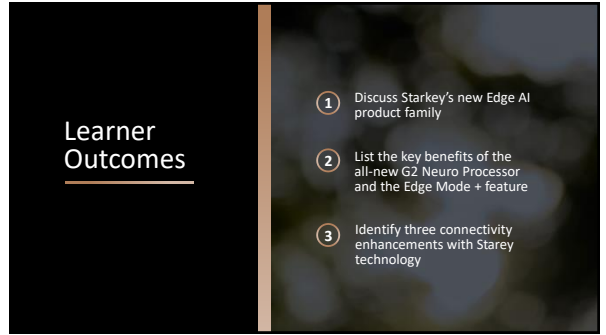
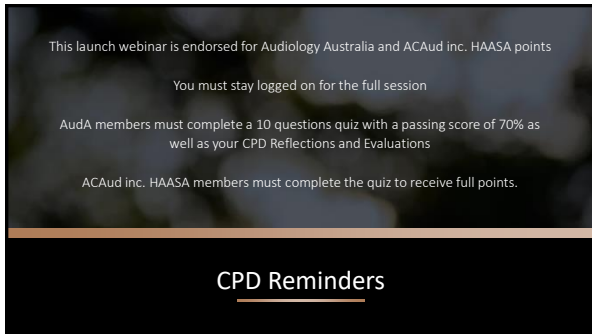


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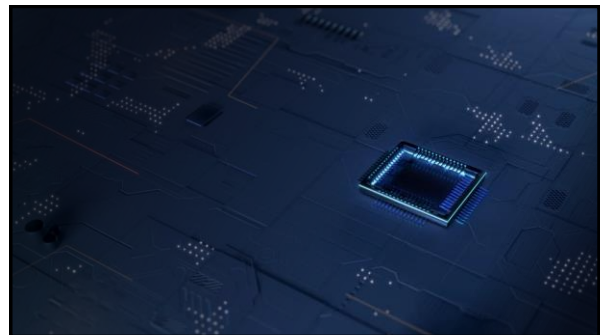
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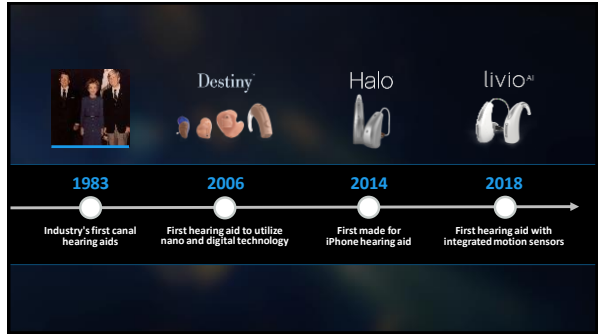
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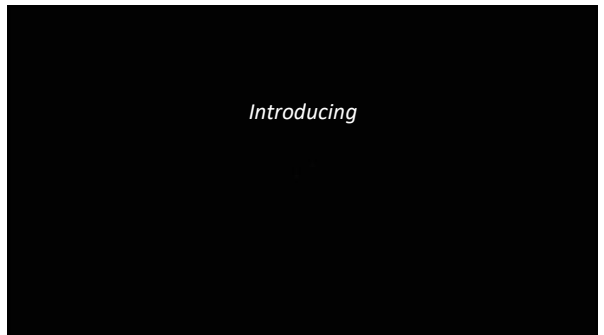
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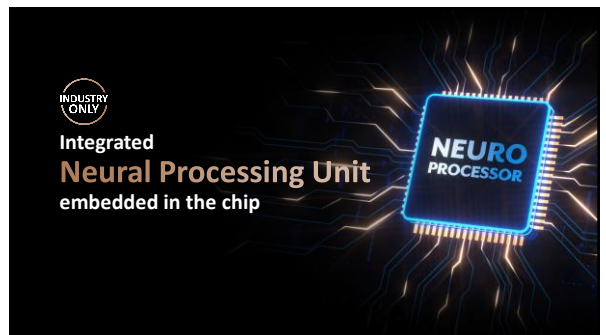
19



