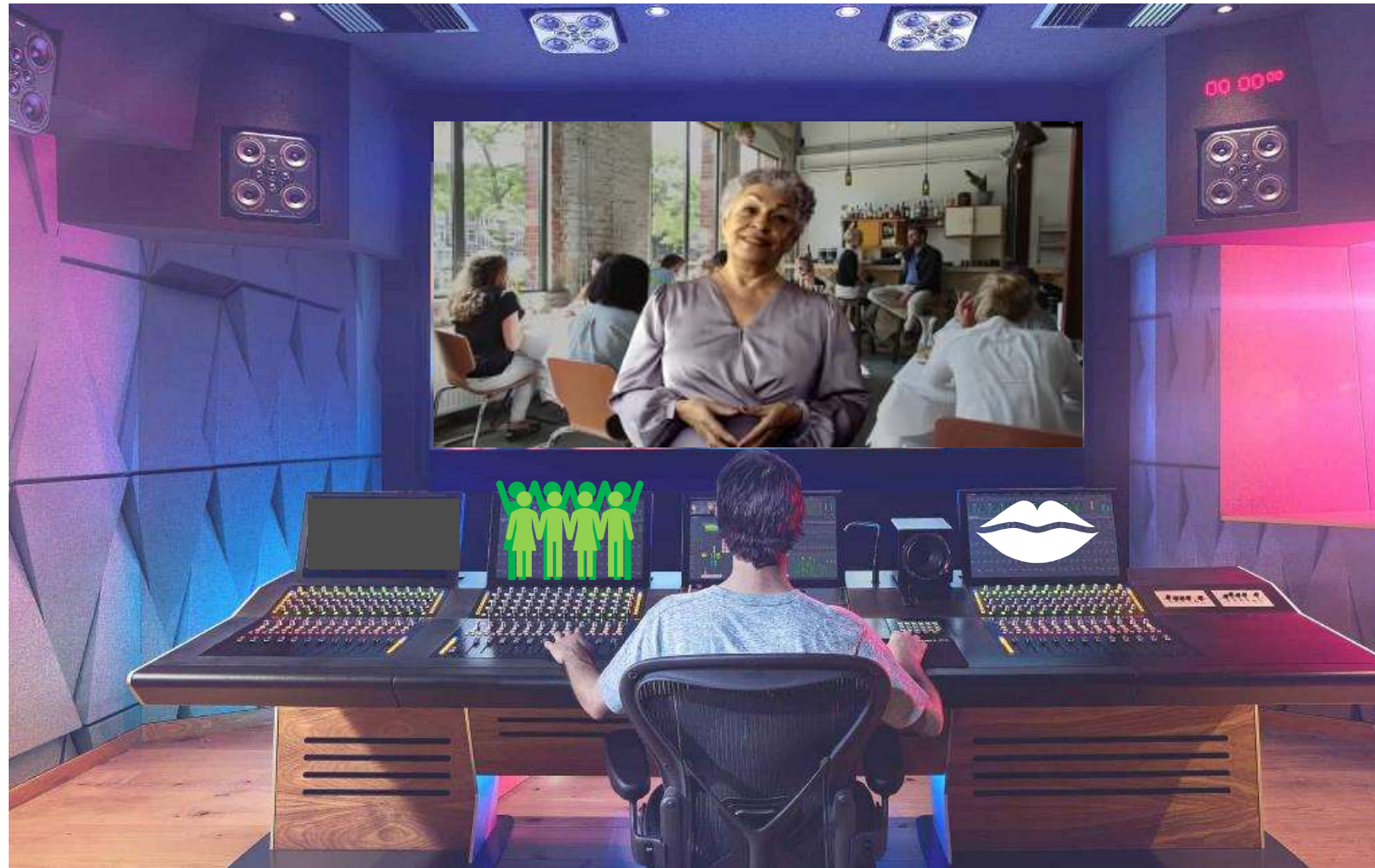
Melanie Holman, Au.D.
Territory Account Manager
856-693-7514

