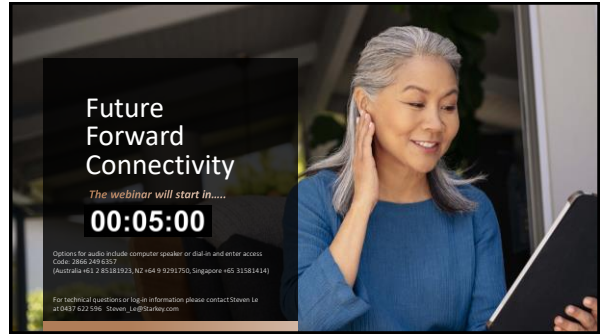


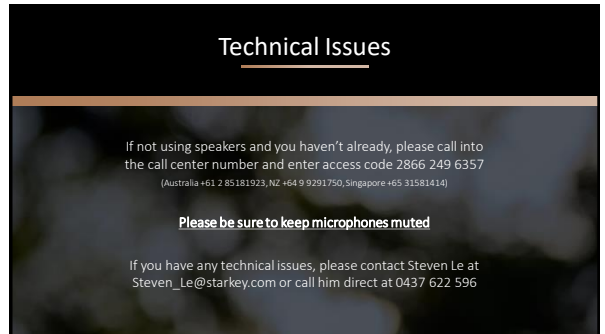
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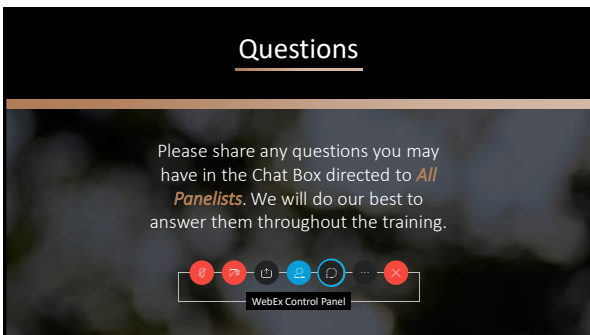
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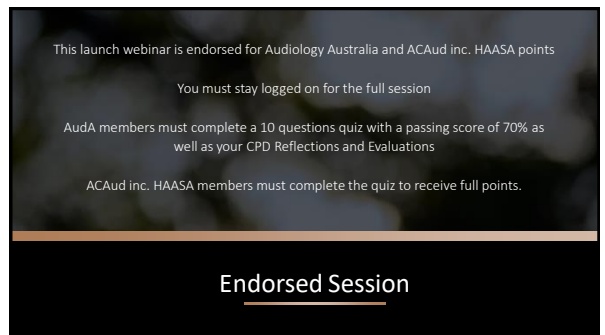
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5



6

Learner Outcomes

- 1 Identify the benefits of Bluetooth LE Audio connectivity
- 2 Discuss at least two My Starkey App updates
- 3 List the accessories compatible with Starkey Edge AI devices

7

Making connectivity *a constant*

Steven Le
Consumer Support Specialist and Trainer- ANZ

8

9

Wireless Connectivity

10

History of Wireless Technology in Hearing aids

- 2005 Starkey introduced EUI
- 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

11

Future-proof Connectivity

AURACAST
A BLUETOOTH TECHNOLOGY

12

What is Bluetooth Low Energy?

Bluetooth Low Energy (BTLE) was designed to use even less power than Bluetooth Classic

- BTLE provides more flexibility in communication between devices
- Used for data transfer and some audio streaming
- Provides precise indoor location services



13

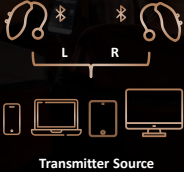
Considerations with Current Streaming Technologies

- Poor range**
Hearing aids must be close to the device to receive uninterrupted audio streaming
- Efficiency**
Possible power drain on both smartphone and hearing aids
- Handsfree is not supported with all devices**
- Inconsistent pairing of hearing aids to smartphones**

14

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

15

Bluetooth® Audio

- Classic Audio**
Traditional Bluetooth technology which has been used for years for audio streaming, transferring files, and connecting devices like speakers and headphones
- Proprietary LE Audio**
LEA2 and ASHA
Proprietary audio streaming protocols used by most hearing aids today
- LE Audio**
The Next Generation of Bluetooth® Audio that improves data transmission fidelity, multi-stream support, and broadcast audio


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Bluetooth® Audio

- Classic Audio
- Proprietary LE Audio
- LE Audio
 - Unicast
Bluetooth
 - Broadcast
AURACAST

