



A New Era
of Better Hearing

Welcome

A NEW ERA
of Better Hearing

Robert Korb National Sales Manager



Hear better. Live better.



What does it mean to **evolve**?



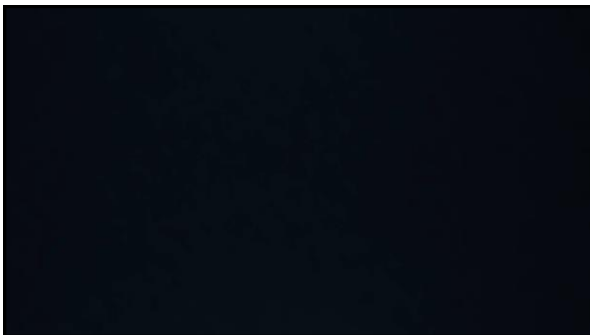
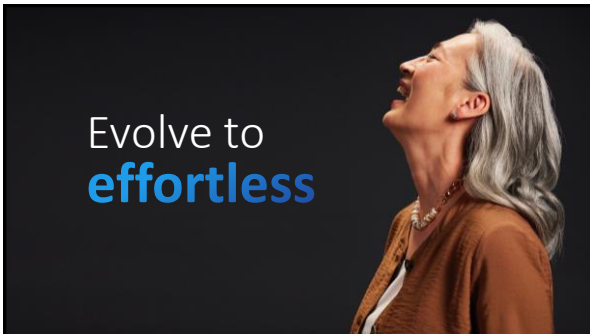
evolve verb; /ih-volv /
To develop gradually,
especially from a simple
to a more complex form.

The evolution of
Starkey technology



The evolution of
Starkey technology










Effortless Hearing

Erin Johnson, Au.D.
Education and Training Audiologist

Top Drivers of Hearing Aid Performance and Sound

-  Natural Sounding
Rich and Clear
-  Minimize background noise
-  Comfort for loud sounds
-  Ability to tell direction

Marketrak 10 / Hearing Industries Association, 2019




THE CHALLENGE

Sound isn't heard the same by everyone

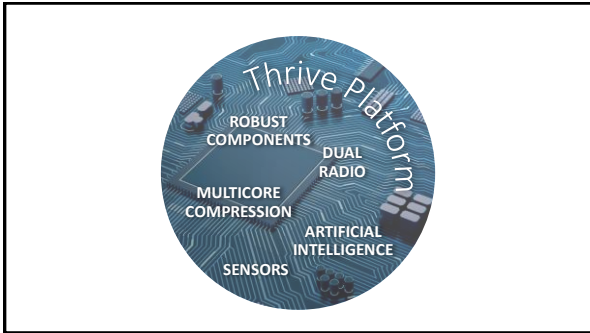


OUR SOLUTION



Always on.
Always automatic.
Always effortless.





Artificial Intelligence and Integrated Sensors

Makes it possible for hearing aids to learn from experience and make precise decisions

- Classifying the acoustic environment
- Tracking activity and engagement
- Detecting a fall
- Voice Recognition

Core Audio

- e-STAT
- Feedback Cancellor
- REM Target Match

e-STAT

Starkey's Proprietary Fitting Formula

Emphasizes audibility for speech understanding

Developed for Starkey's proprietary compression architecture

Models processing of the human ear

Core Audio

- e-STAT
- Feedback Cancellor
- REM Target Match

Feedback Cancellor


Automatically applies **personalized feedback cancellation sensitivity settings** for all memory environments AND provides a **feedback free start** for every fitting

Core Audio

- e-STAT
- Feedback Cancellor
- REM Target Match

REM Target Match

A streamlined process for **automatically matching real ear targets** to provide an accurate and efficient fitting experience



Core Audio

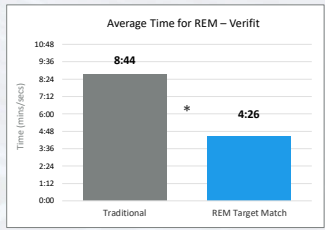
- e-STAT
- Feedback Canceller
- REM Target Match**

REM Target Match

NEW

Now compatible with **Audioscan Verfit 1 and 2 systems**

Speeds up fitting and leaves more time for counseling



Average Time for REM - Verfit

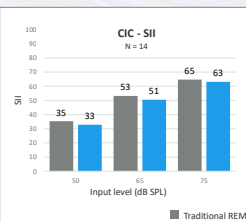
Method	Time (min:sec)
Traditional	8:44
REM Target Match	4:26