Hearing Aid Preferences in 2021

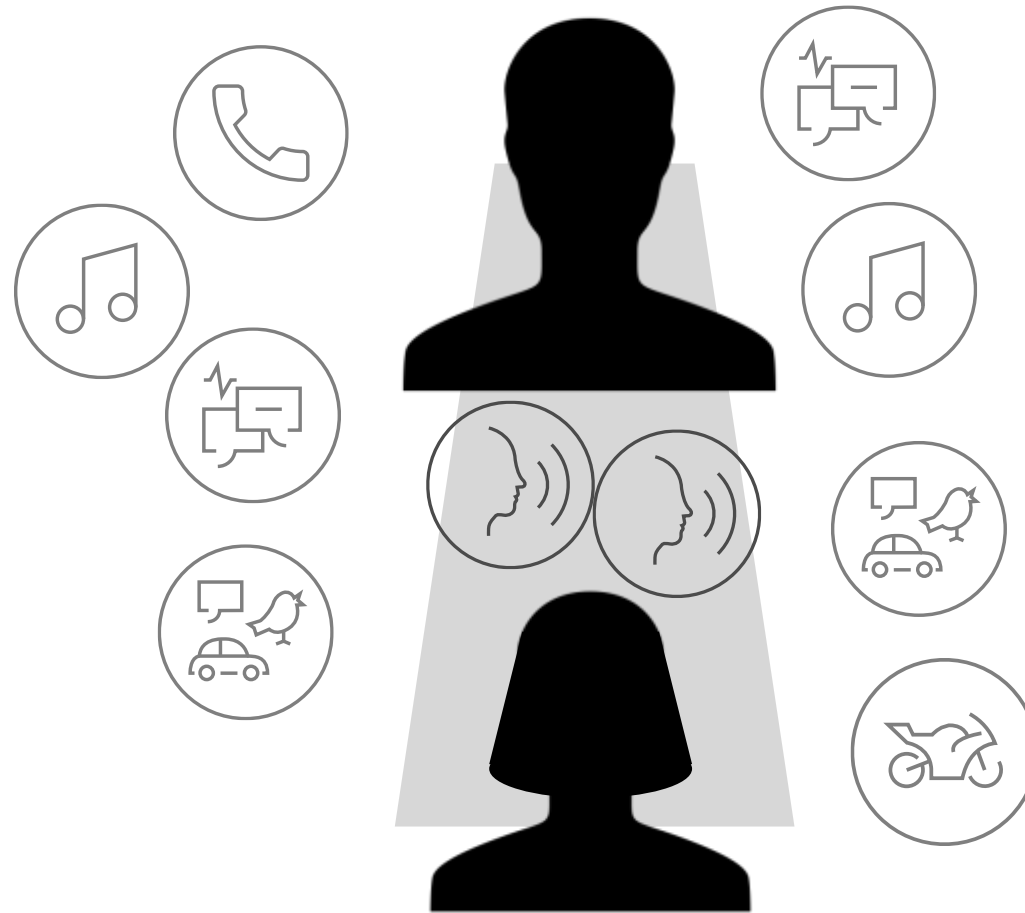
Importance ratings from over 15,000 people