17

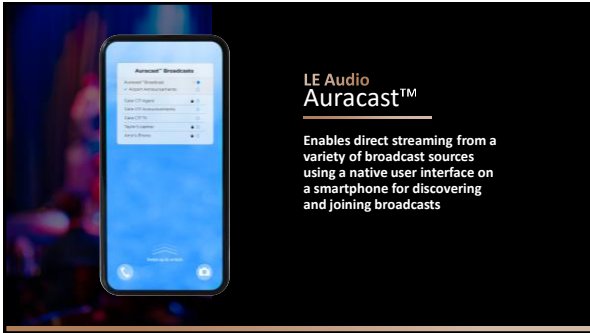
LE Audio Unicast



Enables direct streaming from a variety of device types including smartphones, tablets, and personal computers

Improved wireless range and streaming sound quality

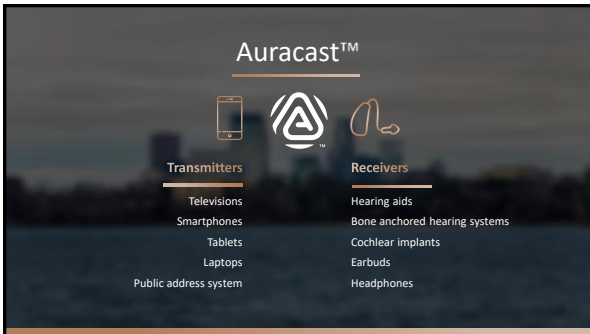
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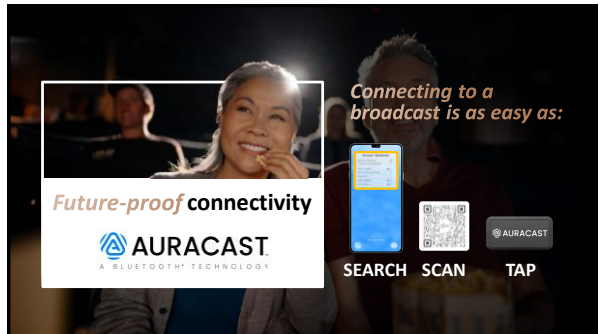
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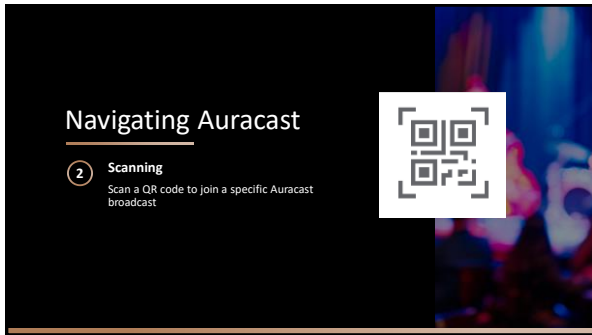
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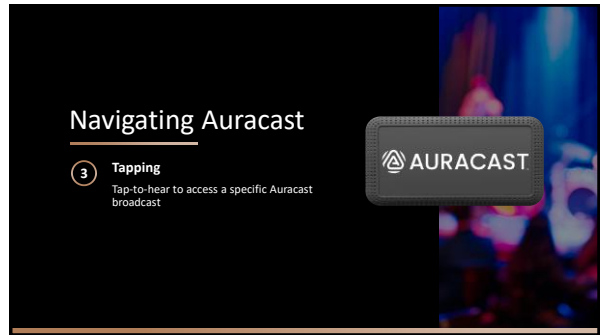
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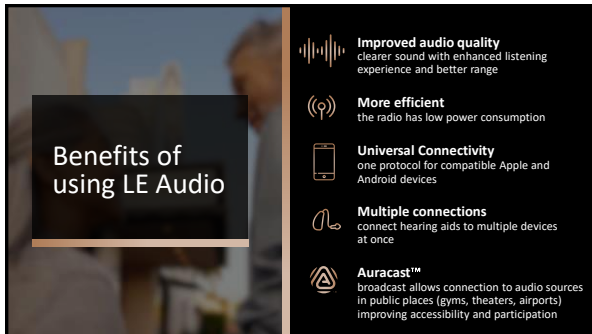
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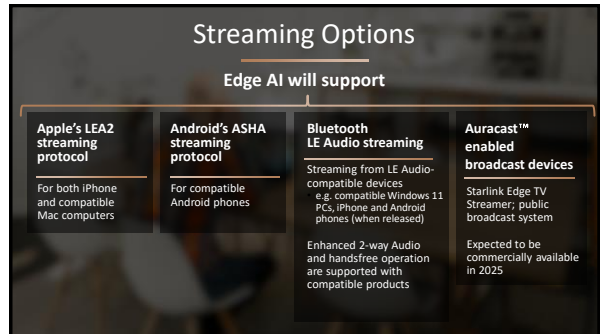