* p < 0.001

REM Target Match can be done in half the time of traditional real ear measurements

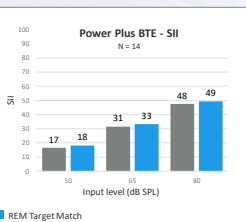
REM Target Match provides equivalent levels of audibility compared to traditional real ear measurements

CIC - SII
N = 14

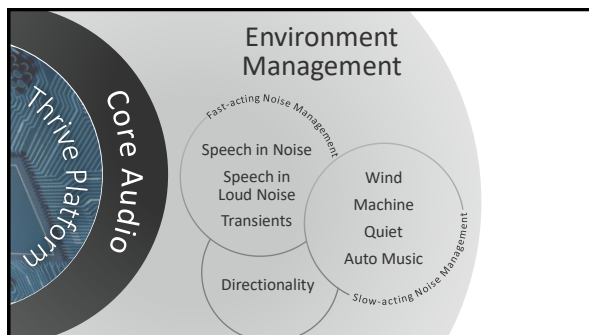


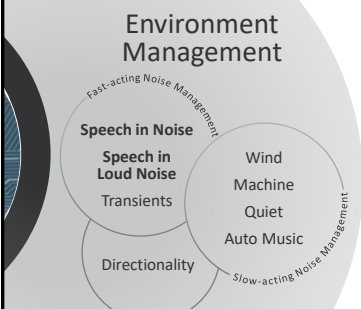
Input level (dB SPL)	Traditional REM	REM Target Match
50	35	33
65	53	51
75	65	63

Power Plus BTE - SII
N = 14



Input level (dB SPL)	Traditional REM	REM Target Match
50	17	18
65	31	33
80	48	49





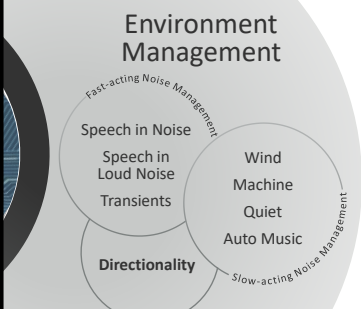
Improvements

NEW

Additional 2 dB of noise suppression for Speech in Noise and Speech in Loud Noise in all technology tiers

40%

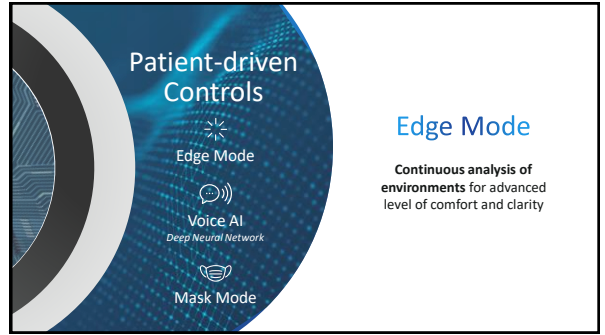
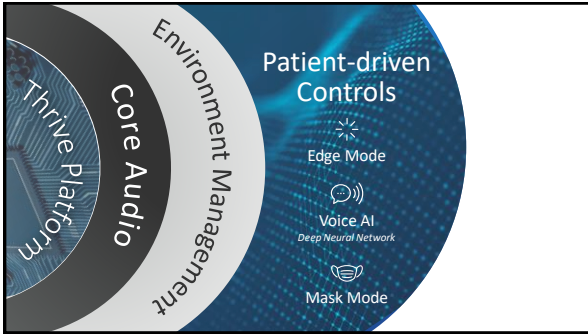
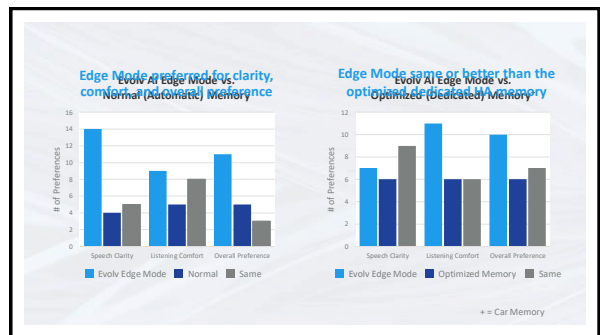
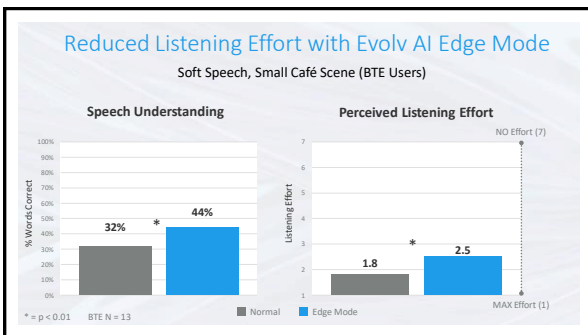
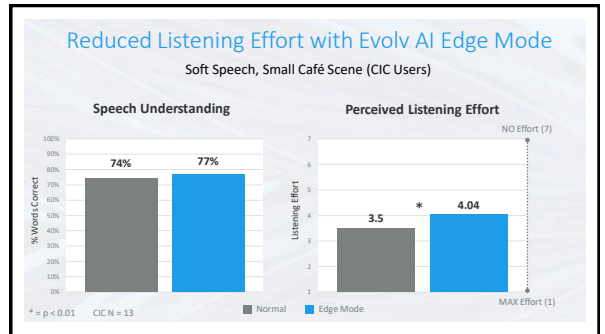
REDUCTION in noise energy compared to Livio