20



21



22

Superpower-full

100X more DNN processing
than Genesis AI

NEURO PROCESSOR

ALL NEW 2.4 GHz Radio with LE Audio

23

Neuro Sound Technology 2.0 featuring **INDUSTRY FIRST** Deep Neural Network (DNN)

24

Listen with ease
Enjoy every little sound that matters

25

Neuro Sound Technology 2.0

Encodes a wearer's acoustic environment, senses movement, digitizes intent and then adapts to it all to deliver a sound experience rivaled only by perfect hearing

26

30% MORE ACCURATE AT IDENTIFYING SPEECH

6dB ADDITIONAL REDUCTION IN LOW-LEVEL NOISE

APPROPRIATELY CLASSIFIES MULTI-TALKER BABBLE

13dB SNR IMPROVEMENT IN NOISY ENVIRONMENTS

CLEANER PURER SIGNAL

27

The industry's longest lasting battery life

MAINTAINS OUR **51 HRS**

Waterproof up to 1m
Rechargeable styles only

28

An unrivaled sound experience

Edge AI mimics the human brain to better replicate how a "normal" hearing system works

Sensory

Takes in the acoustic, motion, and listening intent information to map out a perceptual topology of the listener's environment

Subconscious

Effortlessly processes tasks that happen in the background without needing input or effort from the listener

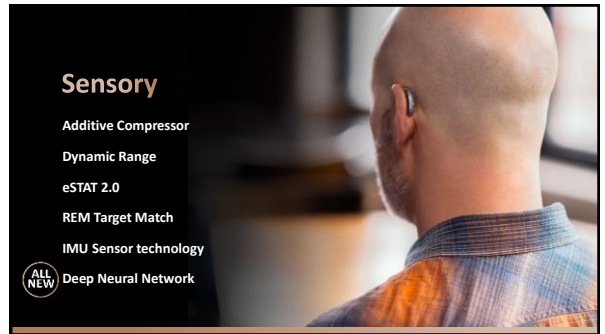
Conscious

Provides additional control and flexibility to the wearer

29

Sensory

- Additive Compressor
- Dynamic Range
- eSTAT 2.0
- REM Target Match
- IMU Sensor technology
- ALL NEW Deep Neural Network

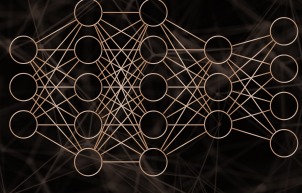


30

INDUSTRY FIRST

Starkey's Deep Neural Network

DNN processing runs parallel with the sound management system for more efficient processing — both in speed and battery life



31


INDUSTRY FIRST

The Next Big Thing in Sound

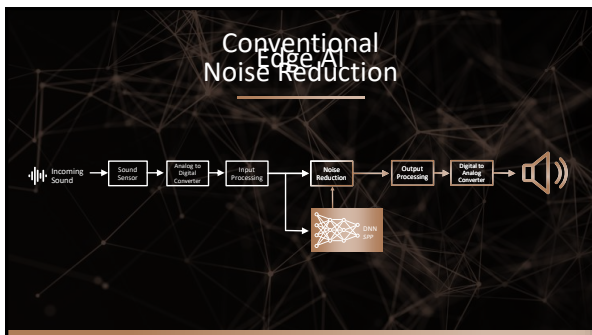
Deep Neural Network Enhanced Speech in Noise

Industry's first Speech Probability Predictor

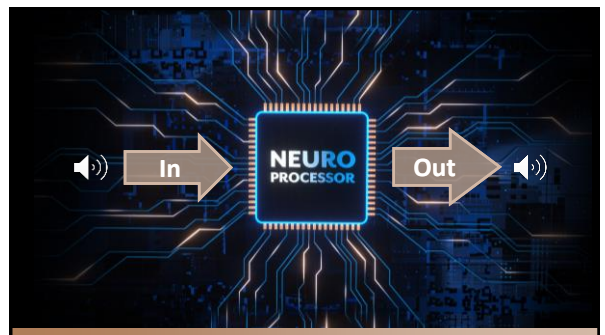
30% more accurate at identifying speech



32



33



34

Subconscious

- Sound Manager
 - Sound Enhancement
 - Situational Sound Management
 - Directionality
- Feedback Canceller
- Frequency Lowering
- ALL NEW** Streaming

