# Be Brilliant<sup>m</sup>

Augmented Xperience



# Immerse yourself in outstanding speech clarity

### Signia Augmented Xperience

# Be Brilliant with Signia

At Signia, we aspire to empower people to perform at their best and gain an advantage. To Be Brilliant. Our mission is to enhance human performance through iconic innovations that shape prescription audio solutions.

Signia offers a complete set of advantages to help you and your clients Be Brilliant:

We consistently innovate superior audiology to lift your clients' hearing experience to new heights and thereby ensure greater patient satisfaction. Our groundbreaking Augmented Xperience platform is the first to offer an immersive hearing experience with outstanding speech clarity thanks to our revolutionary Augmented Focus<sup>™</sup> technology.

Signia recognizes everyone's individual needs which is why we have developed the world's first live deep neural network for hearing aids: the Signia Assistant. This leading Al solution lets people find their personal hearing sweet spot.

And as your dedicated business partner, we support both you and your patients with leading fitting software and the state-of-the-art Signia app, which acts as an extension of yourself to best assist your clients out in the real world and strengthen your relationship with them.

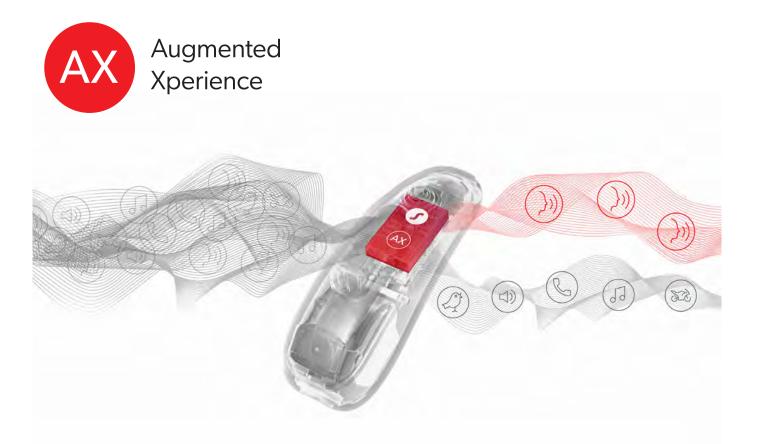


Augmented Xperience

## Signia AX Never miss a word

Hearing isn't always easy. A big group of people talking at the same time, softly spoken talkers, too much background noise... Sometimes sounds blend together making it impossible to focus on what you want to hear.

Augmented Xperience changes the way your clients hear the world. Instead of them having to strain to discern speech from background noise, our new platform uses proprietary Augmented Focus<sup>TM</sup> technology to process the two separately and create a clear contrast. It then recombines them to deliver outstanding speech clarity in a fully immersive soundscape. Traditionally, hearing aids have processed all sounds under one set of rules. The problem with only having one processor is that all signals are competing against each other. If you prioritize one part, another is neglected. With Augmented Xperience, two dedicated processors can fully optimize different parts without compromising one or the other. It shapes the sound of speech and surroundings in a way that delivers outstanding speech clarity while making surroundings sound enjoyable.



## Signia AX Revolutionary split processing

Augmented Focus consists of two independent processors working in parallel with dedicated tasks.

#### Focus sounds

Focus sounds carry relevant information where every small detail is important, for example the speech of a conversation partner. These sounds are processed in a highly linear, uncompressed way with emphasis on clarity and details.

This pulls speech closer to the listener so it sounds as clear as possible.

#### Surroundings

Surroundings contain all sounds outside the main focus placing the wearer in the correct acoustic atmosphere. This is important to create both awareness and excitement, for example enjoying piano music and laughter in a cafe. These sounds are processed with high spatial resolution, applying more compression and attenuation to keep them at a distance from the focus sounds. Sudden loud sounds can be addressed more quickly than ever before to prevent them from masking focus sounds.

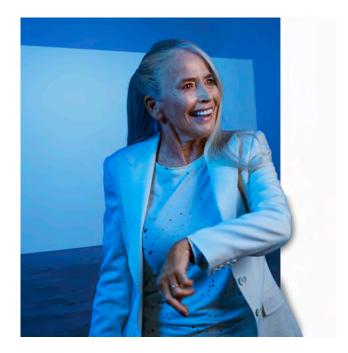
Augmenting reality in the wearer's favor.

Two separate processors allow us to fully capture focus and surroundings independently. As a result, we can control how we recombine them. To create a greater contrast, Augmented Focus pulls focus sounds closer and places surroundings a bit further away. This augments reality in the wearer's favor.

