



A NEW DIMENSION IN HEARING.



Halo iQ | SoundLens iQ | Muse iQ
[Synergy]


Made to enhance every experience

100%

of professionals* agree that hearing aids improve the quality of life for their patients with hearing loss.¹



8 out of 10

patients said  having hearing aids improve their quality of life.¹



3 out of 4

patients said having hearing aids makes them feel **more confident** in social situations.¹

Insights from

WebMD

WebMD does not endorse any products or services.

¹ 2017 WebMD Healthcare Professional and Hearing Aid Wearer Study, commissioned by Starkey Hearing Technologies.

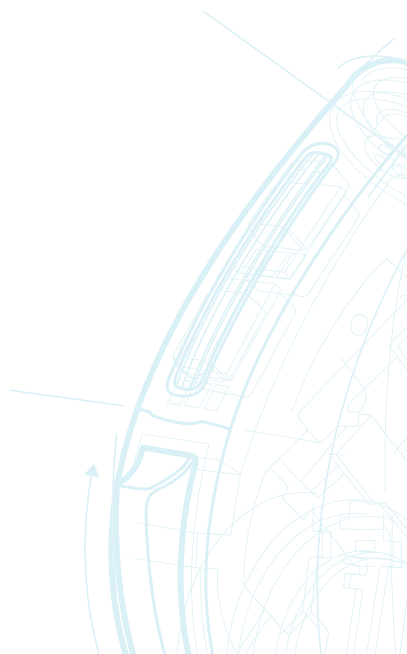
*Healthcare professionals (physicians, audiologists and hearing care professionals) who regularly diagnose hearing loss as part of their practice.



In an increasingly connected world, today's patients find themselves communicating more frequently while also dealing with the demands of different listening environments. With a hearing loss, any situation can easily become overwhelming.

Our revolutionary new product lines — **Muse™ iQ**, **Halo® iQ** and **SoundLens® Synergy® iQ** — allow patients to be immersed in the world around them like never before. Built on our proven **Synergy platform** with **Acuity™ OS 2**, our new iQ lines help patients engage in life in a richer and more personal way.

We know hearing aids provide better hearing, but **8 out of 10 patients also report hearing aids improve their quality of life.**¹ That's why we never stop striving to provide you with the best technology possible – so you can serve your patients better than anyone else and they can live better, healthier lives because of it.



Introducing iQ | Synergy enhancements made for life

Introducing iQ

Hearing you can feel



We're excited to introduce **Muse iQ**, **Halo iQ** and **SoundLens Synergy iQ** — providing immersive experiences, enhanced sound quality, reliable technology and improved patient satisfaction.



“Thank you
for keeping
me active
and engaged
in life.”

— Tommy L.



Immersive hearing

Being truly present in a moment or situation involves a sense of immersion — feeling connected to sound and setting. Until iQ, other hearing technology has been unable to deliver the presence and clarity patients miss during the moments that matter most.



ACUITY IMMERSION

At the forefront of our research and development, and in collaboration with virtual reality researchers and developers, **Acuity Immersion** offers a unique advantage for CIC and IIC product styles. With their microphones ideally situated for picking up sound after pinna shaping, these small styles provide the Acuity Immersion algorithm with important natural cues needed for spatial awareness. Acuity Immersion shifts these critical cues to a region that's audible to the wearer without interfering with speech sounds. As the wearer adapts to these newly audible cues, their sense of presence and connection to their world is restored.



ACUITY IMMERSION DIRECTIONALITY

While superior directivity indices can be achieved with the wide microphone spacing of RICs, BTEs and larger custom styles, the location of the microphone means some loss of natural sound. **Acuity Immersion Directionality** restores the natural directivity pattern of the pinna in situations that don't require the signal-to-noise boost of full directionality. Now wearers of directional technology can benefit from a more natural spatial sound in most environments, and full directionality in more challenging noisy environments.



“I now wear the best Starkey has to offer, Halo iQ, and life couldn’t be better.”