35

Best-in-class Streaming Sound Experience

All-new streaming configuration with full frequency response adjustment capabilities to ensure that every patient enjoys their streaming experience

36

Conscious

- User Controls
- MultiFlex Tinnitus Pro
- My Starkey App
 - Self Check
 - TeleHear
 - Balance Assessment
 - Fall Alert
 - Find My Hearing Aid
 - Reminders
 - Smart Assistant
 - Translate
 - Transcribe
- Edge Mode+

37

Edge Mode+

On-demand ability to zero-in on speech in challenging environments

38

Edge Mode+ has been shown to improve speech recognition and decrease listening effort

Edge Mode+

Utilizes the integrated Neural Processing Unit to process the environment and uses AI to select the best settings based on that sound scene.

The user can further clarify their intent to enhance speech or reduce noise

Metric	Default Settings	Edge Mode+ Enhance Speech
Word Recognition Score	Baseline	+11%
Listening Effort SNR	Baseline	-1.13 dB

39

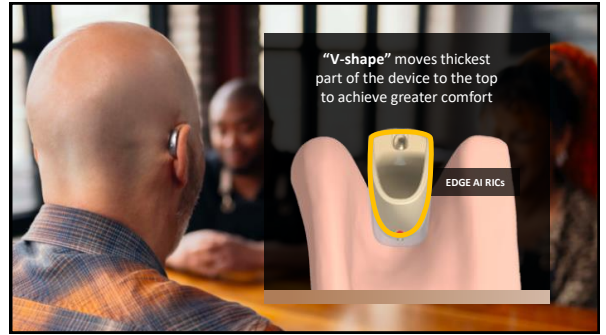
Easy on the ears

Discreet, ergonomic design that rests comfortably behind the ear, making it barely noticeable to others

40



41



42



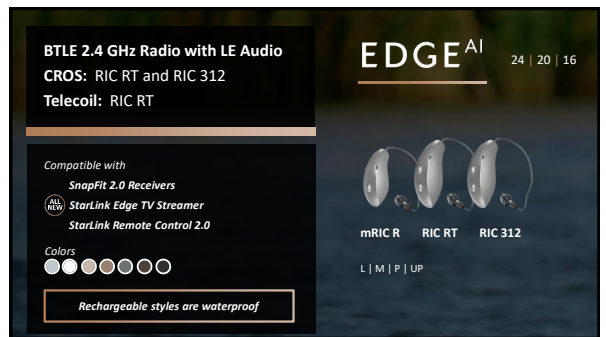
43



44



45



46

EDGE^{AI}
Snap Fit 2.0
RIC Receivers

40 gain → L
 50 gain → M
 60 gain → P
 70 gain → UP*

**Custom Cased Required*

CUSTOM CASED
AVAILABLE FOR ALL

47

EDGE^{AI} 24 | 20 | 16

BTLE 2.4 GHz Radio with LE Audio
Telecoil: ITE
CIC: 312 battery

INDUSTRY LEADING Custom Solutions

Compatible with
 StarLink Edge TV Streamer
 StarLink Remote Control 2.0

Faceplate Colors
 ● ● ● ● ● ● ● ●

Shell Colors
 ● ● ● ● ● ● ● ●

Rechargeable styles are waterproof

CIC **ITC/HS R** **ITE R**

CIC/ITC/HS L | M | P | UP
 ITE M | P | UP

48

StarLink Charger 2.0

StarLink Charger 2.0
Default

StarLink Premium Charger 2.0
 with on-board battery
Orderable

49

Ship Mode

Prior to first use:
 StarLink Charger 2.0 must be plugged into a power source (e.g. wall outlet)

Rechargeable RIC and custom devices must be placed in the appropriate charger for 3 seconds and then removed to exit Ship Mode.