## Conventional processing



## Augmented Focus™



## Signia AX Experience a range of audiological innovations

A range of innovative technologies combine to deliver this unprecedent augmented hearing experience:



#### e2e wireless 4.0 – A great leap for true binaural hearing

Our new ear-to-ear (e2e) system e2e 4.0 syncs more binaural audio data than ever, ensuring clearer speech processing and high-precision directional awareness. It also significantly boosts the speed of data transmission, delivering a much smoother sound experience and inaudible shifts between different settings. Latency is reduced by 60% so that transitions between different modes are no longer audible.



#### Increased input dynamic range

The microphones and the state-of-the-art analogue input stage can handle signals up to 117dB with great sound quality. That's very close to the full capacity of human ears and ensures a clean crisp signal, for example at music concerts.



#### TruEar 360

The powerful processing engine allows for an exceptional TruEar 360 mic mode that better reproduces and emphasizes the capabilities of the natural pinna-effect better than ever. TruEar 360 highlights the difference between front and back sources of sound to make localization of sound sources easier.



#### Own Voice Processing (OVP)

OVP processes the wearer's own voice completely independently from all other sounds, including all other voices. This allows you to fine-tune the hearing aids for optimal audibility of the entire acoustic environment without having to compromise this audibility to improve the sound quality of the wearer's own voice.



#### Enhanced feedback cancellation

e2e 4.0 also synchronizes feedback cancellation between the ears in the same phase, removing more artifacts for a smoother overall sound experience.



## Direct streaming for iOS and Android

Augmented Xperience offers direct streaming for both iOS and ASHAcompatible Android smartphones. It handles the signal of a streaming input independently from other signals, ensuring that the sound is even clearer and easier to optimize.



Our revolutionary Augmented Xperience<br/>chip at a glance2xAudiological core processors,110%Increased binaural audio transfer rate60%Reduced binaural latency27%More electric circuits

22% Longer battery runtime

Performance levels









Pure Charge&Go AX CROS Pure Charge&Go AX

Pure Charge&Go T AX

Integrated T-coil

## Signia AX Pure Charge&Go AX, CROS AX and TAX

## Immersive sound in our smallest rechargeable RIC

The new Pure Charge&Go AX is Signia's smallest rechargeable RIC – ideal for experienced and first-time hearing aid wearers who are looking for a sleek aesthetic device that is fully featured.

The first hearing aid on our revolutionary Signia AX platform (see pages 3-5) combines an attractive design with proven rechargeability, the newest Bluetooth features, new Earwear 3.0 (see page 12), and the landmark AI of the Signia Assistant, letting your patients enjoy 24/7 support via the Signia app on their smartphone (see page 10). Pure Charge&Go AX is also available as a CROS device. And the new Pure Charge&Go T AX features a T-coil for those who want the support of an induction loop system.

These revolutionary RICs boast the industry's most advanced MI antennas. They support our full Augmented Xperience audiology so that wearers can enjoy crystal-clear speech and be amazed by an immersive soundscape, no matter what the situation.

The hearing aids' state-of-the-art Bluetooth connectivity supports Mfi (iOS), and ASHA (Android) so wearers can stay connected with ease.

Both models come with a compact charger with the option to upgrade to a portable or a Dry&Clean charger (see page 13).







Graphite



Dark champagne



Silver



Pearl white



Black

Fine Gold



Deep brown



Sandy brown



Rose gold



Beige

The Li-ion power cell of Pure Charge&Go AX delivers up to 24 hours of use on a single charge including 5 hours of streaming for complete flexibility on the move.

The impressive Li-ion power cell of Pure Charge&Go T AX delivers up to 36 hours of use on a single charge including 5 hours of streaming, making it an attractive option for wearers of Power devices, with a strong demand on runtime due to high amplification, and wearers who like to stream a lot of TV audio, music and phone calls via Bluetooth.





Android & iPhone Connectivity





Automatic

Situation Detection



Al Digital Assistant

Recharge on-the-go

# Signia software makes your job easier

## From our all-in-one Signia app to our Connexx fitting software, Signia supports you and your clients at every step

The Signia app for your clients' iOS and Android smartphones – it only shows the user functions applicable to their devices. The app offers not just remote control but also two revolutionary solutions that make it easier for you to fit customers and for them to stay in touch with you when they are away from your premises.



