



# The Signia Portfolio

Fall 2021

World-class audiology combined with technology  
to deliver more to you and your patients



signia





Our Mission:

# Enhancing Human Performance

We live out that mission every day, combining world-class audiology with cutting-edge technology to empower people to perform exceptionally.

The mission is reflected in all we do, as seen by our rapid pace of innovation. Since the beginning of 2021, Signia has introduced several game-changing solutions:

Augmented Xperience (AX) – the **world’s first hearing technology that can process speech and background noise separately**.

Pure Charge&Go AX – Our smallest rechargeable RIC and the **world’s first hearing aid on the AX platform**.

Motion Charge&Go X – A family of BTEs, including the **world’s first rechargeable super power BTE**.

Active X – The **world’s first hearing aid disguised as an earbud**, with a sleek, stigma-fighting design.

In addition, Signia’s designs are also on the cutting edge. Active hearing aids were awarded the prestigious International Forum (IF) Design award for design excellence, and Styletto received both the iF Design award and international Red Dot award for excellence in product design.



reddot design award

What truly drives us is working today to solve the problems of tomorrow. We don’t rest on our laurels and accolades; we learn from them. And we grow. Always with the goal of enhancing human performance.



AMBASSADOR



CAPTIVE



INDIFFERENT

REJECTOR



DENIALIST



Signia Delivers

# Consumer-Centric approach to hearing technology

We believe in convenience and ease of use. But, we don't believe in a one-size fits-all approach. Your patients are people, and people are unique, with different attitudes, needs, styles and personalities.

That's why Signia has gone to great lengths to understand the consumer, identify their concerns, and determine what would convince them to treat their hearing loss with hearing aids. This ongoing research powers our innovation, as we strive to develop solutions that meet the unique needs, wants, and style of today's consumers.

Our research extends beyond hearing aid design, shaping how we market, communicate, and highlight the benefits of our solutions.





# 95%

of participants  
reported  
**exceptional  
speech** in their  
home environment\*\*

# 90%

satisfaction  
in background noise for  
Xperience hearing aids.\*

## Signia Delivers

# Audiological Innovation

## Revolutionary Platforms

At Signia, world-class audiology drives the creation of cutting-edge technology. There's no clearer evidence of that than how we've introduced two revolutionary hearing aid platforms.

Signia Xperience, an industry-leading audiological platform, powers many of our hearing aids. By focusing on the wearer's lifestyle and actions, Xperience is able to provide enhanced speech understanding in difficult hearing situations. Satisfaction with Xperience hearing aids in background noise exceeds 90%, which is substantially higher than corresponding values in recent MarkeTrak.\*

Signia Augmented Xperience (AX), our latest platform, is truly a ground breaking audiological advancement and the world's first hearing aid platform to use two separate processors that automatically work together to deliver outstanding speech clarity.

\* Picou E. M. (2020). MarkeTrak 10 (MT10) Survey Results Demonstrate High Satisfaction with and Benefits from Hearing Aids. *Seminars in hearing*, 41(1), 21–36.  
\*\* Jensen, N. S., et al. (2021, May 18) Performance of Signia AX in at-home listening situations. Signia Pro.

## New Audiological Features



- **e2e wireless 4.0: A great leap for true binaural hearing**

e2e 4.0 significantly boosts the speed of data transmission and a 60% reduction in latency provides inaudible shifts between environments. The synchronization of more binaural audio data than ever before ensures clearer speech processing with high-precision directional awareness.



- **TruEar 360**

The powerful processing engine allows for an exceptional TruEar 360 mic mode that 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.



- **Increased input dynamic range**

The microphones and the state-of-the-art analog 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 clear, crisp signal, for scenarios like concerts.



- **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.

## Enhanced Audiological Features



- **Direct streaming for iPhone**

- **Direct streaming for Android**

Bluetooth connectivity allows for direct streaming to compatible smartphones and use of the Signia App along with Signia Assistant.