50

Signature SERIES

Tech tiers
 24 | 20 | 16

**IIC remains exclusive to the 24-technology tier*

IIC^{*} NW **CIC NW** **CIC R NW**

51

Making the complex simple with Starkey Pro Fit

52

What's New in Pro Fit

- Supports new Edge AI family of products, associated new features, and provider requested updates
- Accessory Screen Layout Update
- Expanded tinnitus masking options
- New Audio Streaming screen



53

Compatible Programmers

Multiple programmers may be connected at once

Compatible *wireless* programmers include:

Noahlink Wireless Programmers 1 & 2

Compatible *wired* programmers include:

HiPro 2
SpeedPort 2
NOAHlink
HiPro USB



54

Starkey 2.4 GHz Programmer

No Longer Supported in Pro Fit

Programmer no longer supported

A Starkey 2.4 GHz programmer is detected on this computer. This programmer is no longer supported. We recommend the Noahlink Wireless programmer. Please contact your sales representative if you need assistance acquiring a new programmer.

[OK](#)

Inspire will continue to support the Starkey 2.4 GHz programmer

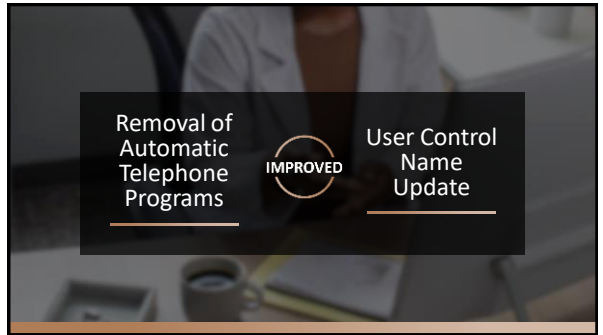


55

Removal of Automatic Telephone Programs

IMPROVED

User Control Name Update

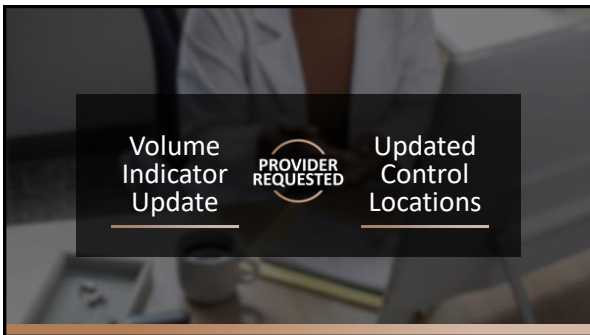


56

Volume Indicator Update

PROVIDER REQUESTED

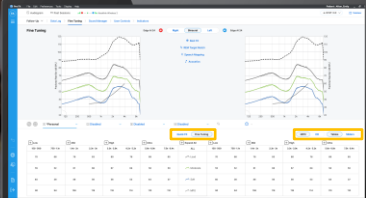
Updated Control Locations

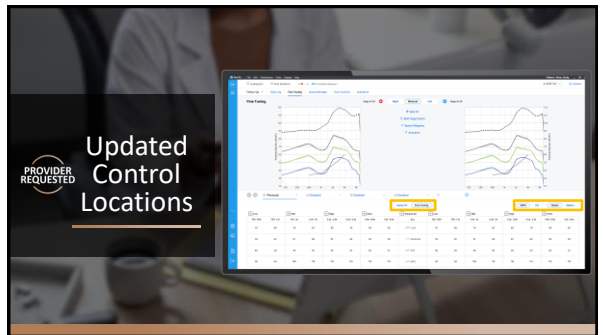


57

PROVIDER REQUESTED

Updated Control Locations





58

Accessory Screen

- Accessory Sections
 - Broadcast Devices
 - Bluetooth Devices
- Audio Streaming shortcut
- Updated Favorite Button Dropdown

59

ENHANCED

Multiflex Tinnitus Pro

Delivering personalized relief for each individual

Five new ready-to-fit masking stimuli are now available in Pro Fit

60

Multiflex Tinnitus Pro

Personalized Sound Therapy for Tinnitus Management

WHITE NOISE
Signal level based on PTA and comprised of equal energy distribution across frequencies