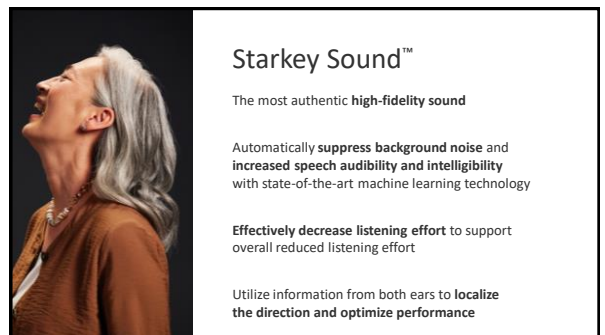
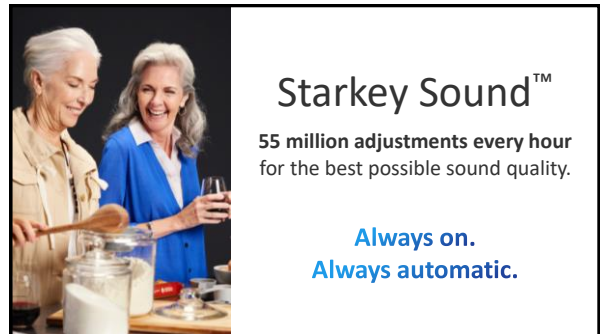
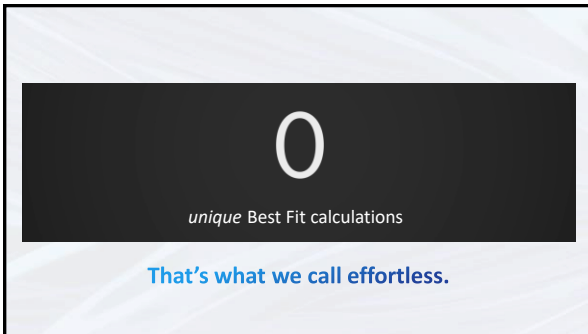
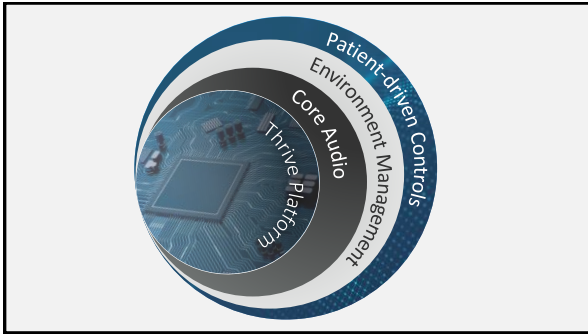


Directionality

Improves speech understanding in noise

Multichannel with **adaptive null steering**



Starkey Sound™





The most authentic **high-fidelity sound**

Automatically **suppress background noise** and **increased speech audibility and intelligibility** with state-of-the-art machine learning technology

Effectively decrease listening effort to support overall reduced listening effort

Utilize information from both ears to **localize the direction and optimize performance**

Key Patient Drivers

-  Natural Sounding
Rich and Clear
-  Minimize background noise
-  Comfort for loud sounds
-  Ability to tell direction

MarketTrak 10 / Hearing Industries Association, 2019

evolv^{AI}

Made for all life's big and little hearing moments.