Movie Experience



Current Hearing Aids Rely On Microphone Directionality



Traditional Hearing Aid Technology Processes Sound As A Single Stream



Movie Experience



Augmented Focus

Landscape Analysis

Surrounding

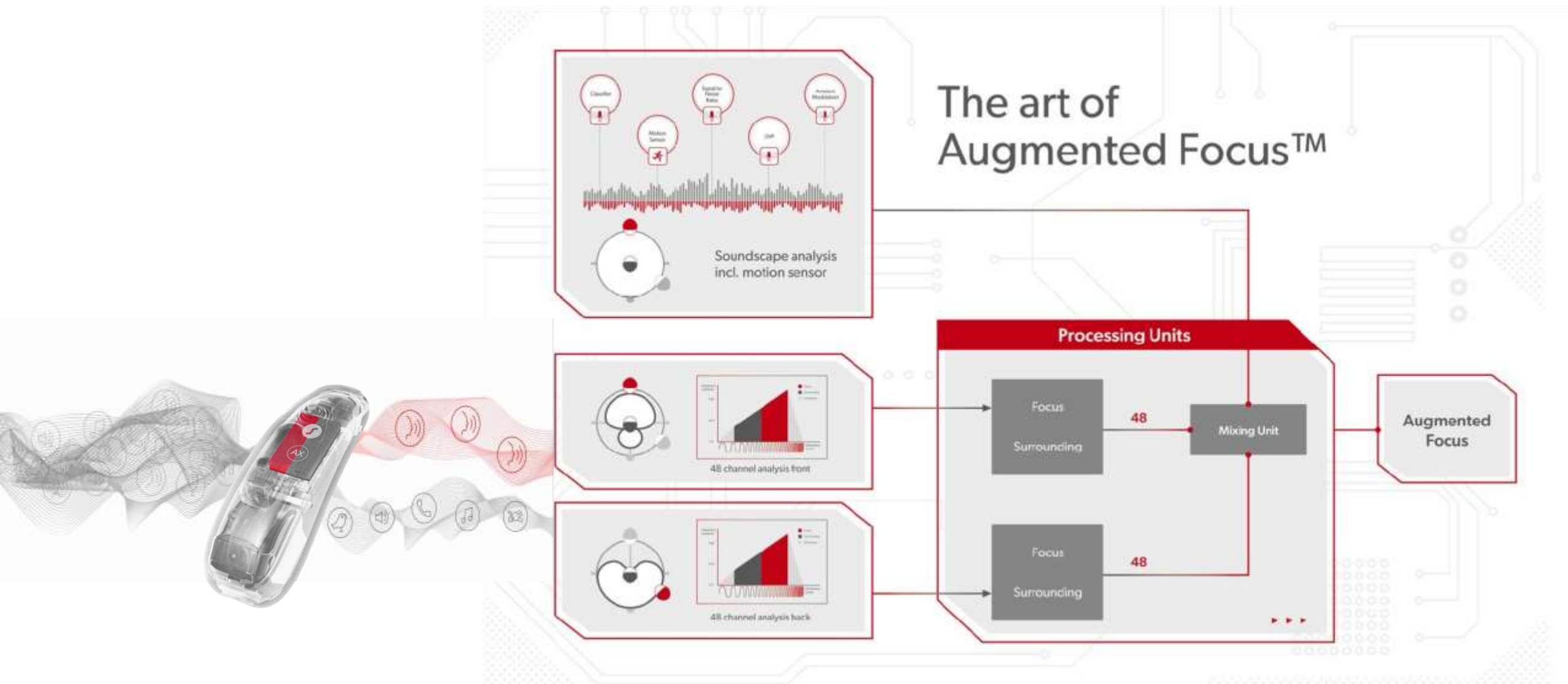
Focus



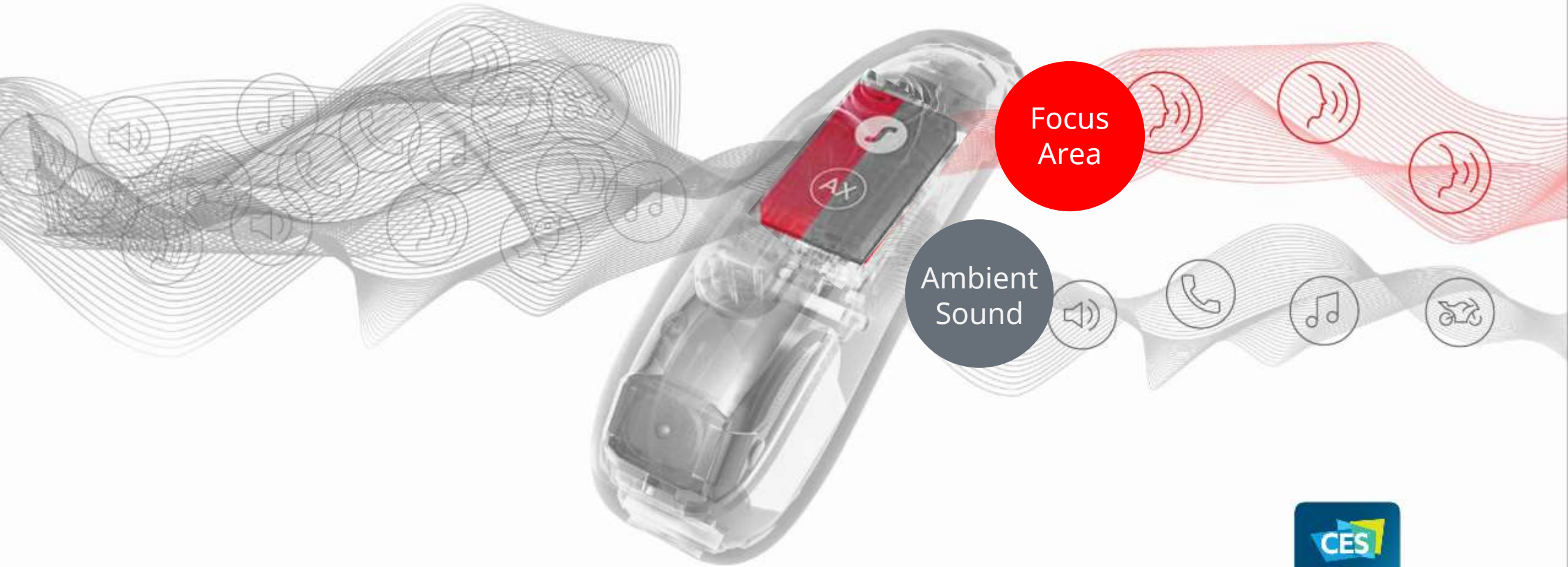
Augmented Xperience



The art of Augmented Focus™



Augmented Focus: Radically New Way of Processing Sound



Dynamic Soundscape Processing 2.0

The screenshot displays the Connexx software interface for Dynamic Soundscape Processing 2.0. The main window is titled "Simulation (Pure C&G T 7AX S (110/46))" and features three simulation panels, each with a vertical slider for "Balance" and "Awareness". The panels show different social settings: a couple on a sofa, a couple at a table, and a group of people. Below the simulations is a "Sound Equalizer" section with tabs for "Quiet", "Noisy", "Music", and "Car". The "Quiet" tab is selected, showing a frequency response curve with 8 frequency sliders. The interface includes a sidebar with navigation options like "Own Voice Processing", "Dynamic Soundscape Processing 2.0", "Basic Tuning", "Fine Tuning", "Tinnitus", "Personalization", "Configuration", and "Program Handling". The top menu bar includes "Connexx", "File", "Edit", "Fitting", "Preferences", "Service", and "Help". The bottom left corner has a "Connect NooWink Wireless" button.



Augmented Focus™

1. Separate processing helps create clear contrast between the focus area and surroundings. 85% of participants performed better in speech test with Signia AX than with own hearing aids and 95% of participants reported to be satisfied with Signia AX.¹