All Styles and Technology Tiers

AUDIOGRAM-SHAPED NOISE
Automatic shaping of the tinnitus stimulus based on the hearing loss

All Styles of the 24, 20 and 16 Technology Tiers

CUSTOM NOISE
Custom shaping of the tinnitus stimulus based on MDLs and MMLs

All Styles of the 24 & 20 Technology Tiers

61

ALL NEW

Multiflex Tinnitus Pro

Low-Frequency Weighted Options

OCEAN NOISE
Mimics the sound of the ocean for an alternative masker to traditional options

PINK NOISE
Comprised of less high-frequency energy compared to White Noise

RED NOISE
Comprised of less high-frequency energy compared to Pink Noise

All Styles and Technology Tiers of Edge AI and Signature Series

62

ALL NEW

Multiflex Tinnitus Pro

High-Frequency Weighted Options

BLUE NOISE
Comprised of less low-frequency energy compared to White Noise

PURPLE NOISE
Comprised of less low-frequency energy compared to Blue Noise

All Styles and Technology Tiers of Edge AI and Signature Series

63

PROVIDER REQUESTED

Best-in-class streaming sound experience

ALL NEW

Streaming configuration for all streamed inputs

Customize the streaming frequency response through Pro Fit or the My Starkey App

64

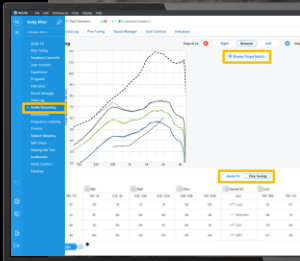
ALL NEW

Audio Streaming Configuration

Accessed via:
Fly Out Menu
Accessories Screen

Quick Fit and Fine Tuning Controls

Stream Target Match
Target matches audio streaming configuration

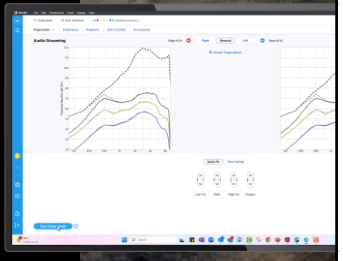


65

ALL NEW

Demo Stream

Stream from a paired mobile phone or paired TV Streamer while connected to Pro Fit and customize the streaming frequency response while actively streaming



66

Feature Tiering

	24	20	16	
	●	●	●	Translate
	●	●	●	Transcribe
	●	●	●	Multiflex Tinnitus Pro
	●	●	●	Smart Assistant & Find My Hearing Aids
	●	●	●	2-Way Audio
	●	●	●	Hearing Health & Activity Tracking
	●	●	●	Fall Alert & Balance Assessment
	●	●	●	Reminders & Self Check
	●	●	●	Auto Sleep
	●	●	●	Tap Control
	●	●	●	TeleHear Remote Programming
	●	●	●	REM Target Match
	●	●	●	DEMO Stream
	●	●	●	Waterproof up to 1m**
	●	●	●	Apple Watch Controls*


*For iOS users only
**Rechargeable styles only
Features listed in brackets are available within the My Starkey app



67

Future Forward Connectivity

Steven Le
Consumer Support Specialist and Trainer - ANZ



68



Making connectivity a constant

69

History of Wireless Technology in Hearing aids

- 2005 Starkey introduced ELI
- 2012 Starkey collaborated with Apple to introduce Low Energy Audio (LEA) over BTLE
- 2014 Starkey introduced Halo, our first Made for iPhone hearing aids
- 2019 Google released Audio Streaming for Hearing Aids (ASHA) protocol for Android
- 2020 Bluetooth® SIG introduced the LE Audio protocol
- 2023 Auracast™ recommendations were published
- 2024 Starkey introduced Edge AI, our first Bluetooth LE Audio hearing aids




70

Edge AI ushers in the next generation Bluetooth™ radio: **Bluetooth Low Energy (LE) Audio**

Capable of streaming to more devices than ever with reduced drop rates, easier pairing, quicker connections, and robust streaming to multiple devices

2X IMPROVEMENT
in streaming range



71

Future-proof connectivity

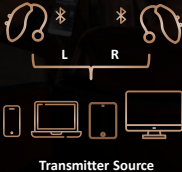
AURACAST
A BLUETOOTH™ TECHNOLOGY



72

What is LE Audio?