— Jackie T.
Halo iQ wearer

Patient delight

Starting with the patient means continually finding ways to ensure our hearing aids satisfy and delight. We welcome feedback and continuously make adjustments to satisfy patients on their better hearing journey.



SPEECH INDICATORS FOR MEMORY

It's no surprise that patients have a hard time remembering the intended use for each of their multiple memory programs — and they shouldn't have to! Indicators are more enlightening when they call out environment names such as "Kitchen," rather than the number of a hearing aid memory such as "Two" — and now they'll do just that. For each memory programmed, an extensive list of descriptive words is available, allowing you to choose the most meaningful indicators for your patient.



SMART VC

Previously, reserve gain could be limited when gain needed for a fitting was near the maximum in one hearing aid channel. **Smart VC** allows for the gain to go up in all the channels not already at maximum, giving a desired and needed increase in loudness. When the volume goes down, Smart VC sets everything back where it started. (Muse iQ and SoundLens Synergy iQ only)

Halo iQ

Easy-to-use
Comfort Bud

Surface Nanoshield
coating for durability

Ultimate processing speeds
with Acuity OS 2 on our
Synergy platform



*The Halo iQ product family improves
all aspects of patients' hearing experiences
with performance, clarity and compatibility
with Apple and Android devices.*

Immersion matters

The magic of presence



Acuity Immersion | Prioritizes spatial connections everywhere they go

*The way someone
perceives sound goes
far beyond merely
determining its
origin in space*



Acuity Immersion focuses on aspects of sound and hearing that contribute to the listener's spatial experience — the perception of physical presence in the environment. The pinna, with its complex contours, makes a unique mark on every sound that enters the ear, and the brain uses that acoustic signature to generate the externalized perception of sound, or sense of presence.

Other attributes of sound perception may include the size of the room, as well as a person's sense of presence — the feeling of being immersed in or connected to their world. Architectural acoustics research demonstrates this unique sense of envelopment. For example, a well-designed concert hall allows a listener to be more immersed in sound and has been shown to greatly increase the emotional impact of the music.



Our new **Acuity Immersion** technology understands the importance of connections and gives patients the ability to localize sounds and enhance their relationships with their environment and the moments that surround them. However, we know that the path to better hearing is a marathon, not a sprint. Studies have proven that the plasticity of the brain allows for the perceptual relearning of sound cues over time.² Our enhanced iQ hearing aids give our patients the ability to access these cues and unlock their hearing potential in a completely new way.

The benefits of Acuity Immersion

Spatial hearing is the brain's early warning system, simultaneously sensing all the space around us and providing the feeling of connectedness with the world – the sense of presence. Recent neuroscience also tells us that we have two attention systems, a spatial and a non-spatial system working together to allow us to focus on a sound of interest. Hearing loss degrades the acoustic cues the brain uses to support both presence and spatial attention.

Acuity Immersion makes these acoustic cues available in a way that the brain is able to relearn to use them, thereby reasserting spatial perception. Starkey Research has worked with leading neuroscience, signal processing and audiology researchers to bring this technology to the world.

Simon Carlile
Vice President of Research
Starkey Hearing Technologies



² Carlile, S. [2014, August 6]. The plastic ear and perceptual relearning in auditory spatial perception. *Frontiers in Neuroscience*, 8(237), 1-13. doi: 10.3389/fnins.2014.00237

Synergy enhancements | Trusted by patients. Approved by professionals.

Starkey Sound

***Our Synergy platform is at the heart of
Muse iQ, Halo iQ and SoundLens Synergy iQ***

Synergy's twin compression architecture, the first of its kind in the industry, provides supreme precision for speech audibility and ultimate sound quality for listening comfort and enjoyment.

When we designed Synergy, we knew we wanted the platform to be flexible and powerful enough to serve today's patients while also meeting the demands of the next generation. Today's hearing aid wearers want to hear all the subtleties of life, and be immersed in their environment no matter how complex it may be. They also want reliable devices that give them peace of mind — giving them the satisfaction they deserve.