2. This enables patients to hear speech while optimizing the surrounding soundscape. More than 25% better speech understanding in noise compared to own hearing aids.¹
3. Patients wearing AX report outstanding speech clarity. 95% of participants reported exceptional speech understanding in their at-home listening environment.²

¹ Signia White Paper. Based on transformation of the 1.8 dB SNR improvement using a value of the slope of the psychometric function (Wagener & Brand, 2005)

² Signia White Paper. 18/19 participants had a mean rating of speech intelligibility-related questions of more than 8.0 and 9.0, respectively



Audiology – 2021 World Intellectual Property Organization

Figure 3.10. Top three patent applicants by functional category for (top) conventional and (bottom) emerging assistive technology

Consumer electronic goods and car industry companies are among the top filers and some of the same companies lead in both conventional and emerging assistive technology



1 in 3 hearing aids fit in the world come from our organization!



And there is more...



Signia AX "Under the hood"



e2e Wireless 4.0



Enhanced feedback cancellation



Direct streaming
iOS (MFI) & Android (ASHA)



TruEar 360



Increased input
dynamic range



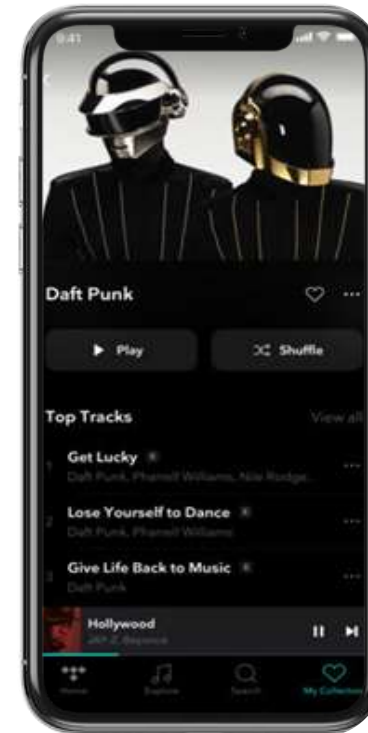
Signia Assistant



Direct Streaming

Apple Devices & Android Devices with ASHA protocol

- Uses Bluetooth Low Energy - designed to have a minimal impact on battery life.
- Hearing aids can then function like any other Bluetooth headset.
- Protocol allows for high-quality audio experience - stream audio, including both music and calls, directly to hearing aids.