#### Signia Assistant

Inspired by the way the human brain's neural network solves challenges, the Signia Assistant uses its AI deep neural network to offer immediate support whenever users need to adjust their settings. When a change is made, the Assistant collects information regarding the wearer and the acoustic situation so you can see what changes were made.

This neural network AI marks a revolution in hearing care. It is a living system that continuously learns about individual needs in specific situations, moving from a one-size-fits-all approach to datadriven knowledge for precisely tuned hearing for every individual.



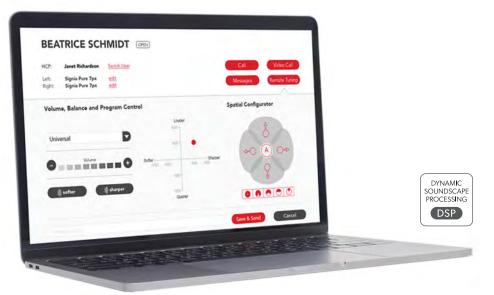
#### TeleCare

Signia Telecare enables you to support your clients remotely, so they get your help in real-life situations when they need it. You can hold virtual appointments via phone or video call and adjust the hearing aid settings remotely in the Connexx fitting software.

Download on the App Store

Get IT ON Google Play

# Connexx with Signia AX



#### Connexx with Augmented Xperience

Our Connexx fitting software puts you in the driver's seat with real-world insights to optimally support each individual patient.

First Fit in Connexx configures Signia AX hearing aids to allow the wearer to hear what is important to him or her. The First Fit settings have been carefully optimized to provide a good starting position for each wearer.

The Dynamic Soundscape Processing (DSP) control in Connexx provides a slider to adjust to your clients' individual preferences. This slider is now more powerful than ever thanks to our new Augmented Focus™ technology.

For you clients to fully optimize their personal sound in the situations important to them, they can use the Signia Assistant. The Assistant can fine-tune the DSP slider and show you if any changes were made from the initial settings, giving you overall control of your clients' hearing experience.

### Earwear 3.0

# Better physical fit and on-ear attractiveness

Our new EarWear 3.0 offers a higher physical fit rate, improved cosmetics and better retention.

EarWear 3.0 provides you with a comprehensive solution which is highly reliable in its acoustic performance and highly durable so it improves the cosmetic appeal as well as physical fit & retention in the ear. So your clients enjoy the most comfortable, cosmetically appealing solution with consistently great sound.

The new eartips come in different sizes and a closed and open build version suitable for the vast majority of ear anatomies and hearing needs. This means that you can now fit more people with state-of-the-art Signia hearing aids than ever before.



MiniReceiver 3.0



WaxGuard Exchange Tool



Removal Tool

#### Your EarWear 3.0 advantages at a glance:

#### Higher physical fit rate

Soft eartips and improved receiver sizes allow deep insertion at high comfort, even into small ear canals.

#### Cosmetically appealing

Improved cable/tube bending and in-ear position ensures a closer fit on the ear, making it less visible. Every variant is available in the lengths 0-4.

#### Better retention

A special bending of the cable/tube and its outlet locks the acoustic coupling reliably into the ear canal, with no lateral migration and no need for an anchor.

#### New eartips

Compatible with miniReceiver 3.0 and ThinTube 3.0 and easier for your clients to exchange (compared to click domes).

#### Smaller hearing aids

The introduction of a substantially smaller plug allows for smaller RIC designs overall.

#### Improved usability

The proven design makes click domes much easier for consumers to exchange.

To further strengthen durability and reduce damage to cables and tubes, the miniReceiver 3.0 features a reinforced cable outlet while the ThinTube 3.0 is made out of one piece. A Titanium Shield on all miniReceivers 3.0 provides optimal anti-allergic performance.



Open EarTips 3.0



Tulip EarTips 3.0



Sleeves 3.0

## **Pure Chargers**

# A world of charging possibilities

You can offer Signia AX hearing aid wearers a choice of three different chargers to power their hearing aids, depending on their preferences and lifestyle.



#### Pure Charger

This small and highly reliable desktop charger addresses basic needs when it comes to providing power to the hearing aids. 2 LEDs indicate the charging status (one per hearing aid). The Pure Charger can be plugged into the mains via USB to a power adapter.





#### Pure Portable Charger

This sophisticated charger offers comfort and charging on the go. Its power bank allows for 3 full charges of a pair of hearing aids. A lid protects the hearing aids and prevents dust accumulating in the charger. 2 LEDs indicate the charging status (one per hearing aid) and one for the integrated power bank. All of the chargers are available with the power plug.