Completely invisible
in most ears

Wireless solutions let patients
receive a connection between
their phone and their hearing aids

Advanced features include
the ability to stream TV,
music and more with our
line of SurfLink accessories

SoundLens iQ
[Synergy]



Starkey Quality | The golden standard for quality and reliability

Starkey Quality

*Every quality-related standard
we set and test is for the patient*

At Starkey,[®] we release our products once they meet our high quality and performance standards so we can keep your focus on the patient, and less on repairs or troubleshooting.

Throughout the product development process, Starkey Quality Engineering teams perform rigorous testing to ensure patients receive the most reliable hearing instruments. New products and features are not released until there is substantial experimental evidence that each component and detail meets rigorous standards. With these **Starkey Quality** standards, we have a near-zero tolerance for defects and address any quality concerns on a case by case basis.

“Halo iQ is reliable and allows me to maximize my life by providing access to sounds I don’t usually hear.”

— Brian R.
Halo iQ wearer

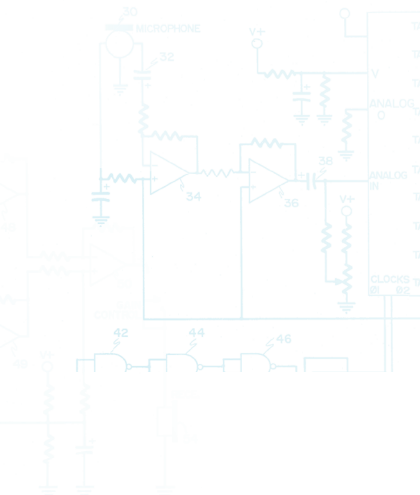
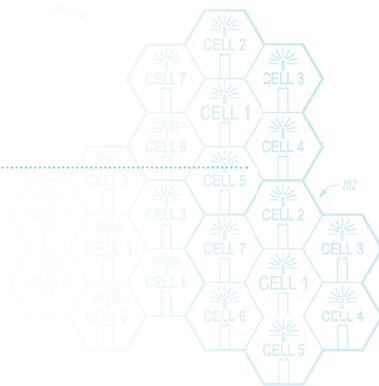
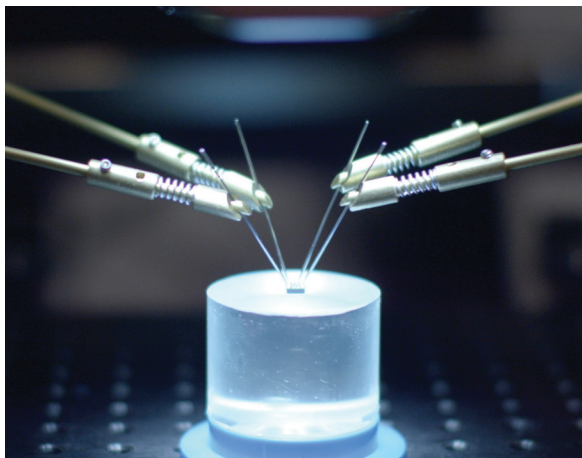
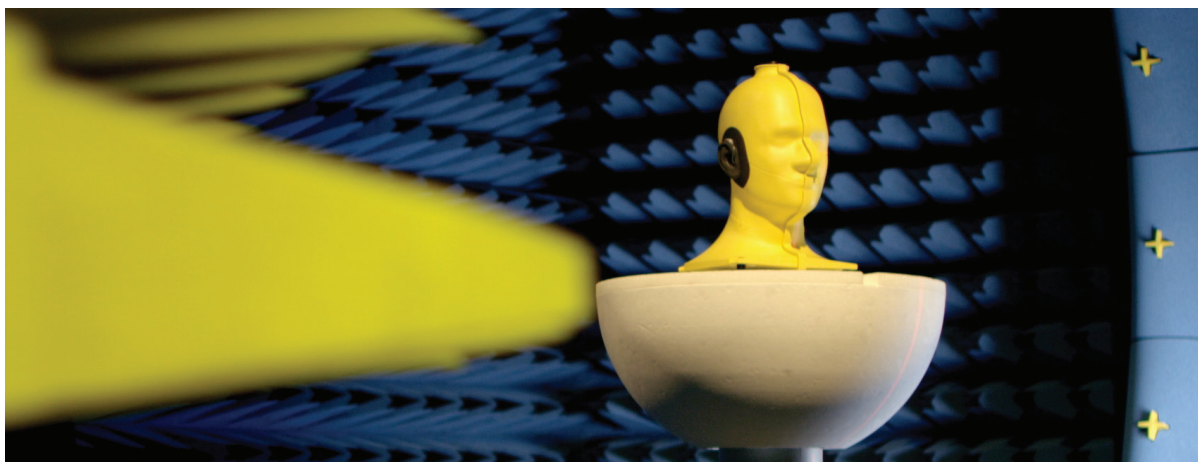