- **Automatic Situation Detection**

Analyzing and adapting to the acoustic and motion changes, these sensors deliver clear understanding of speech from any direction and maximize audibility as you move throughout the day.



- **Own Voice Processing (OVP™)\***

Can separate the wearer's own voice from other speech and noise for a natural sound, increasing first-fit acceptance to 80% and keeping patients engaged in conversations.<sup>1</sup>

\*OVP requires RIC or BTE binaural fitting

● **AUGMENTED XPERIENCE**

● **X/AX-INCLUSIVE**

<sup>1</sup> Høydal, E. H. (2017). A new own voice processing system for optimizing communication. *Hearing Review*, 24(11), 20-22. Further details: [www.signia-pro.com/ovp-study](http://www.signia-pro.com/ovp-study).





Signia Delivers

# Cutting-edge Technology

As the leader in hearing aid technology, Signia delivers an uncompromising blend of winning designs, patient support and superior functionality.

Signia leads the way with truly innovative designs that have opened an entirely new category of hearing devices that reach a much broader audience. The award winning Styletto X — a proven lead generator and sales driver — and Active — the original modern earbud design for occasional and routine use — Signia opens new doors for hearing care professionals.

Our patient support is unparalleled, allowing your patients to easily respond to real-life situations and get immediate results with solutions like Telecare, the Signia Assistant app, and Face Mask mode.

Signia pioneered rechargeable hearing aids in 2006, freeing your patients from the hassle of battery replacement and giving them long-lasting Li-ion technology for all-day every day convenience and freedom.

Signia Innovative Design

### Performance Designs

Proven industry standard designs that take your hearing aids to the next level no matter the level of hearing loss.

.....

### Signia Exclusive Designs

Truly innovative designs to appeal to a wider customer base and drive patient conversions, only from Signia.

.....

### Discreet Designs

Hearing aid designs ideal for fighting stigma.

Hearing Aids and Support for Every Patient



#### Rechargeability

One of the first in the world, and now a complete line up of innovative, rechargeable solutions.



#### Streaming

Accessory compatible with high-quality audio connectivity from any Bluetooth® enabled device for an enhanced listening experience.



#### Telecare™

Virtual connection to remote care when in-person visits aren't ideal or possible.



#### Tinnitus Support

Sound therapies and the Signia exclusive Signia Notch Therapy for support against the annoyance of tinnitus.



#### Signia App

Delivering real-time support to the patient and the provider.



#### Signia Assistant

The patient's hearing companion via on-demand AI support.



#### Face Mask Mode

Immediate boost in speech audibility at the push of a button.



#### CROS

A full portfolio of CROS devices on the Xperience platform.



Signia Delivers

# The Augmented Xperience Platform



New

Performance Design

## Pure Charge&Go T AX, AX and CROS AX

Our smallest rechargeable RIC

- Pure Charge&Go T AX is the new standard, delivering 36 hours of wear-time
- Direct streaming to Android and iPhones addresses a broader range of patients
- New earwear 3.0 for proven higher fit rate, sleek design
- Bluetooth® connectivity plus Signia App compatibility with access to Signia Assistant and more
- Available as a CROS device and without telecoil



New

Performance Design

## Insio Charge&Go AX

Tailored to wearer's individual ear anatomy

- Contactless charging for easy operation provides up to 24 hours of use on a single charge
- Easy insertion and removal to address challenges with dexterity and smaller design
- Direct streaming to Android and iPhones addresses a broader range of patients
- Bluetooth® connectivity plus Signia App compatibility with access to Signia Assistant and more





Signia Delivers

# The Xperience Platform



Performance Design

## Pure 312 X Traditional RIC

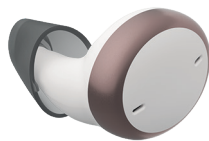
- Slimmer housing with a sleek design that fits comfortably behind the ear
- Optional T-coil for direct access to looped environments
- Bluetooth® connectivity plus Signia App compatibility with access to Signia Assistant and more
- Also available in CROS