We've Changed The Way You Hear The World!

Signia Augmented Focus™



Our revolutionary Augmented Xperience chip at a glance:

- 2X Audiological core processors
- 110% Increased binaural audio transfer rate
- 60% Reduced binaural latency
- 27% More electric circuits
- 22% Longer battery runtime

The Most Comprehensive Rechargeable Product Portfolio





Inσιο Charge&Go AX - An Iconic Innovation



Inσιο Charge&Go AX



- Sleek design 
- No charging contacts
- Bluetooth connectivity 
- Direct streaming from Apple & Android devices with the ASHA protocol



Inσιο Charge&Go AX



Tangible push button



Optional removal string



Inσιο Charge&Go AX



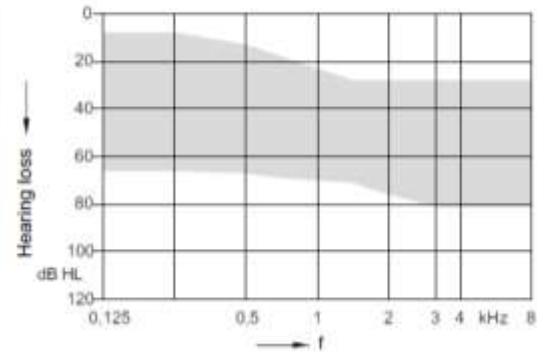
IP 68 – full operation for the wearer, even in difficult environments

Inσιο Charge&Go AX

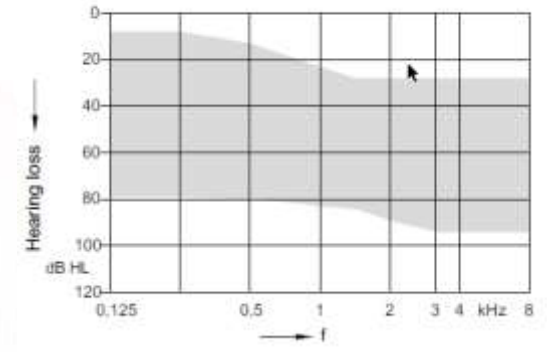
124/65 dB SPL, 118/55 dB SPL, 113/50 dB SPL



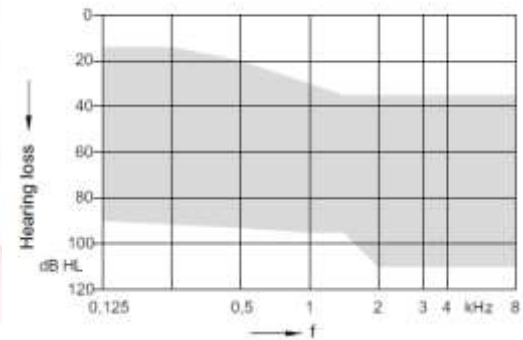
113/50



118/55



124/65



Inσιο Charge&Go AX



124/65 dB SPL, 118/55 dB SPL, 113/50 dB SPL

- Easy to use
 - Contactless charging
 - Push Button
- Full day wear time - 24h
- Connectivity to iOS and Android-ASHA compatible devices
- Reliable via IP 68 rating



Inσιο Charge&Go AX



Black



Dark Brown



Brown



Mocha



Tan



Beige



Inσιο Charge&Go AX Charger



Stationary charging via USB-C

- Intuitive placement in the charger
- Supports all shell sizes
- LED status indicators
- Automatic on/off