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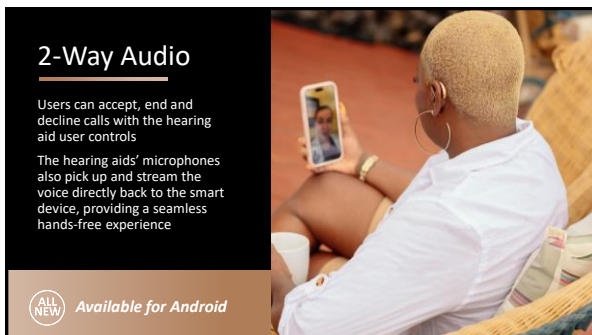
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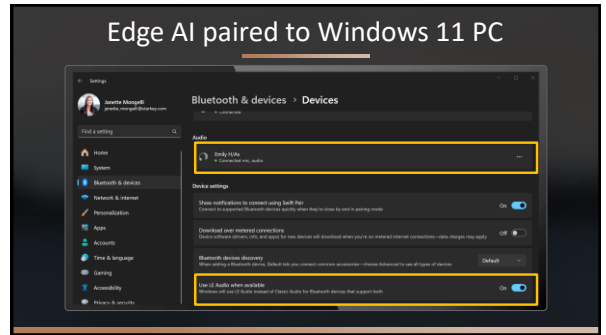
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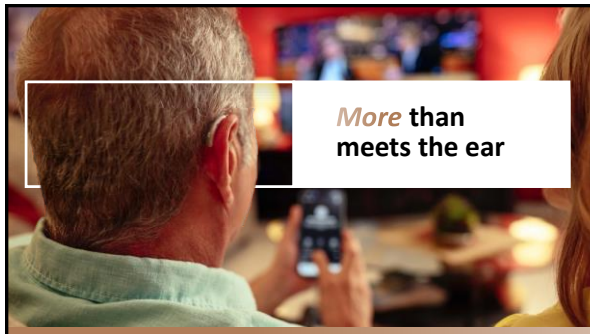
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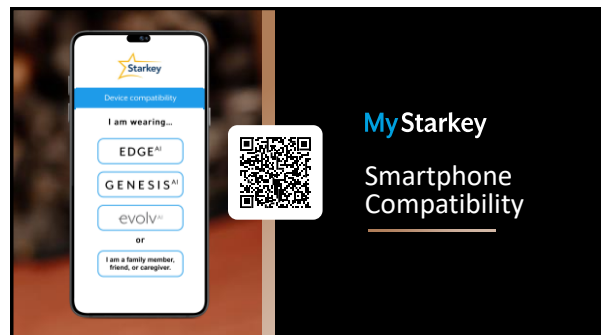
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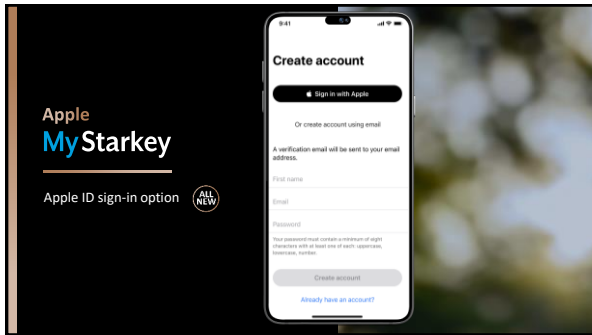
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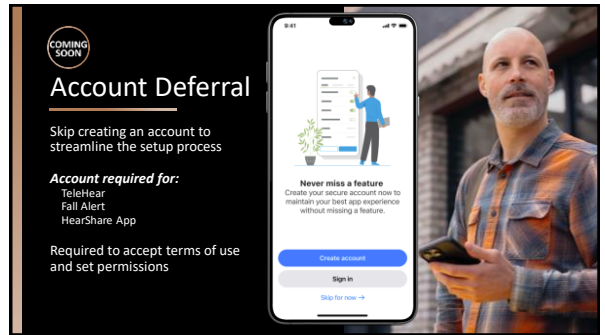
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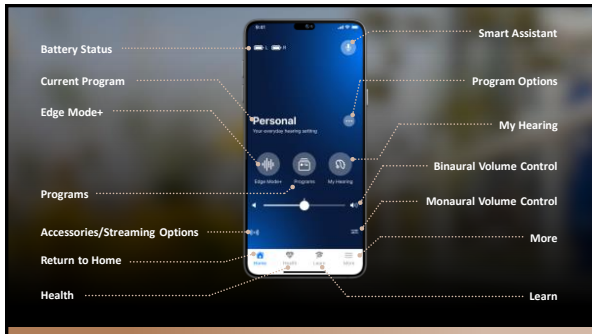
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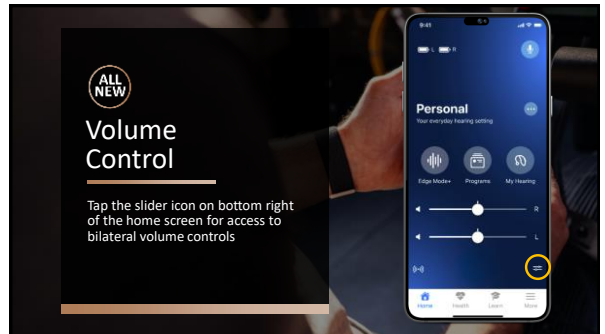