#### Pure Dry&Clean Charger

The ultimate in state-of-the-art charging technology, the Pure Dry&Clean Charger not only charges the hearing aids but also offers UVC cleaning and drying technology to keep the hearing aids in peak condition. The UVC cleaning starts automatically when the hearing aids are placed inside and is completed in just 15 minutes.

3 LEDs per hearing aid indicate their charging status and an additional LED indicates the cleaning status. The Pure Dry&Clean Charger also has a lid to ensure optimal cleaning and storage of the hearing aids.

All three chargers use galvanic charging technology and are compatible with Pure Charge&Go AX, Pure Charge&Go T AX and CROS Pure Charge&Go AX.

Each delivers a full charge in around 4 hours and offers 30 minutes quick charging so wearers can boost the runtime of their devices beyond a full day for maximum flexibility free from annoying battery changes, whether they are on a long journey or just want to stream audio for many hours.

Features	Information	Performance levels		
		7X	5X	3X
Dynamic Soundscape Processing 2.0	Dynamic Soundscape Processing takes sound processing to a more precise level by including motion data for a more realistic sound adapted to everyday life.	••••	••••	•••••
Augmented Focus™	Separates the focus sound (speech) from surroundings, creating a clear contrast between the two, which makes it easier to follow conversations.	$\checkmark$	$\checkmark$	$\checkmark$
Acoustic Sensors	The redesigned acoustic sensors can detect more variables of sound than ever before, providing more accurate information about the environment.	$\checkmark$	$\checkmark$	$\checkmark$
e2e wireless 4.0	Control coupling, synchronization, binaural directionality, eWindcreen binaural, Spatial Speech Focus, CROS/ BiCROS.	$\checkmark$	$\checkmark$	$\checkmark$
Motion Sensor	An integrated motion sensor detects whether the wearer is walking, running or sitting still. This motion data complements the acoustic data to optimize Dynamic Soundscape Processing 2.0.	$\checkmark$	$\checkmark$	$\checkmark$
OVP™ (Own Voice Processing) <sup>1</sup>	Own Voice Processing (OVP™) utilizes real-time recognition of the wearer's voice to deliver a natural own-voice impression. Available for RIC/BTE devices with e2e wireless in binaural fittings.	$\checkmark$	$\checkmark$	$\checkmark$
Sound Clarity	Sound Clarity provides lifelike sound which covers the full spectrum of wearing situations.	••••	••••0	•••00
Signal processing / Gain & MPO	Channels/handles in Connexx. For Signia AX, channels are per processing chain (Focus/Surroundings).	48/20	32/16	24/12
Hearing Programs	Number of programs configurable in Connexx.	6	6	6
Extended dynamic range	117 dB 24 bit processing for enhanced digital encoding of soft and loud sounds.	$\checkmark$	$\checkmark$	$\checkmark$
Speech and noise management	Reduces listening effort using sophisticated sound processing.	$\checkmark$	$\checkmark$	$\checkmark$
SoundSmoothing™	Reduces the annoyance of sudden loud impact sound such as when handling glassware.	$\checkmark$	$\checkmark$	$\checkmark$
Feedback cancellation	High speed monitoring and control of feedback in individual processing channels.	$\checkmark$	$\checkmark$	$\checkmark$
HD Music	Preset programs for enhanced enjoyment of non-streamed music.	3	3	1
eWindScreen	Reduces the annoyance of wind noise when outdoors.	$\checkmark$	$\checkmark$	$\checkmark$
Extended bandwidth	12 kHz bandwidth for enhanced processing of high-frequency speech and environmental sounds.	$\checkmark$		
EchoShield	Dedicated program for reverberant environments.	$\checkmark$		
Speech Quality	Speech Quality delivers improved speech understanding and communication ease in noise.	•••••	••••0	•••00
Binaural Directionality	Directionality provides scientifically proven enhanced speech understanding in noise. Available for bilateral fittings with directional microphones and e2e wireless link.	$\checkmark$	$\checkmark$	$\checkmark$
Wireless CROS/BiCROS	Requires CROS transmitters.	$\checkmark$	$\checkmark$	$\checkmark$
Frequency compression	Improves the detection of speech sounds for wearers with reduced high frequency hearing thresholds. Frequency compression is selectively activated based on audiological criteria.	$\checkmark$	$\checkmark$	$\checkmark$
Spatial SpeechFocus	Depending on the direction of the dominant speech source, Spatial SpeechFocus steers the directional beam to the left, right, or behind the wearer automatically in a car situation, or in a dedicated "Strolling" program. Available for bilateral fittings with directional microphones and e2e wireless link.	<b>V</b> 1)	√2)	

1) 2) In Universal program: Automatic mic beam to the right / left / rear directions.

