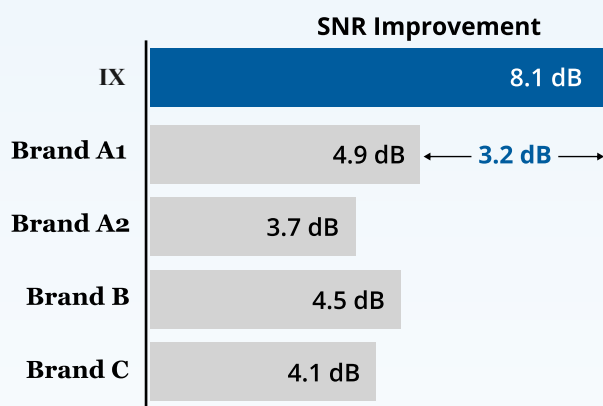


Twice the speech enhancement benefit than the closest competitors

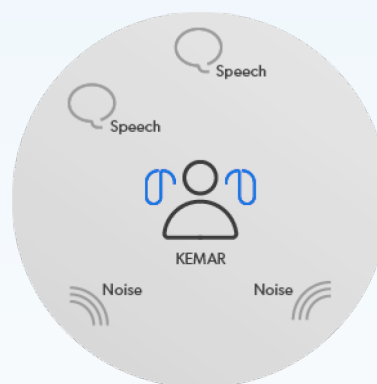
Integrated Xperience (IX) delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors, including AI co-processor-driven platforms, with a remarkable 3.2 dB SNR improvement over the closest competitor¹.



IX was compared to premium hearing aids from different brands (Brand A-C). Brand A, which offers an AI co-processor-driven platform, was measured with its DNN noise reduction enabled (A1) and deactivated (A2).

Hearing aid wearers report the lowest listening satisfaction in noisy group conversations. Background noise, alternating talkers, and the movement of the wearer's head create significant challenges in these situations. Signia IX was specifically built and tested to meet these challenges.

This is why we simulated a dynamic group conversation to test in a scenario relevant to real-world conversations. Using two alternating speakers from multiple locations, and adding background noise, we measured the improvement in output SNR in the ear of KEMAR vs. unaided listening and compared Signia IX to the very best the competition had to offer.



The results showed that **IX delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors, including AI co-processor-driven platforms².**

This is primarily due to our groundbreaking **RealTime Conversation Enhancement technology and its unique ability to instantly adapt to and enhance multiple conversation partners** as they move, or even if the wearer is not facing them.

¹ A 3 dB increase in signal-to-noise ratio (SNR) corresponds to a doubling of the ratio between the intensity of the speech and the intensity of the noise, see, for example, <https://pressbooks.pub/sound/chapter/decibels-the-math>

² Jensen NS, Wilson C, Kamkar Parsi H, Samra B, Hain J, Best S & Taylor B. 2024. Signia IX delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors. Signia White Paper.

Unleash the Power of Conversation

This study showed that with RealTime Conversation Enhancement, your clients can experience a significantly improved access to multiple conversation partners in noise, even if they aren't directly facing them, when compared to premium competitor hearing aids.

IX empowers wearers to keep up with the conversation no matter how busy it gets, empowering them to participate and contribute with ease, to unleash the power of conversation!