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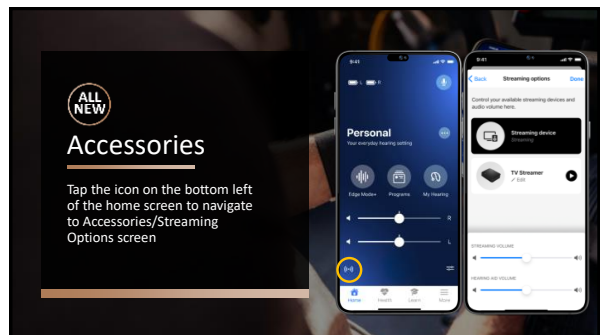
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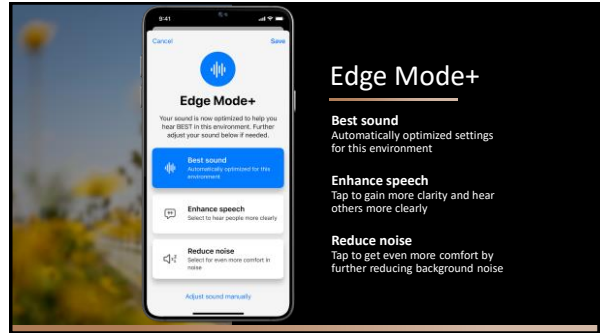
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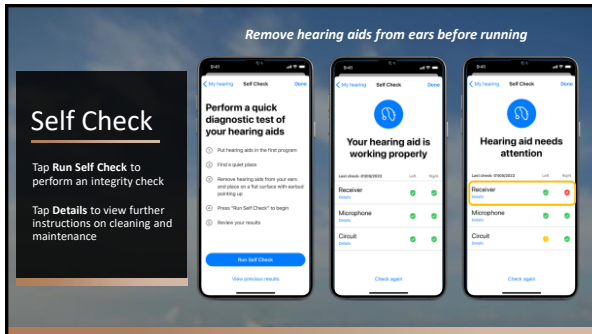
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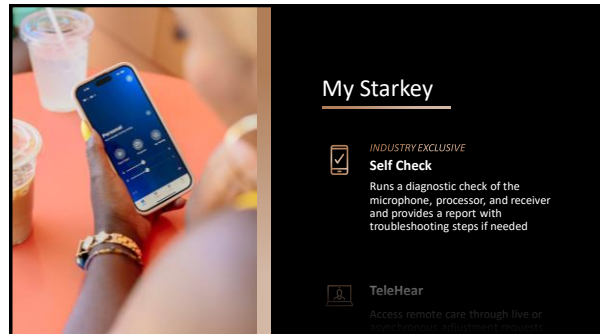
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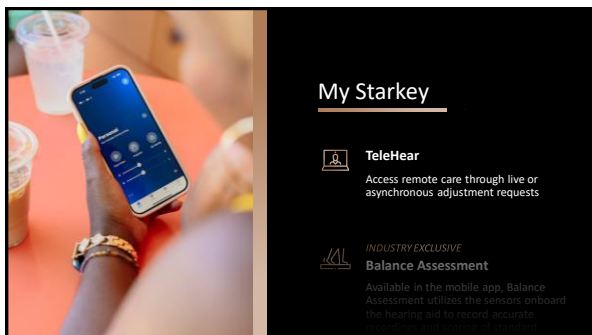
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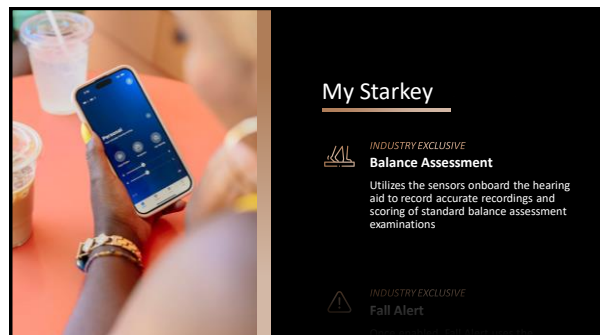
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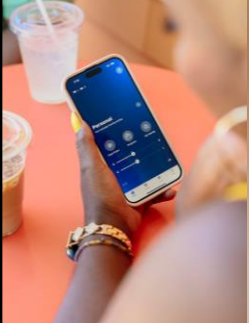
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My Starkey