FIGURE 3





Patient-preferred
sound. Professionally-
recognized reliability.



Each and every
hearing aid is put
through rigorous
testing including
600 hours of tests
and **1,600 trials**.



Wireless streaming. Impeccable audio.



In an increasingly wireless world, Starkey provides powerful solutions with both **TruLink® technology** and **900sync™ technology**. The combination of Synergy and these wireless technologies delivers an ultra high-definition audio experience, providing patients with the most natural, coordinated and connected hearing experience.

TruLink technology

Halo iQ's versatility is showcased via our TruLink technology, the 2.4 GHz wireless platform that provides completely seamless iPhone®, iPad®, iPod touch® and Apple Watch® connectivity. Wearers can stream music and media directly from their Apple device for a completely immersive and impressive listening experience.

Our TruLink technology also allows for connectivity with Android™ devices, offering patients the ability to create and update unique memories as well as control the volume of their Halo iQ hearing aids.

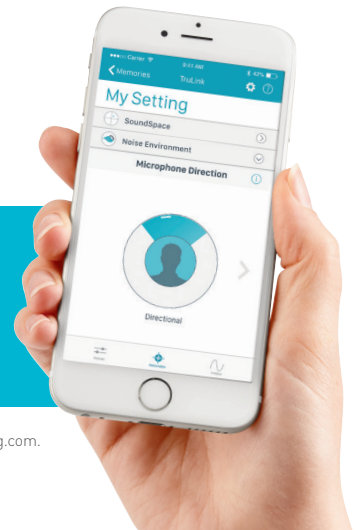
With our new **TruLink Remote**, Halo iQ is for everyone. Patients now have two options for controlling their Halo iQ devices effortlessly.

TruLink technology provides the link to iOS devices for streaming and connectivity.

The **TruLink Hearing Control app** leads the way in optimizing hearing aid performance with flexible, intuitive and easy-to-use controls.

With TruLink and Halo iQ hearing aids, people with hearing loss can go anywhere and do everything more conveniently than ever before.

For the most up-to-date Halo iQ and TruLink compatibility information, visit TruLinkHearing.com.



900sync | 900 MHz wireless technology

900sync technology

900sync technology is at the core of Muse iQ and SoundLens Synergy iQ and is designed so patients get a quality, natural sounding hearing experience while streaming.



Our innovative line of SurfLink accessories combined with our wireless hearing aids let you live life the way you want, no wires attached.





900sync also:

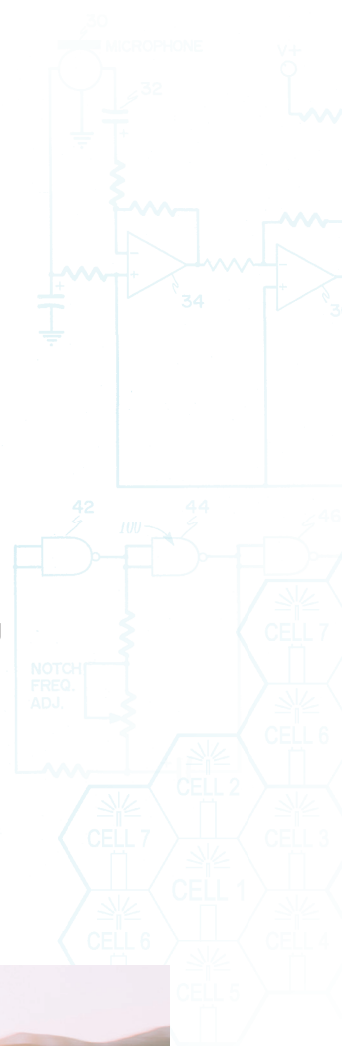
- Provides ear-to-ear phone streaming, making understanding on the phone easier than ever
- Boasts a better than 98 percent link availability
- Is virtually drop-free within normal user range
- Provides consistent performance in even the most challenging environments
- Allows for long-distance wireless programming and audio streaming, as well as ear-to-ear communication
- Powers our wireless CROS System for Muse iQ standard products

Made for the speed of life

Today's patients are more active and demanding. They want services and products that are customized to their lifestyles and not a one-size-fits-all approach. **Acuity OS 2**, our latest operating system, delivers the personalization they want at the speed their lives require.

Acuity OS 2 with **Interactive Intelligence** is **five times faster** than its predecessor — delivering at the speed of patients' lives like never before. Interactive Intelligence quickly and continuously adapts to changing environments when speech is present, allowing patients to effortlessly move from one lifescape to the next — without missing a word.

Acuity OS 2 also includes protocols designed to increase patient satisfaction and optimize initial gain settings. This gives you more time to counsel and educate your patients on their new devices.





**Acuity
Binaural
Imaging**

Ear-to-ear adaptation resulting in coordinated and seamless listening

- Provides ultra-high definition audio bringing a more natural ear-to-ear experience
- Allows speech audibility to be preserved with collaborative decision making, while simultaneously maintaining comfort

**Acuity
Lifescape
Analyzer**

Our most rigorously tested environmental detection system ever, designed for today's complex listening environments

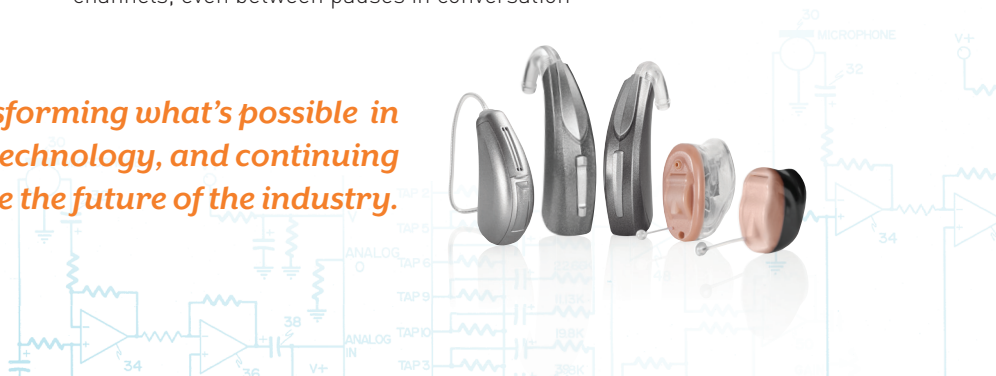
- Includes seven automated sound classes: Music, speech, speech and noise, machine noise, wind, noise and quiet
- Analyzes and adapts to multiple environments simultaneously


**Acuity
Voice**

Provides optimal audibility for speech

- Operates in parallel with Acuity Lifescape Analyzer
- Runs a two-part algorithm using dynamic voice identification, coupled with spectral noise control that calculates appropriate gain on a per-channel basis
- Instantly applies variable noise adaptation in all channels, even between pauses in conversation

Transforming what's possible in hearing technology, and continuing to shape the future of the industry.





Acuity OS 2 is
our fastest, most
personalized and
natural-sounding
operating system

The power of music | Musician tested. Wearer approved.