5:00



Effortless Selection


Judy Grobstein, Au.D.
Manager of Education and Audiology

Imagine


INTRODUCING
evolv^{AI}

When it comes to better hearing innovation, expect effortless.



Stigma still exists.



Average time before a person with hearing loss seeks help

The Challenge



Every patient is unique.

The choice is easy, we have a solution just for them...

THE PATIENT WANTS:


- Discreet
- Stylish
- Easy to Use
- Exceptional performance, wherever they need it

THE PROFESSIONAL WANTS:

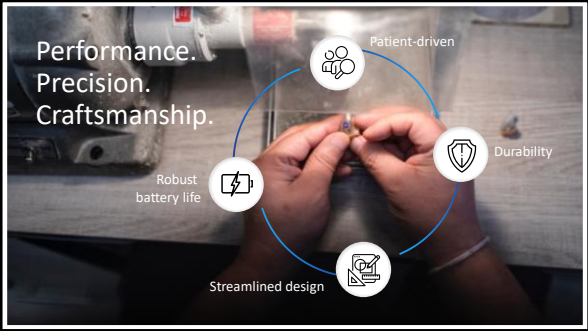
- Multiple styles
- Array of power choices
- Effortless rechargeability

Our Commitment

To build devices that fit right the first time for comfortable all-day wear



Performance. Precision. Craftsmanship.



Robust battery life

Streamlined design

Patient-driven

Durability

NEW

evol^{AI}

The evolution of custom craftsmanship

The smallest of small



IIC (NW)

CIC (NW)

Reinventing Small and Smallest

Artfully crafted, effortlessly discreet design
Enhanced environmental management with Starkey Sound™

CIC	IIC
Non-wireless	Non-wireless
2400, 2000, 1600, 1200 Tiers	2400 Tier
Size 10 or 312 zinc-air battery	Size 10 zinc-air battery
4-7 day battery life	4-7 day battery life
Optional push button user control	

T2 Remote app compatible

Faceplate Colors: ● ● ● ● ● ● ● ●

Shell Colors: ● ● ● ● ● ● ● ●

NEW

evolv^{AI}

Intentional design in every detail

World's smallest 2.4 GHz CIC



evolv^{AI}

2.4 GHz Wireless CIC 312

Industry first 2.4 GHz CIC with sensor technology
Enhanced environmental management with Starkey Sound™

Revolutionary antenna design built into the retrieval line

2400, 2000, 1600, 1200 Tiers

Matrix options: 110/40, 115/50, 120/60, 130/70

Size 312 zinc-air battery
4-7 day battery life

Thrive App compatible

Stream from 2.4 GHz accessories, Apple iOS and select Android devices

Faceplate Colors:  Shell Colors: 



Intentional design in every detail

Revolutionary antenna design, built directly into the retrieval line

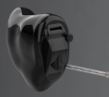

Robust wireless performance

Attention: Hearing Professionals

We're known for our Custom Craftsmanship and we've done it again. Our revolutionary antenna design is built directly into the retrieval line for robust wireless performance.


Please do not cut or modify.

©2020 Starkey Laboratories, Inc. All Rights Reserved. R21-CAR03800 00-01-1G

Tough for tough losses

Redefining better hearing, better living for those with the toughest hearing losses




NEW

evolv^{AI}

Power for more people

The industry's first Power Plus BTE with integrated sensor technology

2.4 GHz Wireless Power Plus BTE



evolv^{AI}

2.4 GHz Wireless Power Plus BTE

Industry first Healthable Power Plus BTE

IP 68*	Universal earhook, thin tube compatible
Rocker Switch	Thrive Platform
Telecoil	Artificial intelligence and embedded sensor technology
Matrix 140/80	Stream from 2.4 GHz accessories, iOS and select Android devices
Size 13 zinc-air battery 6-9 day battery life	
2400, 2000, 1600, 1200 Tiers	

Available colors: 

*IP (Ingress Protection) a rating of how resistant a device is to foreign material such as dust and water.





Effortless healthable options

Accessibility and ease of use are more important than ever.