INDUSTRY EXCLUSIVE
Fall Alert
 Uses the sensors onboard the hearing aid to automatically detect a fall and alert emergency contacts via text message

Find My Hearing Aid
 My Hearing Aids will estimate the last place the hearing aids were connected

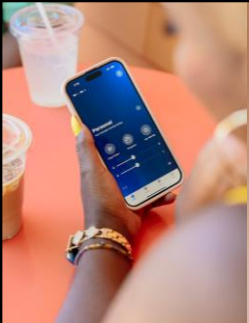
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My Starkey

Find My Hearing Aid
 Estimates the last place the hearing aids were connected and displays the results on a map
 Signal bar indicators show how close powered on hearing aids are to the phone

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My Starkey

INDUSTRY EXCLUSIVE
Reminders
 Personal reminders can be set to alert the patient via their phone home screen and audibly through their hearing aids
 Intelligent Reminders can be set to remind patients to insert hearing aids and run Self Check

INDUSTRY EXCLUSIVE
 Transcribe

51

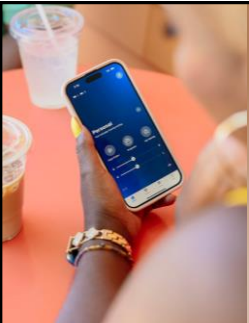


My Starkey

INDUSTRY EXCLUSIVE
Smart Assistant
 Uses voice commands to change volume or programs, and can even answer questions like "what is the weather today?" or "how do I clean my hearing aids?"

INDUSTRY EXCLUSIVE
 Transcribe

52




My Starkey

INDUSTRY EXCLUSIVE
Translate
 Easily translate over 70 languages through the mobile app with audible translation through the hearing aids

INDUSTRY EXCLUSIVE
 Transcribe

53



My Starkey

INDUSTRY EXCLUSIVE
Transcribe
 Real time transcription through the mobile app that can be saved or shared through another mobile application

54



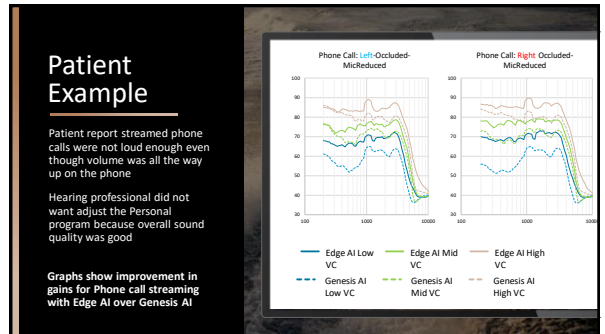
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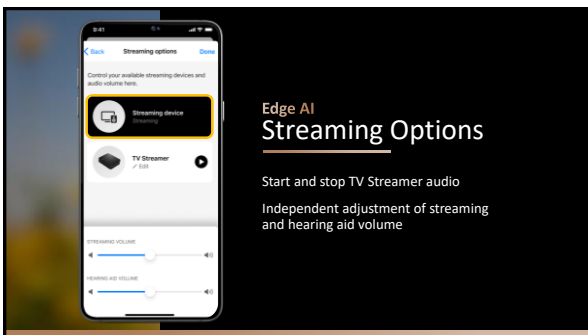
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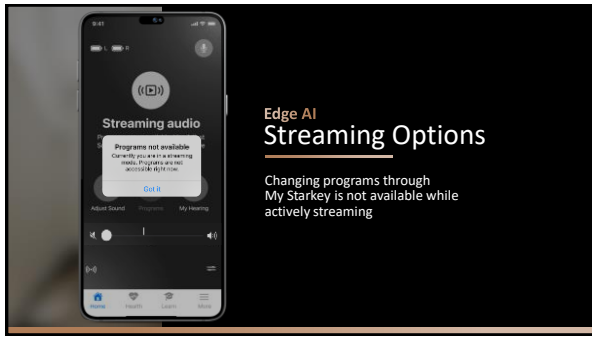
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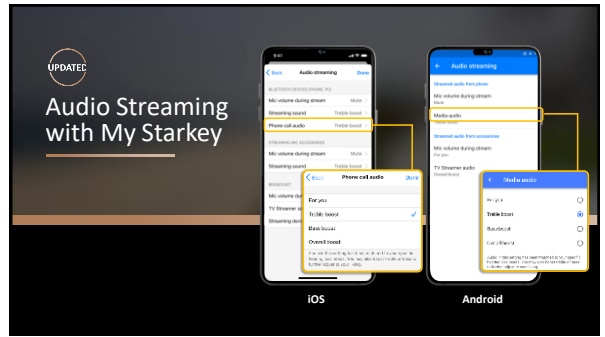
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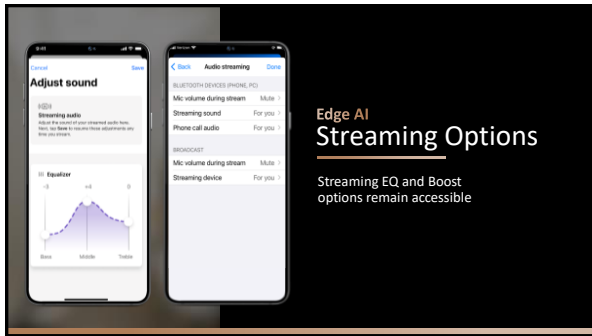
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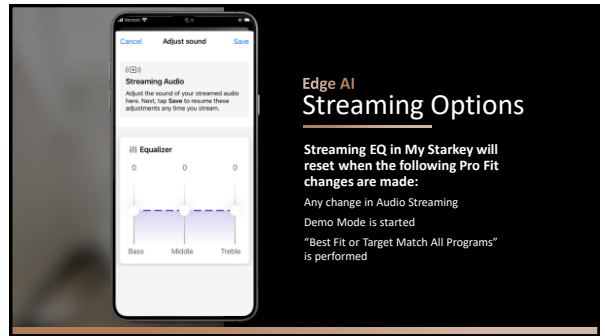
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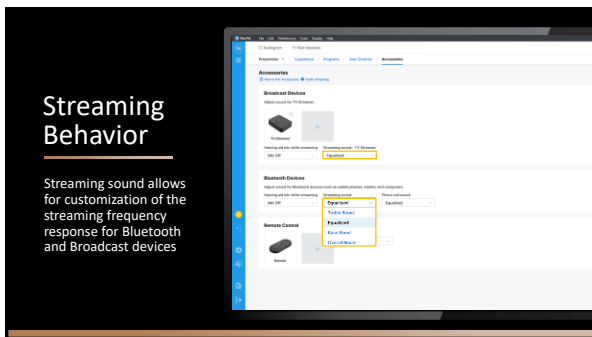
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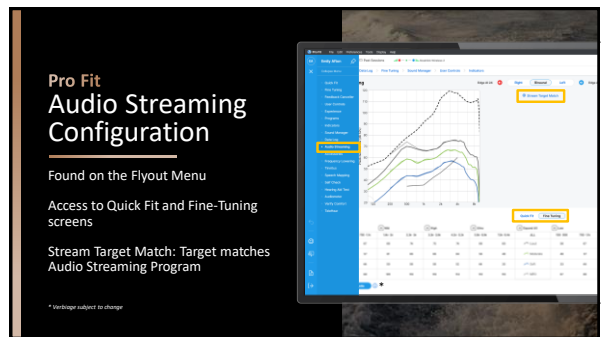
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Audio Streaming Configuration