Performance Design

## Motion Charge&Go X Iconic rechargeable family of BTE hearing aids

- Motion Charge & Go X comes in three models (Standard, P and SP) to address differing levels of hearing loss
- World's first rechargeable superpower hearing aid with up to 61 hours of wear time
- Power and Super Power models compatible with upgraded dry and clean charger
- Bluetooth® connectivity plus Signia App compatibility with access to Signia Assistant and more



Signia Exclusive Design

## Active X First-of-its-kind, modern earbud design

- Built with noise reduction technology
- Available in Active and Active Pro for varying budget and hearing needs
- Portable charger holds three days of charges and features integrated Qi wireless technology for simplified charging
- Bluetooth® connectivity plus Signia App compatibility with access to Signia Assistant and more



Signia Exclusive Design

## Styletto X World's first SLIM-RIC plus portable rechargeability

- Highly sophisticated hearwear™ in a unique, patient-preferred design<sup>1</sup>
- Portable charger holds three days of charges and features integrated Qi wireless technology for simplified charging
- Enhanced functionality to support a wider fitting range with exchangeable receivers
- Bluetooth® connectivity plus Signia App compatibility with access to Signia Assistant and more



Discreet Design

## Silk™ X Innovative ready-to-wear CIC

- Signia's smallest, nearly invisible form factor provides an alternative to customs that can be fit in the same day
- Binaural OneMic Directionality 2.0 with Ultra HD e2e technology for an optimized sound experience
- Signia App compatibility for easy, discreet remote control capabilities
- Also available in CROS

<sup>1</sup> Hakvoort, C. & Burton, P. (2019). Increasing Style, Reducing Stigma: The Styletto Solution.



Signia Delivers

# A World of Charging Possibilities

Signia hearing aids provide a variety of charger options to suit wearer preferences and lifestyle.

- 1

Insio Charge&Go AX compact, contactless charger
- 2

Pure Portable Charger for Pure Charge&Go T AX, AX
- 3

Pure Charger for Pure Charge&Go T AX, AX
- 4

Dry&Clean Charger for Pure Charge&Go T AX, AX and Motion Charge&Go P X and SP X (Upgrade Option)
- 5

Portable charger for Signia Styletto X
- 6

Portable charger for Signia Active Pro X and Active X
- 7

Open chargers for Signia Motion Charge&Go P X and SP X
- 8

Closed-lid charger for Signia Pure Charge&Go X and Signia Motion Charge&Go X 7/5/3
- 9

Open charger for Signia Pure Charge&Go X and Signia Motion Charge&Go X 2/1

 Qi wireless charging available for Signia Active Pro X, Active X and Styletto X





Signia Delivers

# Accessories

Keeping your patients connected and in control.

From changing settings remotely, streaming audio directly, or taking advantage of rechargeability, our broad range of stylish, practical, and easy-to-use accessories makes everyday life easier.



Streamline TV™

StreamLine TV feeds audio from your television directly into your hearing aids. You can even adjust the volume individually via the Signia App. It offers intuitive, fully automatic handling for a state-of-the-art wireless listening experience.



StreamLine Mic™

StreamLine Mic provides full hands-free audio streaming of phone calls and music from any Bluetooth® device in stereo quality. It also works as a remote microphone.



miniPocket™

The miniPocket is the ideal solution for anyone who wants discreet, convenient control of their hearing aids without the need for a large remote control or smartphone. Reliable and easy to use, the miniPocket is small enough to carry on a key ring yet powerful enough to control all essential features.

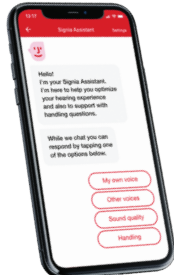
Signia Support

# Making Your Job Easier

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

The Signia app combines all previous apps into one for an enhanced wearer experience with an adaptive layout that displays features based on the hearing aids it paired with.