Inσιο Charge&Go AX



24h without streaming



20h incl. 5h streaming

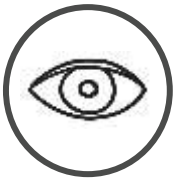
Inσιο Charge&Go AX



For the Audiologist: Easy to program

For the wearer: Easy to use & easy to wear

Inσιο Charge&Go AX



Pure Charge&Go AX
Pure Charge&Go T AX
CROS Pure Charge&Go AX



signia

Pure Charge&Go AX & Pure Charge&Go T AX



- 7AX
- 5AX
- 3AX
- sDemo**



No Compromise On Wear Time



Pure Charge&Go AX

- 28h without streaming
- 24h including 5h streaming



Pure Charge&Go T AX

- 39h without streaming
- 36h including 5h streaming

CROS Pure Charge&Go AX Compatibility

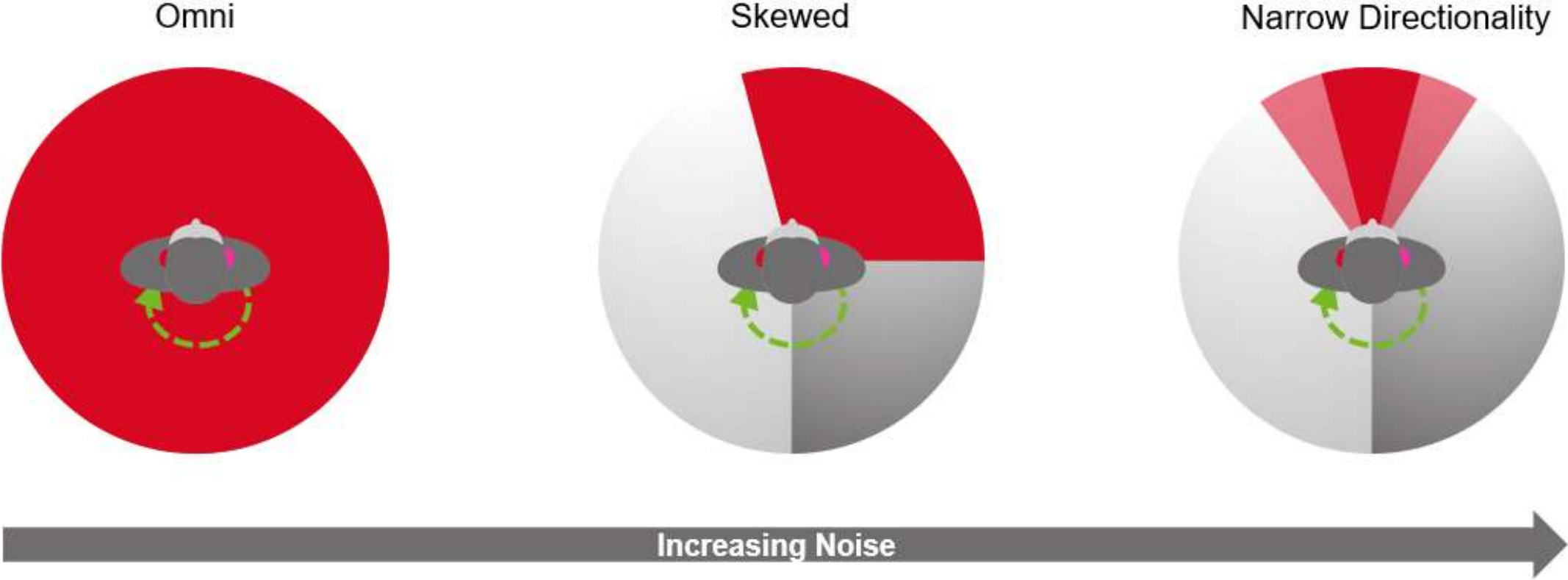


Pure Charge&Go AX



Pure Charge&Go T AX

AX CROS: Skewed directionality review



Pure AX Chargers



Pure
Charger



Pure
Portable Charger



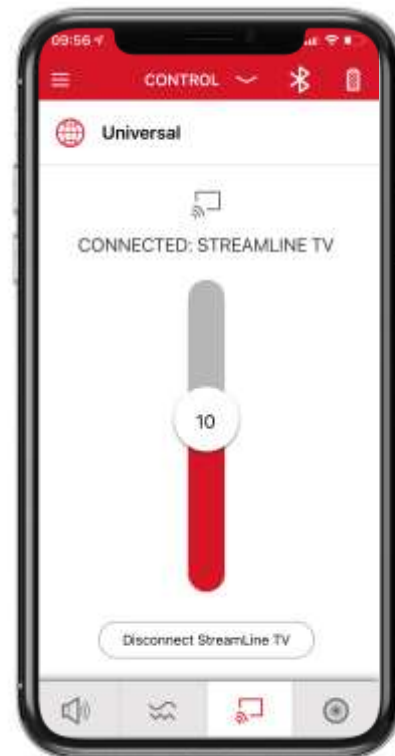
Pure
Dry&Clean Charger



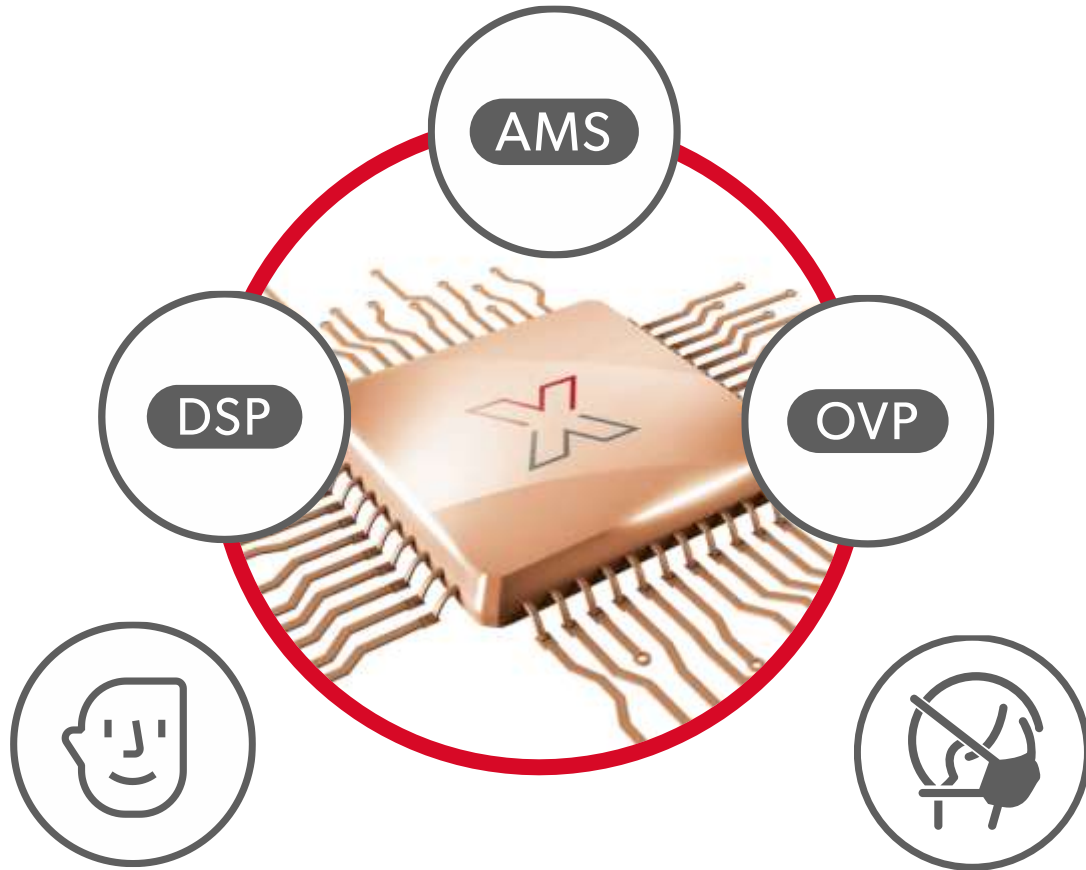
Signia App



Signia App



Xperience Platform Wearer Benefits




- Understand where you are and what you are doing > Acoustic-Motion Sensors
- For natural sound and speech in every situation even when moving > Dynamic Soundscape Processing
- For a natural sounding own voice > Own Voice Processing
- 24/7 support > Signia Assistant
- Face Mask support > Signia App

Motion Charge&Go SP X / Motion Charge&Go P X

Standard, Open Charger / Optional Dry&Clean Charger





- Charge
- Dehumidify 
- Clean via UV

Signia Active Pro X / Signia Active X

118/42 dB SPL



Combines advanced Signia Xperience audiology with a modern hearing design to combat stigma.

- Directional mic technology
- Bluetooth connectivity 
- 23h of wear time with streaming
- Charging-on-the-go 
- Wired or Wireless Charging

Styletto X



- Consumer preferred design (U)
- Exchangeable miniReceiver 2.0
- Bluetooth connectivity (B)
- Charging-on-the-Go (B)
- Wired or Wireless Charging



Silk X



Nearly invisible:

Faceplate creates shadow

Discreet option for mild-moderate hearing loss:

113 dB output/50 dB gain

Five performance levels to meet wearer needs:

7X, 5X, 3X, 2X, 1X, sDemo

Customized fit via Click sleeves: Closed / vented and in 4 sizes



 Silk™ X (Instant-fit)
READY-TO-WEAR



Thank You!

800-766-4500



signia