



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

STARKEY
SOUND™

OUR SOLUTION

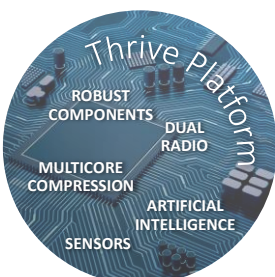


STARKEY
SOUND™

Always on.
Always automatic.
Always effortless.



STARKEY
SOUND™



Thrive platform

- ROBUST COMPONENTS
- DUAL RADIO
- MULTICORE COMPRESSION
- ARTIFICIAL INTELLIGENCE
- SENSORS

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

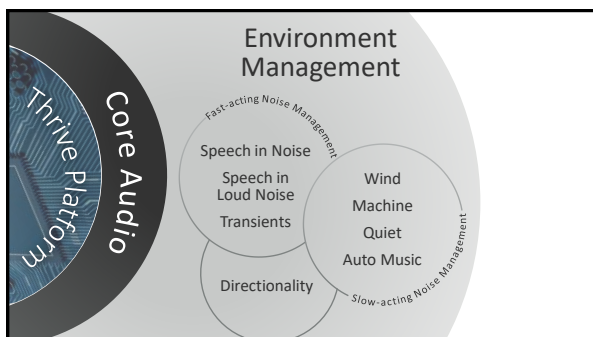
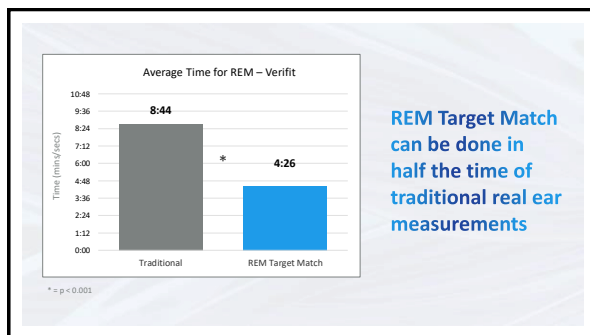
- e-STAT
- Feedback Canceller
- REM Target Match

Core Audio

- e-STAT
- Feedback Canceller
- REM Target Match

REM Target Match

Speeds up fitting and leaves more time for counseling



Environment Management

Fast-acting Noise Management

- Speech in Noise
- Speech in Loud Noise
- Transients
- Directionality

Slow-acting Noise Management

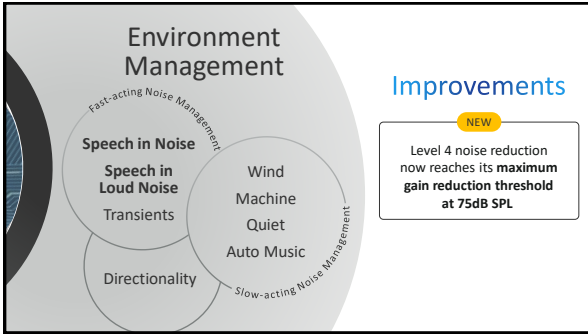
- Wind
- Machine
- Quiet
- Auto Music

NEW

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

40%

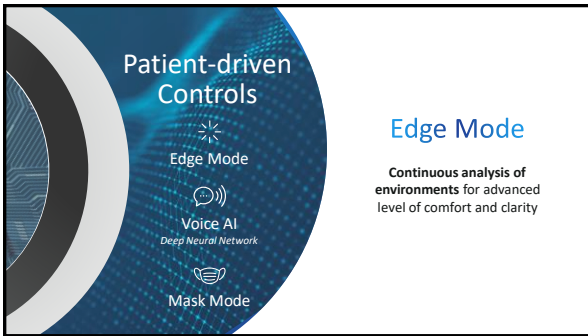
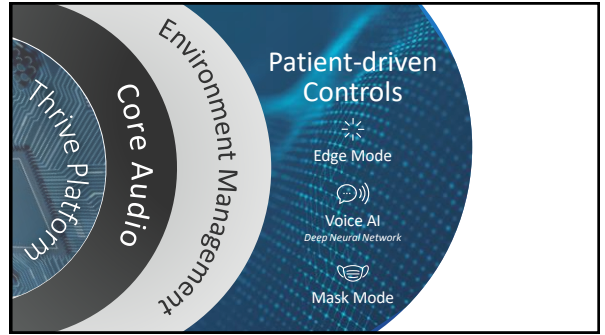
REDUCTION in noise energy compared to Livio



Improvements

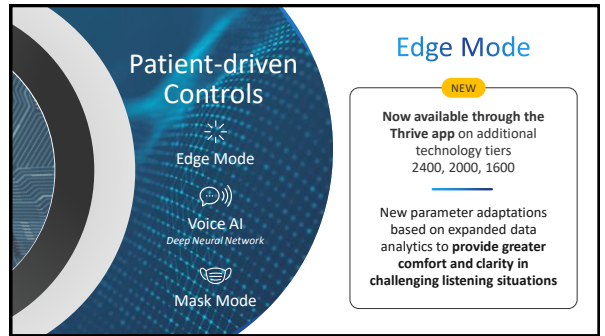
NEW

Level 4 noise reduction now reaches its **maximum gain reduction threshold at 75dB SPL**