Beyond remote control, streaming capabilities with multiple devices, the app offers two revolutionary solutions that make it easier for you to fit and stay in touch with patients, Signia Assistant and Telecare.



Signia Assistant

Inspired by the way the human brain’s neural network solves challenges, the Signia Assistant uses its AI deep live neural network to offer real-time sound adjustments in response to changing listening needs.



TeleCare™

As the industry’s first telehealth solution, Signia Telecare enables virtual connection to remote care when in-person visits aren’t ideal or possible. You can hold virtual appointments via phone or video call and adjust the hearing aid settings remotely in the Connexx fitting software. Patients fit with Signia Telecare have a 19% higher acceptance rate over those without.



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.





Signia and You

# Delivering More for Your Patients

With a heritage of world-class audiology and cutting-edge technology centered on empowering human performance, Signia stands alone. Alone in the number of world's firsts, industry innovations, platforms and platform evolutions.

We will never leave hearing care professionals like you standing alone. We'll continue to work with you, developing the products your patients want and need. And we'll continue to create awareness and drive demand with marketing and public relations efforts designed to drive patients into your practice.

Together, we'll enhance human performance.



Signia Is

# Creating Awareness and Driving Demand

From paid media advertising to earned media through solid PR efforts, Signia continues to talk to patients and potential patients, helping you to build your practice. And, with world-class products, we help build your brand and reputation as well.

Signia's highly innovative products, features, and subject matter experts have received widespread coverage across the media, from multiple appearances in top-tier publications like The Wall Street Journal and Forbes, to articles in niche media focused on technology, healthcare, and more.

It's critical to get people with hearing loss help in a way that doesn't feel stigmatized, especially older people, and these are cool-looking devices that don't scream "hearing aid" to everyone around.

— Forbes

Some of the places consumers saw Signia:



## Signia Delivers Media Coverage

Between January and July 2021, Signia was featured in

**1,234**  
Press Stories

with a combined reach of

**1.8 Billion**  
Consumers

with advertising value of

**\$15.7 Million**



# Feature Overview

Signia combines Audiology + Technology to deliver Iconic Innovations designed to meet the wants, needs and preferences of the consumer while giving the HCP an edge.

## Augmented Xperience Features

A unique sound experience by shaping the two processing streams

	7	5	3
<b>Signia Processing / Frequency Shaping</b> – Two separate processors allow wearers to fully capture speech understanding and environmental noise independently. Split processing with AX doubles the channels available, in a binaural fitting up to 192 channels. Increased channels = increased precision.	96/20 Universal  48/20 Dedicated	64/16 Universal  32/16 Dedicated	48 /12 Universal  32/16 Dedicated
<b>Augmented Focus™</b> – Augmented Focus™ Separates the focus sound (speech) from surroundings via split processing, creating a clear contrast between the two, which makes it easier to follow conversations.	✓	✓	✓
<b>Dynamic Soundscape Processing 2.0</b> – Automatically steers Signia’s iconic binaural audio processing in both processors to allow for Augmented speech understanding while remaining in an immersive soundscape.	✓	✓	✓
<b>e2e wireless 4.0</b> – Significantly boosts the speed of data transmission, delivering a smoother sound experience and inaudible shifts between different settings. Enables synchronization, binaural directionality, Spatial Speech Focus, CROS/ BiCROS.	✓	✓	✓
<b>Increased Input Dynamic Range</b> – The microphones and the state-of-the-art analogue input stage can handle signals up to 117dB with great sound quality.	✓	✓	✓
<b>Direct Streaming</b> – iOS (Apple) and AHSA (Android) compatible. Utilizes Bluetooth Low Energy - desgined specifically to deliver optimal sound quality when streaming to hearing aids. AX streaming is processed separately for microphone input to enhance clarity with a dedicated compression system. <sup>1</sup>	✓	✓	✓

## Augmented Xperience + Xperience Features

Audiology + technology to deliver iconic innovations designed to meet the wants, needs and preferences of the consumer while giving the HCP an edge.