Hear every note as the artist intended

Musical tastes may be unique, but it's clear that all music is in a unique sound class much different than speech. As such, it requires special processing and prescriptive gains designed for a different kind of listening experience. Synergy is the only platform to feature quad core twin compressor technology with separate, dedicated algorithms for speech and for music. While the 'normal' compressor and gains are optimized for the spectral and temporal properties of speech, the dedicated music compressor is designed for a more dynamic input, and a broader frequency response.



Inspire software includes music adjustment controls so you can quickly and easily match the subjective tastes of your patients.

- Adjustments will be based on patient feedback regarding music sound quality
- Controls are designed for patient dialogue to address subjective music listening reports
- Equalizer-type graphics, and bass, mid and treble frequency shaping controls enable Quick Fit

Muse iQ

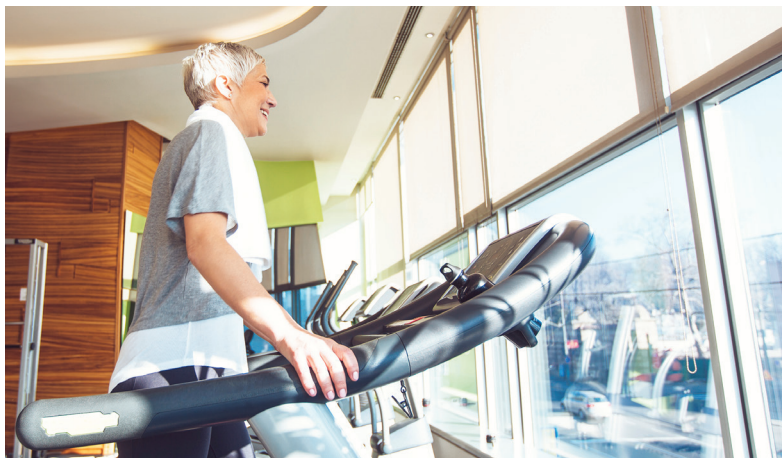
Up to 24 adjustable channels

Speech and music processed uniquely

Extended bandwidth up to 10 kHz, enabling music to sound fuller and richer than ever before

Synergy provides a prescription for unprecedented music listening enjoyment

Available in RIC 312t, micro RIC 312t, mini BTE, BTE I3, CIC, ITC and ITE styles



Made for reliable,
everyday use



Our quality engineers run 1,600 trials for each hearing aid we produce. This encompasses 600 hours of tests and analysis of mechanical, environmental, material and functionality elements — all to offer a hearing aid that's built to stand the test of time and real-life moments: from hearing the inflection in the voice of a spouse to noticing the nuances in the notes of a favorite song. This attention to detail results in reliable hearing aids that perform well in all aspects of a patient's life.

With iQ product families we've added new features to increase patient satisfaction and delight:

NEW

- › **Speech Indicators for Memory** — gives situational, rather than numeric, memory indicators for a long list of patient activities (restaurant, home, etc.).

NEW

- › **Smart VC** — offers increased dB in available channels even if one channel hits its max, allowing users to receive expected volume gains (Muse iQ and SoundLens Synergy iQ only).
- › **WhistleFree Feedback** — the only proactive feedback management system that anticipates feedback and can be personalized to product and patient.

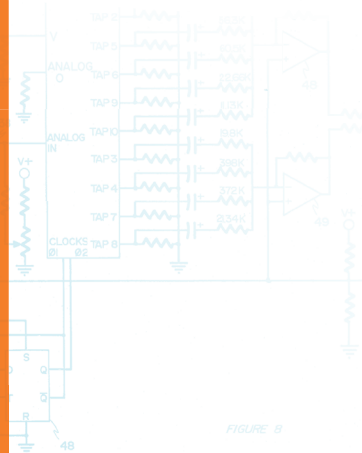
- › **Speech Shift** — enhances real-time audibility by identifying high-frequency speech cues and replicating them in lower frequencies.

- › **Multiflex Tinnitus Technology** — our patent-pending tinnitus solution is designed with personalization and flexibility in mind and is standard in all styles and technology levels.