Edge Mode

Continuous analysis of environments for advanced level of comfort and clarity

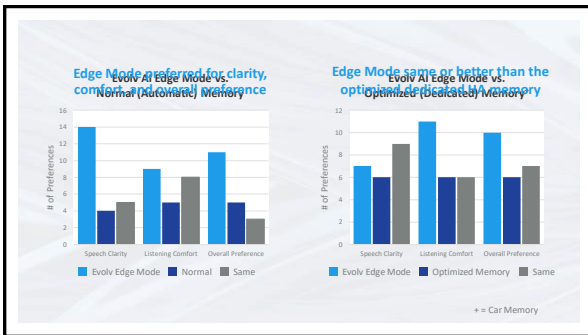


Edge Mode

NEW

Now available through the **Thrive app** on additional technology tiers 2400, 2000, 1600

New parameter adaptations based on expanded data analytics to **provide greater comfort and clarity** in challenging listening situations



NEW

Edge Mode Button

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


- Will appear on the Home screen by default
- Double Tap is exclusive to the 2400



STARKEY
SOUND

More than 100 patents
for automatic
sound quality
control

Always effortless.



Starkey Sound™

55 million adjustments every hour
for the best possible sound quality.

Always on.
Always automatic.

evolv^{AI}

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




“

They're my most important
possession

— Huey Lewis



Video 4

Huey Lewis

evolv^{AI}

Effortless
Selection




The Challenge

THE PATIENT WANTS:

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

Every patient is unique.

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

THE PROFESSIONAL WANTS:

- Multiple styles
- Array of power choices
- Effortless rechargeability




evol^vAI

Effortless Selection

Have it all.





Custom Craftsmanship

Meticulously and artfully crafted products

Provide the smallest, most powerful, custom devices to fit the widest range of hearing losses.

Building devices that fit right the first time for comfortable all-day wear.

NEW

evol^vAI

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 Non-wireless		IIC Non-wireless
2400, 2000, 1600, 1200		2400, 2000, 1600 tiers
Size 10 zinc-air battery 4-7 day battery life		Size 10 zinc-air battery 4-7 day battery life
Optional push button user control		

Faceplate Colors



Shell Colors



T2 Remote app compatible


NEW

evol^vAI

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™

<p>Revolutionary antenna design built into the retrieval line</p> <p>Matrix options: 110/40, 115/50, 120/60, 130/70</p> <p>Size 312 zinc-air battery 4-7 day battery life</p>	<p>Thrive App compatible</p> <p>Stream from 2.4 GHz accessories, Apple iOS and select Android devices</p> <p>2400, 2000 and 1600 tiers</p>
---	--

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.

©2021 Starkey Laboratories, Inc. All Rights Reserved. 8-21-CAR03850-00-EE-SC




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	

Available colors: ● ● ● ● ● ● ● ●

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

Effortless Selection

Have it all.



Effortless Selection

Have it all.

IIC NW CIC NW CIC ITC R ITE R Micro RIC 312 RIC 312 RIC R BTE R BTE 13 Power Plus BTE 13

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

- Peace of mind
- Easy to use

EVERY 11 SECONDS an older adult is seen in an emergency department for a fall-related injury.
©2021 Cochlear. All rights reserved.

INCREASED INCIDENCE OF FALLS for every 10 dB of measured hearing loss
©2021 Cochlear. All rights reserved.

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.

Fall Alert Improvements

Easier to understand terminology

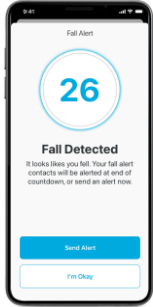

Fall Alert Improvements

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

Hear better. Live better.


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

thriveCare

Stay informed about your loved one's health and well-being; **any time, anywhere**

Now compatible with all levels of Evolv AI




Apple and Android Versions Available

thriveCare

Opportunities for Encouragement

- Use time
- Step Count
- Changing Environments
- Social Engagement
- Movement




Intelligent Assistant

Ready to use whenever you are


Intelligent Assistant

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


Intelligent Assistant




Tap Control




Translate



Transcribe



Thrive Assistant
with Voice Commands



NEW
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	●	●	●	●
TalkHear	●	●	●	●
Tinnitus Technology	●	●	●	●
REM Target Match	●	●	●	●
CROS system*	●	●	●	●

BOLD indicates a feature new to this technology tier

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



Effortless Selection


Have it all.

Effortless Connection


Dave Fabry, Ph.D.
Chief Innovation Officer




A New Era is Here



Effortless Hearing




Effortless Selection




Effortless Connection


Resources




New Brochures



White Papers



Quick Tips



Endorsed Webinars

Visit the Starkey Learning Hub for more information

Endorsement Numbers

ACAud Endorsed: 2022101 (2 CEP points with passing quiz)
 AudA Endorsed: CPD2122058 (Category 1.2) (1 CPD Point)
 HAASA Endorsed: CPED2021-2023 (CPED-46) (1.5 CPED points online with passing quiz)


Quiz available through 1 April



Learn More

Upcoming Endorsed Webinars

<p>Effortless Hearing</p> <p>3 May 2022</p>	<p>Effortless Selection</p> <p>7 June 2022</p>	<p>Effortless Connection</p> <p>5 July 2022</p>
--	---	--



**Exceptional sound.
 Complete style line.
 Powerful partnership.**


Effortlessly everything.

A NEW ERA

of Better Hearing

Paul Saito
 Vice President Asia Pacific

Thank you.



Hear better. Live better.