	7	5	3	2	1
<b>Signal processing / Frequency shaping</b> – Signia processing channels and frequency shaping handles.	48/20	32/16	24/12	16/8	16/8
<b>Hearing Programs</b> – Number of Manual programs configurable in Connexx.	6	6	6	4	4
<b>Dynamic Soundscape Processing</b> – Automatically steers Signia’s iconic binaural audio processing with Binaural Directionality, this world’s first technology has been clinically proven to provide better than normal hearing in noisy situations. <sup>2</sup>	✓	✓	✓	✓	✓
<b>Acoustic Sensors</b> – Analyzing and adapting to the acoustic changes around you, these sensors deliver personalized amplification and a clear understanding of speech from any direction. <sup>2</sup>	✓	✓	✓	✓	✓
<b>Frequency Compression</b> – Designed to improve the detection of speech sounds for wearers with reduced high frequency hearing thresholds. Frequency compression is selectively activated based on audiological criteria.	✓	✓	✓	✓	✓
<b>Directional Microphones</b> – Enhancing speech understanding in challenging and noisy situations. Binaural Directionality is shown to provide statistically significant improvements in both speech understanding ability and listening effort. <sup>2,3,4</sup>	BinauralAuto / Adaptive	BinauralAuto / Adaptive	BinauralAuto / Adaptive	Auto / Adaptive	Auto / Adaptive
<b>Speech and Noise Management</b> – Reduces listening effort using sophisticated sound processing.	Min, Med, Max	Min, Med, Max	Min, Med, Max	Min, Med, Max	On / Off
<b>Feedback Cancellation</b> – Monitors and controls for feedback in individual processing channels.	✓	✓	✓	Min, Max	Min, Max
<b>Sound Smoothing™</b> – Reduces the annoyance of sudden loud impact sound such as when handling glassware.	✓	✓	✓	✓	—
<b>eWindScreen</b> – Reduces the annoyance of wind noise and turbulence when outdoors. <sup>5</sup>	Min, Med, Max	Min, Med, Max	On / Off	On / Off	—
<b>Tinnitus</b> – A choice of tinnitus treatments based on the world’s first Notch Therapy or traditional sound therapy signals. It is even possible to combine the two approaches.	✓	✓	✓	✓	—
<b>HD Music</b> – Preset programs for enhancing enjoyment of non-streamed music.	3	3	1	1	—
<b>Motion Sensors</b> – Integrated in the hearing aids to recognize changes in the wearer’s movement. This motion data complements the acoustic data to optimize Dynamic Soundscape Processing.	✓	✓	✓	—	—



Augmented Xperience + Xperience Features

Audiology + technology to deliver iconic innovations designed to meet the wants, needs and preferences of the consumer while giving the HCP an edge.

	7	5	3	2	1
<b>Own Voice Processing (OVP™)</b> – 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. <i>Improves first-fit acceptance up to 80%.</i> <sup>6</sup>	✓	✓	✓	—	—
<b>TwinPhone</b> – Delivers acoustic phone conversation to both ears, which provides a 3-8 dB improvement in perceived loudness and has been shown to increase speech recognition by >20% when compared to listening with one ear. Available for bilateral fittings. <sup>7</sup>	✓	✓	✓	—	—
<b>Spatial SpeechFocus</b> – Steers the directional beam to focus on the dominant speech source, while riding in a car or using the stroll program. Clinically proven to provide a 30-50% improvement in speech understanding for speech signals originating from behind the user. <sup>7,8</sup>	Front, back, right, left	Car: Front, Back, Omni  Stroll: Front, Back, Right, Left “	—	—	—
<b>EchoShield</b> – Dedicated program for reverberant environments. Provides significantly reduced listening effort in reverberant environments, with the majority of individuals obtaining a 10-20% improvement in speech recognition.	✓	—	—	—	—
<b>Extended bandwidth</b> – 12 kHz bandwidth for enhanced processing of high-frequency speech and environmental sounds.	✓	—	—	—	—