Bluetooth LE Audio is a new protocol that operates on the BTLE radio as part of the Bluetooth Core Specification version 5.2



Transmitter Source

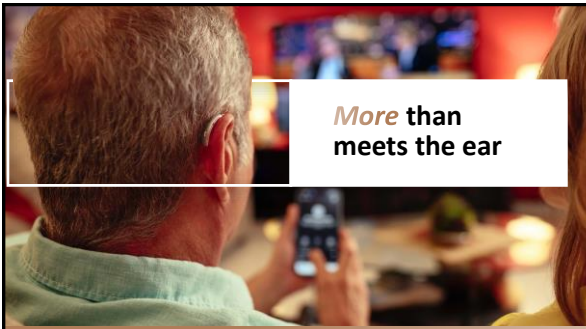
73

Benefits of using LE Audio

- Improved audio quality**
clearer sound with enhanced listening experience and better range
- More efficient**
the radio has low power consumption
- Universal Connectivity**
one protocol for compatible Apple and Android devices
- Multiple connections**
connect hearing aids to multiple devices at once
- Auracast™**
broadcast allows connection to audio sources in public places (gyms, theaters, airports) improving accessibility and participation

74

More than meets the ear



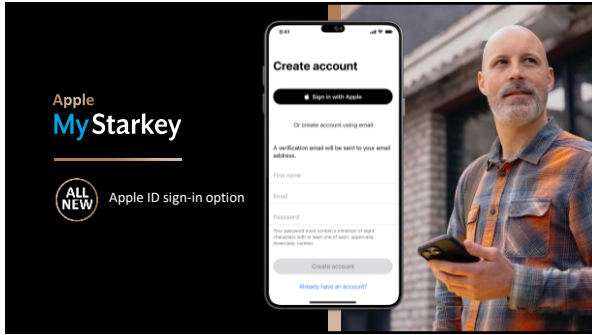
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MyStarkey