When Audio Streaming is manipulated within Pro Fit, Equalizer settings within My Starkey will be overridden

67

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

68

INDUSTRY LEADING

Benefits *beyond* better hearing

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

69

Hearing Loss is CORRELATED with Most Common Chronic Conditions

- 33M Hypertension
- 28M Falls
- 17M Arthritis
- 16M Heart Disease
- 15M Diabetes
- 10M Chronic Kidney Disease
- 8M Heart Failure
- 6M Alzheimer's/Dementia
- 6M COPD/Emphysema

HEART DISEASE
People with heart disease have 54% increased risk of hearing loss

DIABETES
Hearing loss is 2X as common in people with diabetes as their peers without.

HEART FAILURE
74% of people with heart failure have hearing loss

SAFETY/BALANCE
People with mild hearing loss are 3x more likely fall

COGNITIVE IMPAIRMENT
Mild hearing loss increases the risk of cognitive impairment by 2X; severe: 5X

70

Health

INDUSTRY LEADING Helps patients accurately count steps, track engagement, and achieve well-being goals

Most activity tracking classifications in the industry

- Walking
- Aerobics
- Running
- Biking

71

IMU

Inertial Measurement Units

Gyroscope
Detects rotation

Accelerometer
Detects velocity changes

72

Health

Monitor health, set hearing and fitness goals from the Health tab

Daily Updates
View for at-a-glance updates on physical activity

73

Social Interaction

Distinguishes a wearer's own voice vs other voices to more accurately measure time spent in conversation

74

Interaction

Interaction Improvements
Own-Voice detection
Conversation detection

75

ACHIEVE Study

Aging and Cognitive Health Evaluation in Elders
A landmark randomized controlled trial to determine how hearing intervention affects brain health in older adults

High adherence and satisfaction with hearing intervention sustained over 3 years

Positive effects* in communication impairment, loneliness, & social network size and diversity

Hearing intervention reduced 3-year global cognitive decline by 48% in the ARIC cohort†

MAIN FOCUS
Cognitive Decline

OTHER AREAS
Brain structure
Mental Health & well-being
Physical Function
Healthcare use

*Full protocol: <https://www.fda.gov/oc/ohrt/achieving-elder-adults>
†Full protocol: <https://www.fda.gov/oc/ohrt/achieving-elder-adults>

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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