Additional accessories and support compatibility

	7	5	3	2	1
<b>Telecare™</b> – Enables virtual connection to remote care when in-person visits aren’t ideal or possible. You can hold virtual appointments via phone or video call and adjust the hearing aid settings remotely in the Connexx fitting software. Patients fitted with Signia Telecare have a 19% higher acceptance rate than patients fitted without it. <sup>9</sup>	✓	✓	✓	✓	✓
<b>Direct Streaming</b> – Both X & AX are iOS (iPhone) compatible utilizing Bluetooth low energy – designed specifically to deliver optimal sound quality when streamed to hearing aids. ONLY AX is AHSA (Andriod) compatible with streaming processed separately from microphone input to enhanced clarity with a dedicated compression system. <sup>1</sup>	✓	✓	✓	✓	✓
<b>Accessories</b> – Compatible with StreamLine Mic™, Streamline TV™, and miniPocket™	✓	✓	✓	✓	✓
<b>Signia App</b> – The Signia app is compatible with iOS and Android smartphones shows only the user functions applicable to their device technology level.	✓	✓	✓	✓	✓
<b>Face Mask Mode</b> – Signia Face Mask Mode for an immediate boost in speech with the simple tap of a button in the Signia App. *Requires BT compatible hearing aids ** Excludes CROS/BiCROS.	✓	✓	✓	✓	✓
<b>Signia Assistant</b> – 24/7 digital assistant for on-demand AI wearer support for adjustments and questions compatible with Bluetooth hearing aids. ** Excludes CROS/BiCROS.	✓	✓	✓	✓	✓
<b>Wireless CROS/BiCROS</b> – Compatible with CROS Transmitter. Featuring skewed directionality for better hearing and awareness from the transmitter side in noisy situations. <sup>10</sup>	✓	✓	✓	—	—
<b>Directional Hearing</b> – Directional Hearing, a component of the Signia App, allows the wearer to adjust the span and directional focus of the microphone beam.	Front, back, right, left	Front, back, right, left	—	—	—

<sup>1</sup> Froehlich M, Junius D, Branda E. (2017) A Comparison of Signal Quality of Direct Streaming Hearing Aids. Canadian Audiologist. 4 (4).

<sup>2</sup> Froehlich M, Freels K, Powers T. (2015). Speech recognition benefit obtained from binaural beamforming hearing aids: comparison to omnidirectional and individuals with normal hearing AudiologyOnline, Article 14338. Retrieved from http://www.audiologyonline.com

<sup>3</sup> Branda E, Powers TA, Weber J. (2019) Clinical Comparison of Premier Hearing Aids. Canadian Audiologist. 6 (4).

<sup>4</sup> Not available in Silk.

<sup>5</sup> Freels K, Pischel C, Wilson C, & Ramirez P. (2015, October). New wireless, binaural processing reduces problems associated with wind noise in hearing aids. AudiologyOnline, Article 15453. Retrieved from http://www.audiologyonline.com.

<sup>6</sup> Froehlich M, Branda E, Freels K. (2019) New dimensions in automatic steering for hearing aids: Clinical and real-world findings. Hearing Review. 26(11):32-36.

<sup>7</sup> Høydal, E. H. (2017). A new own voice processing system for optimizing communication. Hearing Review, 24(11), 20-22. Further details: www.signia-pro.com/ovp-study.

<sup>8</sup> Chalupper J, Wu Y, Weber J. (2011) New algorithm automatically adjusts directional system for special situations. Hearing Journal. 64(1): 26-33.

<sup>9</sup> Froehlich M, Branda E, Apel D. (2018). Signia TeleCare facilitates improvements in hearing aid fitting outcomes. AudiologyOnline, Article 24096. Retrieved from www.audiologyonline.com

<sup>10</sup> CROS/BiCROS Transmitters are available in both AX and X form factors. Platform match is required in order for the Tranmitter to communicate with the hearing aids.



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