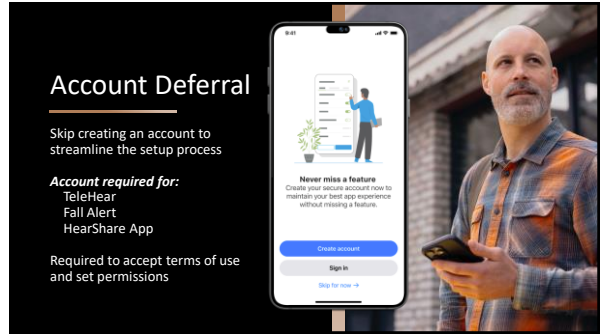
ALL NEW



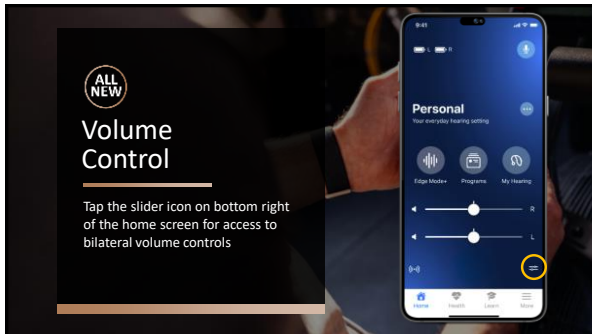
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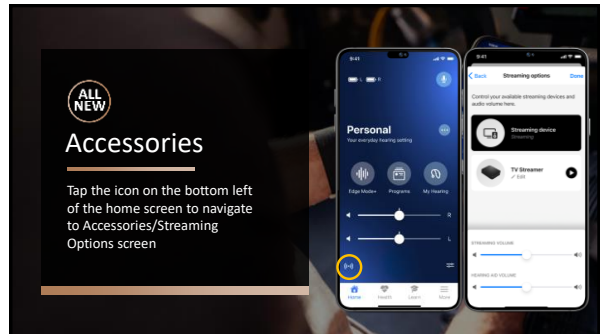
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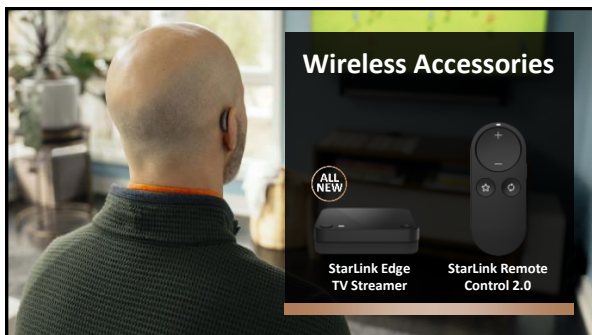
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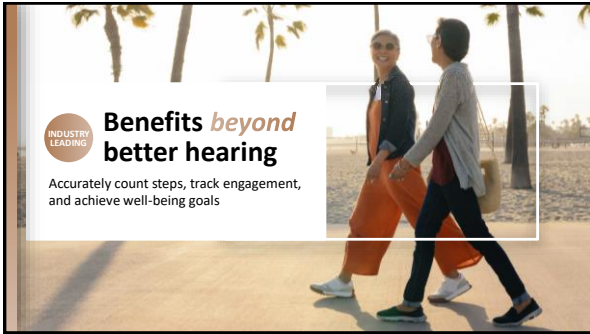
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INDUSTRY LEADING **Benefits *beyond* better hearing**

Accurately count steps, track engagement, and achieve well-being goals

89

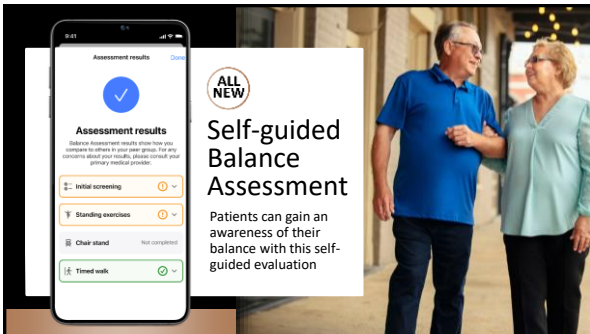


Going *beyond* fall detection

People with mild hearing loss are **3X more likely** to have a history of falling

40% increased incidence of falls for every 10 dB of measured hearing loss

90



ALL NEW

Self-guided Balance Assessment

Patients can gain an awareness of their balance with this self-guided evaluation

Assessment results

- Initial screening
- Standing exercises
- Chair stand
- Timed walk

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Why Offer Balance Assessment?

Balance Assessment is a tool for promoting wellness for all ages and is great for:

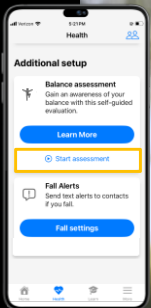
- Someone who has some early concerns but are not yet ready to see a professional about it
- Someone who has already seen a professional and may want to periodically reassess themselves

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My Starkey Balance Assessment

Consists of:

- Initial Screening**
Via a validated fall risk self-assessment tool
- Self-Assessment**
Utilizing common measures for evaluating gait, strength, and balance that can be completed at home
4 Standing Exercises
2 Chair Exercises



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Good to Know

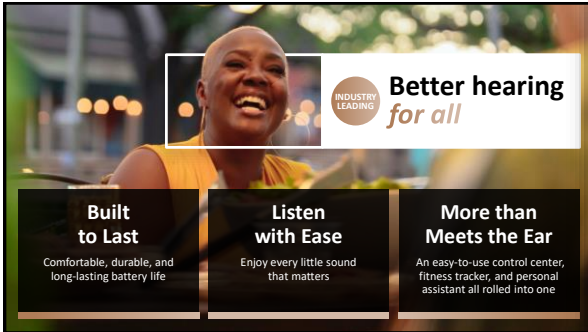
The user will be guided and appropriately cautioned throughout the assessment