In Universal program: Automatic mic beam to the rear, surround mode for side speech. In manual programs, microphone beam to the right/left/rear directions.

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 $\checkmark$ 

 $\checkmark$ 

Features	Information	Performa	Performance levels	
		7X	5X	
Wearer Interaction	Technically inclined wearers may appreciate having extra control over their hearing aids. Signia Augmented Xperience hearing aids offer these wearers a comprehensive range of adjustment options via the Signia App.	•••••	••••	
Signia Assistant <sup>1</sup>	Signia Assistant offers wearers instant 24/7 support and troubleshooting around the clock. It provides detailed information in Connexx to address each client's fine-tuning needs more precisely.	$\checkmark$	$\checkmark$	
Signia app (iOS and Android)	The new Signia app combines all functionalities of previous apps (touchControl, myControl, myHearing app). The functionality offered in the app is automatically customized depending on the connected hearing aid.	$\checkmark$	$\checkmark$	
Adaptive Streaming Volume	Speech intelligibility weighted adaptation of the streaming volume depending on ambient noise.	$\checkmark$	$\checkmark$	
Spatial Configurator	Spatial Configurator is part of the Signia app and allows the wearer to adjust the direction of the microphone beam.	$\checkmark$	$\checkmark$	
Direct streaming for iOS	Signia Augmented Xperience hearing aids can be connected directly to Apple devices for phone calls and audio streaming – without additional accessories.	$\checkmark$	$\checkmark$	
Direct streaming for Android	Direct audio streaming from ASHA compatible Android devices to Bluetooth enabled Augmented Xperience hearing aids.	$\checkmark$	$\checkmark$	
StreamLine TV accessory	Stream high quality stereo sound directly from a TV to Bluetooth equipped Augmented Xperience hearing aids.	$\checkmark$	$\checkmark$	
StreamLine Mic accessory	Stream high quality stereo sound directly from any Bluetooth device (Android devices, older Apple devices, other smartphones, PCs, laptops, etc.) to Bluetooth equipped Augmented Xperience hearing aids.	$\checkmark$	$\checkmark$	
Tinnitus	A choice of tinnitus treatments based on amplified notch therapy or traditional noise therapy signals. It is even possible to combine the two approaches.	$\checkmark$	$\checkmark$	
Notched Amplification Therapy	Innovative tinnitus therapy delivered via everyday amplification.	$\checkmark$	$\checkmark$	
Smart Optimizer and Data Logging	Smart Optimizer (found under Data Logging) provides tailored fine-tuning recommendations based on an analysis of the wearer's usage of the hearing aid.	$\checkmark$	$\checkmark$	
Acclimatization manager	Allows the wearer to benefit from enhanced audibility in the longer term, while enjoying optimal device acceptance when initially fitted.	$\checkmark$	$\checkmark$	
InSituGram	Allows quick and convenient screening audiograms and checking of thresholds while the hearing aids are worn.	$\checkmark$	$\checkmark$	
AutoFit	Automatically provides an optimized real-ear insertion gain (REIG) setting without the need to manually match targets. The new IMC2 standard expands the range of REM equipment which supports AutoFit with Connexx and Noah 4.5.1 or higher.	$\checkmark$	$\checkmark$	
TeleCare	TeleCare provides remote services including additional tools to follow-up with patients. In addition, user engagement and autonomy can be increased via the Signia app.	$\checkmark$	$\checkmark$	
Remote Services	Includes TeleCare Dashboard, Remote Fine Tuning, CareChat (incl. text messages, phone calls and video calls), virtual follow-up.	$\checkmark$	$\checkmark$	

#### About Signia

Signia is one of the leading hearing aid brands in the world. Our goal is to enhance human performance through iconic innovations that shape prescription audio solutions. We refuse to accept hearing loss as a limitation. It's not about correcting a loss, it's about gaining an edge. Not just performing, performing brilliantly. Not just hearing again, but hearing better than ever. Hearing every word, beat, and breath. With Signia, you can Be Brilliant.

#### Find out more on signia-pro.com

Or ask your hearing care professional for more information on Signia hearing aids, useful accessories and the Signia app.



Compatible with Android and iOS. The app is free of charge.

The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.

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