Fall Alert

World's first and only hearing aid with fall detection and alerts

Detects falls and sends alert to selected contacts

- Peace of mind
- Easy to use

Alarming Fall Statistics

- EVERY 11 SECONDS** an older adult is seen in an emergency department for a fall-related injury.
- APPROXIMATELY **28-35%** OF PEOPLE AGE 65+ fall each year
- INCREASES TO **32-42%** FOR THOSE AGE 70+

I fell outside while I was walking the dog. It was late, and I slipped on ice. I was disoriented and couldn't move having dislocated my shoulder and broken my wrist. Everyone inside was getting ready for bed. I don't know how long I would have been outside, or what would have happened, had it not been for the Fall Alert feature in my hearing aids."

— George

NEW

More feature-rich technology tiers. Effortless.

Fall Alert is now available in **all technology tiers, all styles** of Evolv AI 2.4 GHz wireless devices from CIC to Power Plus BTE.

Intelligent Assistant

Ready to use whenever you are

Intelligent Assistant

- Tap Control
- Translate
- Transcribe
- Thrive Assistant with Voice Commands

Intelligent Assistant

NEW

- Tap Control
- Translate
- Transcribe
- Thrive Assistant with Voice Commands
- Reminders now available on **all technology tiers**

Effortless Intelligence

Our latest technology provides superior sound quality plus advanced features and capabilities

	Premium 2400	Advanced 2000	Select 1600	Basic 1200
Voice AI (iOS only)	●			
Translate	●			
Edge Mode: Tap Control	●			
Transcribe	●	●		
Edge Mode: Thrive app access	●	●	●	
Thrive Assistant	●	●	●	
Find My Phone	●	●	●	
Thrive Care app compatibility	●	●	●	●
Engagement Tracking	●	●	●	●
Activity Tracking	●	●	●	●
2-Way Audio	●	●	●	●
Fall Alert	●	●	●	●
Reminders	●	●	●	●
Self Check	●	●	●	●
Auto On/Off	●	●	●	●
Tap Control	●	●	●	●
TeleHear	●	●	●	●
Tinnitus Technology	●	●	●	●
REM Target Match	●	●	●	●
CRDS system	●	●	●	●

BOLD indicates a feature new to this technology tier

● Wireless CIC | ITE R | ITE R | miniRIC | RIC 312 | RIC R | BTE 13 | BTE R | Power Plus BTE



Effortless Selection

Have it all.

Effortless Connection

Erin Johnson, AuD
Education and Training Audiologist

A connected experience is an *expectation*


Commitment to Connectivity



Commitment to Connectivity

IMPROVED


Reduced connection time between the phone and hearing aids




Commitment to Connectivity

Direct BTLE Streaming

31 Apple devices 38 Android devices*




*An additional 20 Android devices support audio streaming with the Remote Microphone +



A More Seamless Streaming Experience

IMPROVED

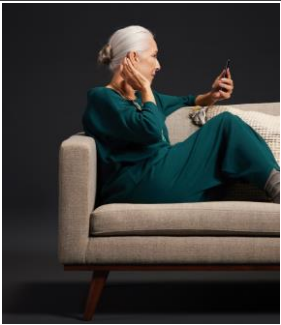
A seamless audio experience when scrolling over embedded videos on the internet, in apps or on social media platforms



**INTRODUCING
2-Way Audio**

A game-changing phone conversation experience

Evolv AI's latest Made for iPhone (MFi) update




NEW
2-Way Audio

Allows the hearing aid microphones to pick up and return the user's voice

Provides a hands-free experience for the user during a call

Ease and convenience – **phone calls become effortless!**




Compatible with:

All 2.4GHz styles and technology levels of:
evolv^{ai} | livioEdge^{ai} | livio^{ai} | livio

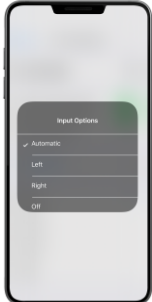
iOS 15.1 or newer

- iPhone 11, iPhone 11 Pro, iPhone 11 Pro Max, and later
- iPhone SE (2nd generation)
- iPad Pro 12.9-inch (5th generation)
- iPad Pro 11-inch (3rd generation)
- iPad Air (4th generation)
- iPad mini (6th generation)



2-Way Audio Setup

Easily access via the **triple click** or through the control center




Using 2-Way Audio






Use for phone calls as well as with other apps such as FaceTime, Teams, and Zoom


When a phone call comes in, answer the call on the iPhone/iPad


2-Way Audio will stream based on the Input Option that was selected from the Control Center