- › **Surface Nanoshield** — coated on components, cases and Hear Clear™ wax traps, Surface™ Nanoshield gives our patients next-generation moisture and wax repellent to ensure reliability and durability.



Accessories for every patient and lifestyle



Our line of accessories gives patients more access and control over their listening environments and are compatible with either of our **900sync** or **TruLink technologies**. Both options allow patients to stream music, calls and more to their hearing aids.

With many opportunities to customize our accessories, set preferences and manage features, your patients receive the personalization and control they want — no matter their lifestyle.

Accessories | Offering a full family of accessory options

The latest accessory in our line-up

NEW

TRULINK REMOTE

With our new TruLink Remote, Halo iQ is for everyone. Patients now have two options for effortlessly controlling their Halo iQ devices.



Works with or without a smartphone (compatible with Android or iPhone)

TRULINK®
PERSONAL HEARING CONTROL

Patients can control memory and volume, mute their hearing aids or toggle several other special features

TRULINK®

Get the TruLink Hearing Control app on the App Store® and Google Play™

TRULINK®
2.4 GHz



SURFLINK
900 MHz



The SurfLink family has a solution for every need and every listening environment

SURFLINK®

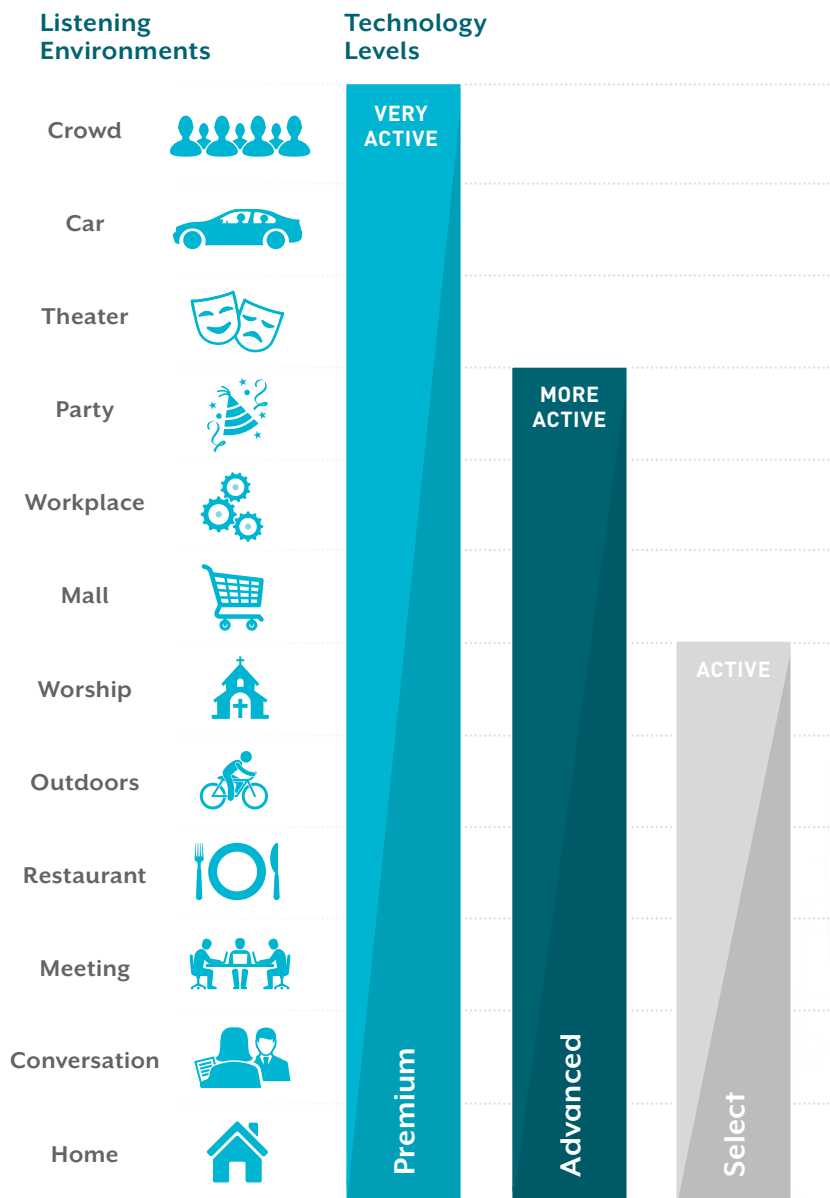
Listening environments | Provides clarity in complex listening landscapes