The user can:

- Exit at any time
- Repeat any exercise if desired or the hearing aids detect unsteadiness
- Skip any exercise

Results are given in broad wellness terms and are saved regardless of assessment completion

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Better hearing for all
INDUSTRY LEADING

Built to Last
Comfortable, durable, and long-lasting battery life

Listen with Ease
Enjoy every little sound that matters

More than Meets the Ear
An easy-to-use control center, fitness tracker, and personal assistant all rolled into one

95



EDGE AI
The edge of hearing innovation

ENDORSED WEBINAR SERIES

- Neuro Sound 2.0
11 February
- Future Forward Connectivity
18 February
- Starkey's Balance Assessment Tool
25 February

www.starkeylearninghub.com.au

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EDGE AI | Better hearing for all

NEW

97



EDGE AI

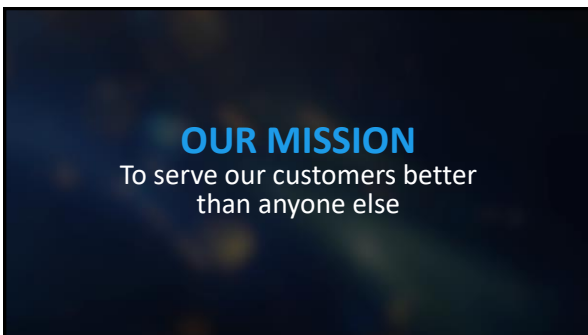
EASY ON THE EARS
Looks good and fits comfortably

BUILT TO LAST
Durable, and long-lasting battery life

AN UNRIVALED SOUND EXPERIENCE

SEAMLESS CONNECTIVITY

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OUR MISSION
To serve our customers better than anyone else

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A Technology Company You Can Trust.

Why Not Starkey?

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Australia Sales Team Partners

 <p>Vincent Santana Senior Product Specialist and Sales Support 0413 834 718 Vincent_Santana@Starkey.com.au</p>	 <p>Philip Nelson Product Specialist and Sales Support 0407 603 292 Philip_Nelson@Starkey.com.au</p>	 <p>Connie Lu Product Specialist and Sales Support 0448 664 111 Connie_Lu@Starkey.com.au</p>
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Australia 1800 024 985 **We're Here to Support You** New Zealand 0800 223 242

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New Zealand Team Partners

 <p>Oliver Coxon Product Specialist and Sales Support 021 579 411 Oliver_coxon@Starkey.com.nz</p>	 <p>Monja Mong Product Specialist and Sales Support 021 579 499 Monja_Mong@Starkey.com.nz</p>	 <p>Kevin Sun Customer Service Audiologist 09 953 0827 Kevin_Sun@Starkey.com.nz</p>
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CPD Points Reminder

This launch webinar is endorsed for Audiology Australia and ACAud inc. HAASA points

AudA members must complete a 10 questions quiz with a passing score of 70% as well as your CPD Reflections and Evaluations

ACAud inc. HAASA members must complete the quiz to receive full points.

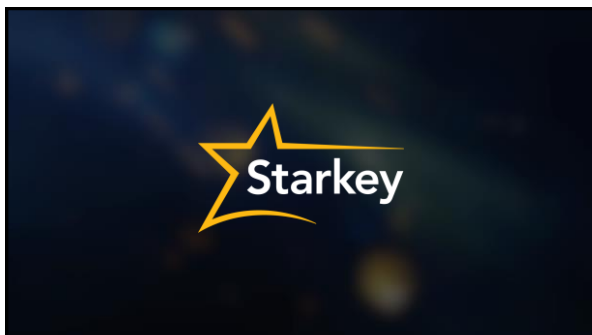
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Thank You!



Endorsement Numbers
ACAud inc. HAASA Endorsed: 2024161 (2 CEP points with passing quiz)
Auda Endorsed: CPD225 054 (Category 1.2) (1 CPD Point)

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