77

INCREASED INCIDENCE OF FALLS

for every 10 dB of measured hearing loss

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

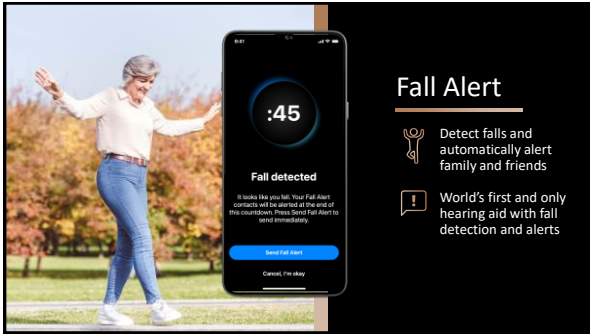
Fall Alert

Peace of mind

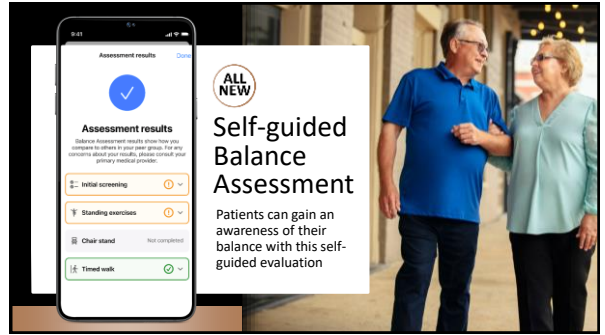
Easy to use

© 2024 Starkey Hearing Care. All rights reserved. *Full data shown in a separate study conducted by the Johns Hopkins University. †Full data shown in a separate study conducted by the Johns Hopkins University. ‡Full data shown in a separate study conducted by the Johns Hopkins University.

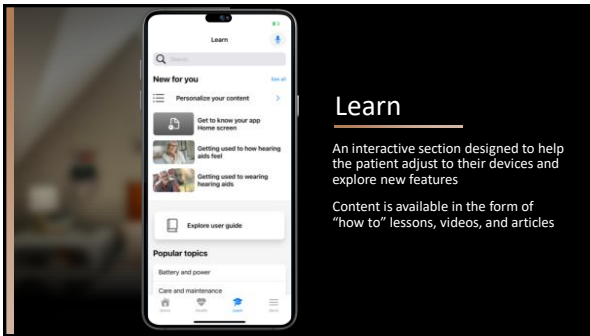
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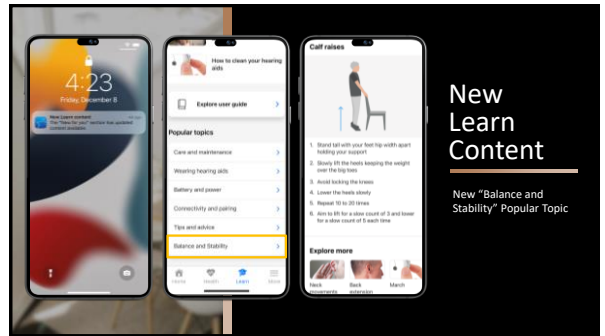
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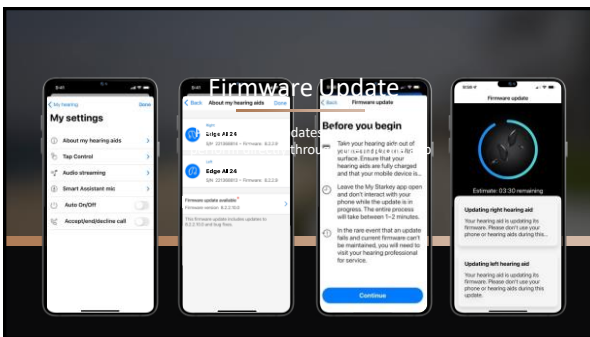
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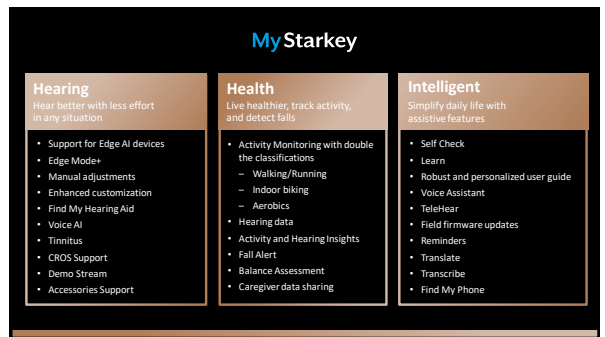
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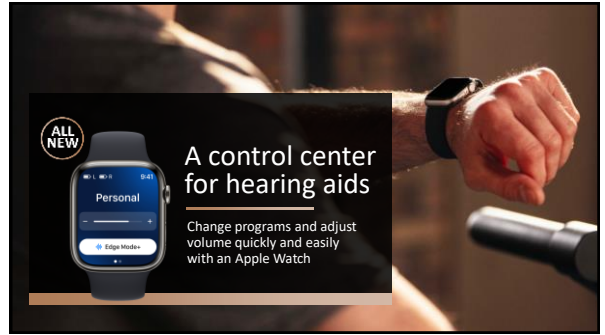
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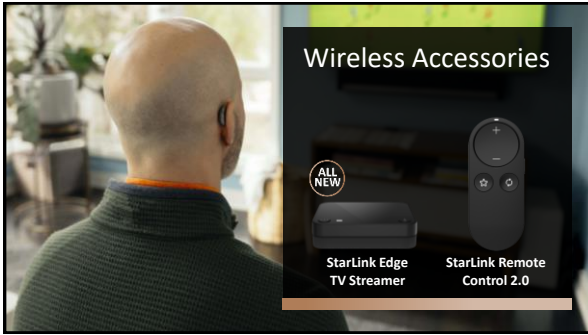
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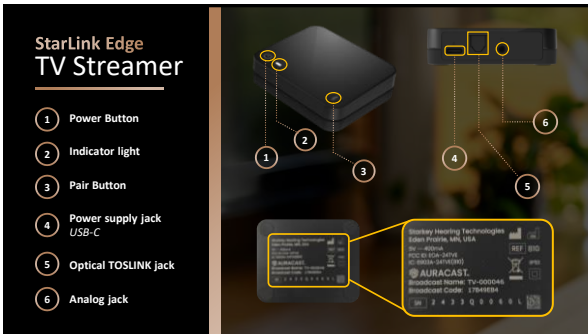
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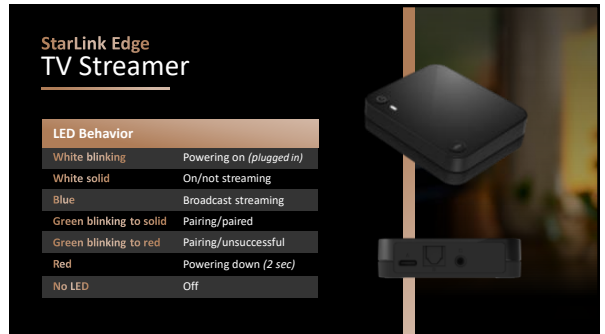
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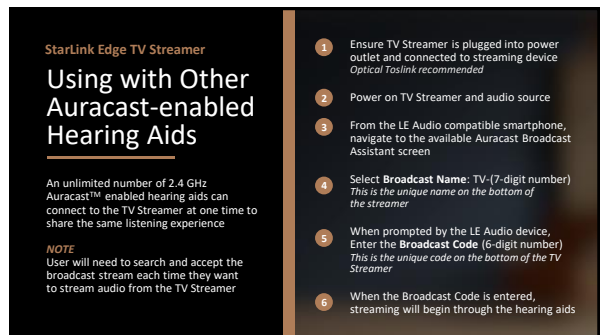
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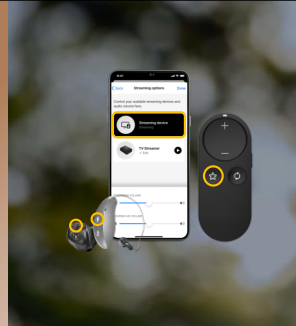