Seamlessly immersed in any surrounding

*Our product lineup was designed
to enhance any environment
your patients frequent*

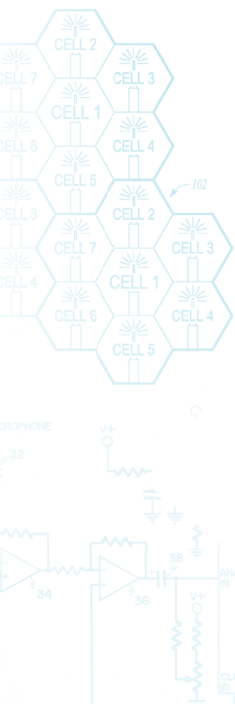


Environment overview



Feature overview

Feature	Premium i2400	Advanced i2000	Select i1600
Platform: Synergy	●	●	●
Sound Imaging: Channels Bands	24	20	16
Bandwidth: Extended 10 KHz	●	●	●
Operating System: Acuity OS 2	●	●	●
900 MHz Wireless Technology: 900sync	●	●	●
2.4 GHz Wireless Technology: TruLink	●	●	●
Wireless Streaming: Pristine Audio Streaming	●	●	●
Speech Compression: Acuity Speech Optimization	●	▶	▶
Spatial Awareness: Acuity Immersion*	●	●	●
Music Optimization: Music Enhancement	●	●	●
Music Memory	●	●	●
Music Adaptation	1 2 3 4	1 2 3 4	1 2 3 4
E2E Music Adaptation	●	▶	▶
Ear-to-Ear Technology: Acuity Binaural Imaging	●	●	●
E2E Wind Noise Management	1 2 3 4	1 2 3 4	1 2 3 4
E2E Machine Noise Adaptation	1 2 3 4	1 2 3 4	1 2 3 4
E2E Directionality	●	●	●
E2E Phone Streaming	●	●	●
Environment Manager: Acuity Lifescape Analyzer	●	●	●
Music	1 2 3 4	1 2 3 4	1 2 3 4
Speech	1 2 3 4	1 2 3 4	1 2 3 4
Speech and Noise	1 2 3 4	1 2 3 4	1 2 3 4
Machine Noise	1 2 3 4	1 2 3 4	1 2 3 4
Wind	1 2 3 4	1 2 3 4	1 2 3 4
Noise	1 2 3 4	1 2 3 4	1 2 3 4
Acuity Quiet	1 2 3 4	1 2 3 4	1 2 3 4



Feature	Premium i2400	Advanced i2000	Select i1600
Directional Processing: Acuity Immersion			
Channels	24	20	16
Immersion			
Adaptive			
Dynamic			
Directional			
Noise Control: Acuity Voice			
Noise Reduction Strength			
Feedback Management: WhistleFree Feedback Cancellation			
Frequency Lowering: Speech Shift			
Tinnitus Technology: Multiflex Tinnitus Technology			
Wireless Accessory Compatibility			

*CIC and IIC styles only





For the most up-to-date Halo iQ and TruLink compatibility information, please visit TruLinkHearing.com.

"Made for iPod," "Made for iPhone," and "Made for iPad" mean that an electronic accessory has been designed to connect specifically to iPod, iPhone, or iPad, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with iPod, iPhone, iPad or Apple Watch may affect wireless performance. Apple, the Apple logo, iPhone, iPad, iPod touch, Apple Watch, App Store and Siri are trademarks of Apple Inc., registered in the U.S. and other countries.

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