Thrive App

-  Easy to use
-  Intuitive design
-  Seamless hearing aid control and feature access
-  Access to health and wellness features
-  Secure





NEW

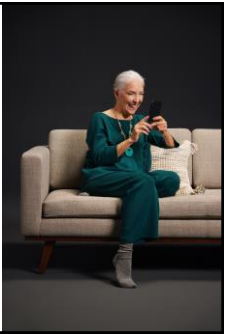
Edge Mode Button

Products with Edge Mode will now have a button to engage it

- Will appear on the Home screen by default

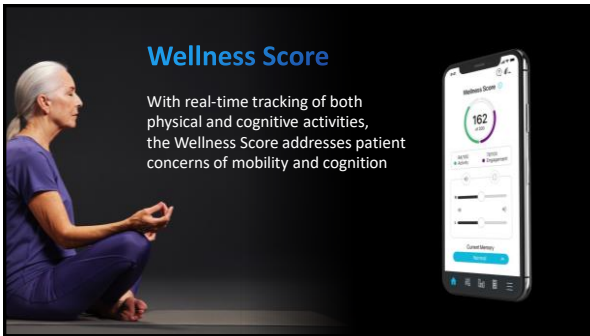
I didn't want to have to mess with the volume control or app. So, they are set up so I don't have to. But, I never feel like I need to change anything. I just put them on, and they work great! And my children commented on how much better I was hearing during our FaceTime calls on Sundays. Hearing their voices right in the hearing aids is fantastic!

— Susan



Wellness Score

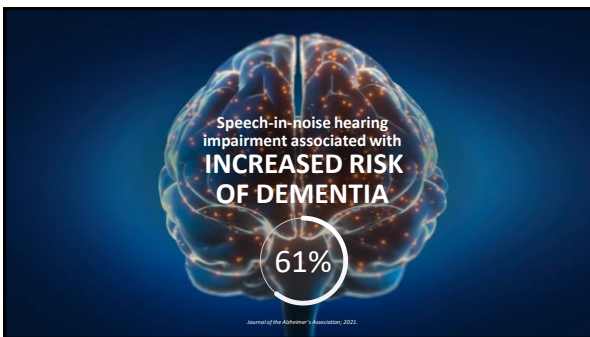
With real-time tracking of both physical and cognitive activities, the Wellness Score addresses patient concerns of mobility and cognition




Speech-in-noise hearing impairment associated with **INCREASED RISK OF DEMENTIA**

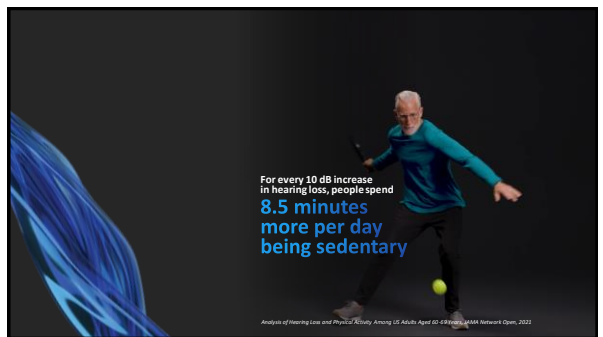
61%

Journal of the Acoustical Society of America, 2021.



For every 10 dB increase in hearing loss, people spend **8.5 minutes more per day being sedentary**

Analysis of Hearing Loss and Physical Activity Among U.S. Adults, April 10, 2022. AHA Network Open, 2022



For every 10 dB increase in hearing loss, people spend **8.5 YEARS** more per day of accelerated aging

Analysis of Hearing Loss and Physical Activity Among US Adults Aged 65-89 Years, JAMA Network Open, 2021

Fall Alert

World's first and only hearing aid with fall detection and alerts

Now available for all Evolv AI

INCREASED INCIDENCE OF FALLS
for every 10 dB of measured hearing loss

Wang, J., et al. (2017). Hearing loss and falling: The National Health and Medical Research Council (NH&MRC) Hearing Study. *PLoS ONE*, 12(12), e0187441.

30+ MINUTES
of moderate intensity physical activity per day at age 65 was associated with a **35-40% reduced occurrence of falls when older**

Chang, Y., et al. (2018). Physical activity and falls in older adults: A systematic review of evidence. *The British Medical Journal*, 378, e019444.