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StarLink Edge TV Streamer Initiate Streaming

Manually start/stop stream via:

- User Control
- My Starkey
- StarLink Remote Favorite Button




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Remote Control

- 2.4 GHz remote
- No charging necessary
- Programmable favorite button


Edge AI hearing aids are pairable with **1** remote



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Remote Anatomy StarLink Remote Control 2.0

- Indicator Light
- Volume Up/Down
- Favorite
- Program Change
- Lock/Unlock switch
(locked position down, unlocked position up)
- Lanyard
(included accessory)

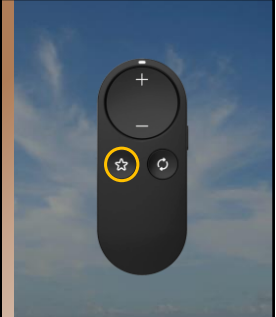


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StarLink Remote Control 2.0

Favorite Button Options:

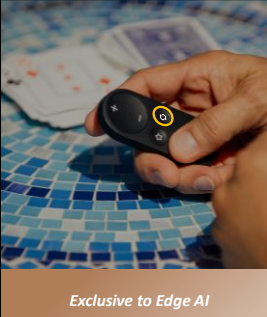
- Home
- NEW Stop a stream
- Broadcast Start/Stop
- Edge Mode+
- None
- Jump to Program 4
- Tinnitus On/Off



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StarLink Remote Control 2.0

Long Press of the **Program** Button resets the hearing aids to "Home" setting the hearing aids to the Personal program



Exclusive to Edge AI

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StarLink 2.0 Accessories

Everything is better when you accessorize



GENESIS^{AI}

*Current 2.4 GHz accessories will not be compatible with Genesis AI hearing aids

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