Fall Alert Improvements

Easier to understand terminology

Fall Alert Improvements

Refined and improved algorithm

Fall Alert Improvements

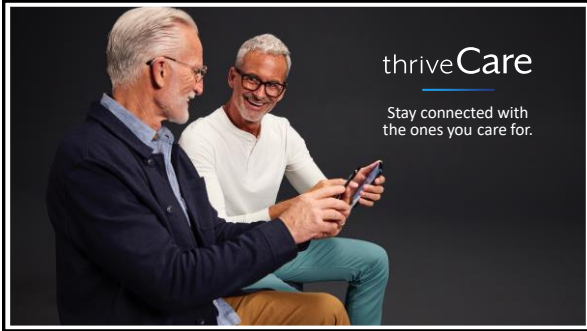
Refined and improved algorithm

- Fewer false alarms when in High or Normal sensitivity mode
- More falls detected accurately when in low sensitivity mode

Starkey

Hear better. Live better.

To lead the world in better hearing and help people *live better lives*



2020 was unmistakably the year of telemedicine adoption

73%

will continue to use telehealth services in the future

TELEHEALTH IMPACT: PATIENT SURVEY ANALYSIS The COVID-19 Healthcare Coalition Telehealth Impact Study Work 11 April 2021.

TeleHear™

Meeting patients where they are

NEW

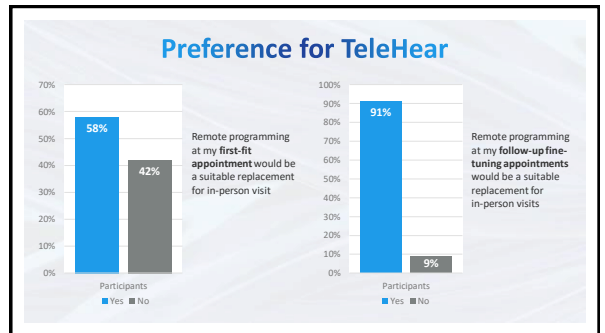
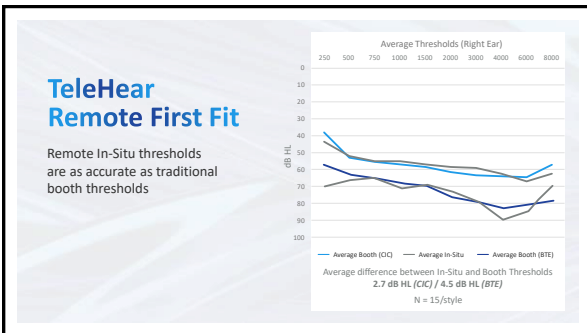
TELEHEAR

Remote First Fit Features

Feedback Cancellation Initialization

In-Situ Audiometer

Verify Comfort



TELEHEAR
Adjustment Capabilities

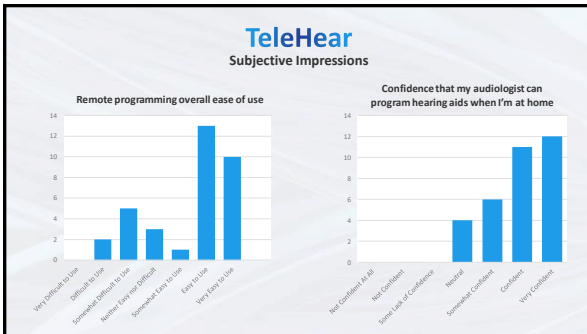
NEW

Data Log	Fitting Summary	Memories
QuickFit	Expert Assistant	Indicators
Fine Tuning	Frequency Lowering	User Controls
Sound Manager		Tinnitus (White Noise and Audiogram-Shaped)
		Best Fit/ Target Match
		VC Range and Step Size
		Tinnitus Range and Step Size
		Experience Manager

Patient or Professional
Launches TeleHear at the designated time

Patient
Explains the adjustment needs

Professional
Makes and syncs changes to the hearing aids and provides counseling



Over **1** out of **3** participants stated that the availability of remote programming would have encouraged him/her to **pursue hearing healthcare sooner**

Hearing aids can transform someone's life and connect them back to the activities and people they love

— William F. Austin

A New Era is Here

evol^vAI

When it comes to better hearing innovation, expect effortless.

Starkey

