



**“The technology is
leaps and bounds
on where it was
two years ago.”**

Renee H.
Aerospace Engineer

EDGE^{AI}

Life sounds better with an edge



You're in the right place

As one of the five main human senses, hearing plays an important role in our quality of life.

It keeps us connected, ensures we don't miss out on life's best moments, and is proven to factor into issues like loneliness, falls, cognitive decline, depression and more.

So when your hearing starts to go, it's wise to treat it.

Starkey's Edge AI hearing technology—**in the hands of an experienced hearing care professional**—is today's smartest way to treat hearing loss.

Better hearing for all

Today's hearing aid wearers are as individual as their hearing loss. But the one thing they share is that they aren't going to let hearing loss hold them back from anything—for example:

Serving customers at their own music venue, like Brian. Meeting with real estate clients, like Sherry. Or being an on-the-go grandparent, like Stan—all actual hearing aid wearers.

Real people, from traditional to tech-savvy, are experiencing real-life transformations—thanks to all-new Edge AI hearing technology: pushing the edge of what's possible, in hearing and in living.

EDGE^{AI}



“Being able to pull up your phone to make a quick adjustment is incredible.”

Brian L.
Music Venue Owner



“I can understand everything my granddaughter is saying again.”

Stan C.
Retired Design Engineer



“My hearing loss isn't severe. But at this stage in my life, I want to be proactive.”

Sherry L.
Property Manager

Rivalled only by perfect hearing

Listening is a complex process that a normal-hearing brain handles effortlessly, but that breaks down when we have hearing loss.

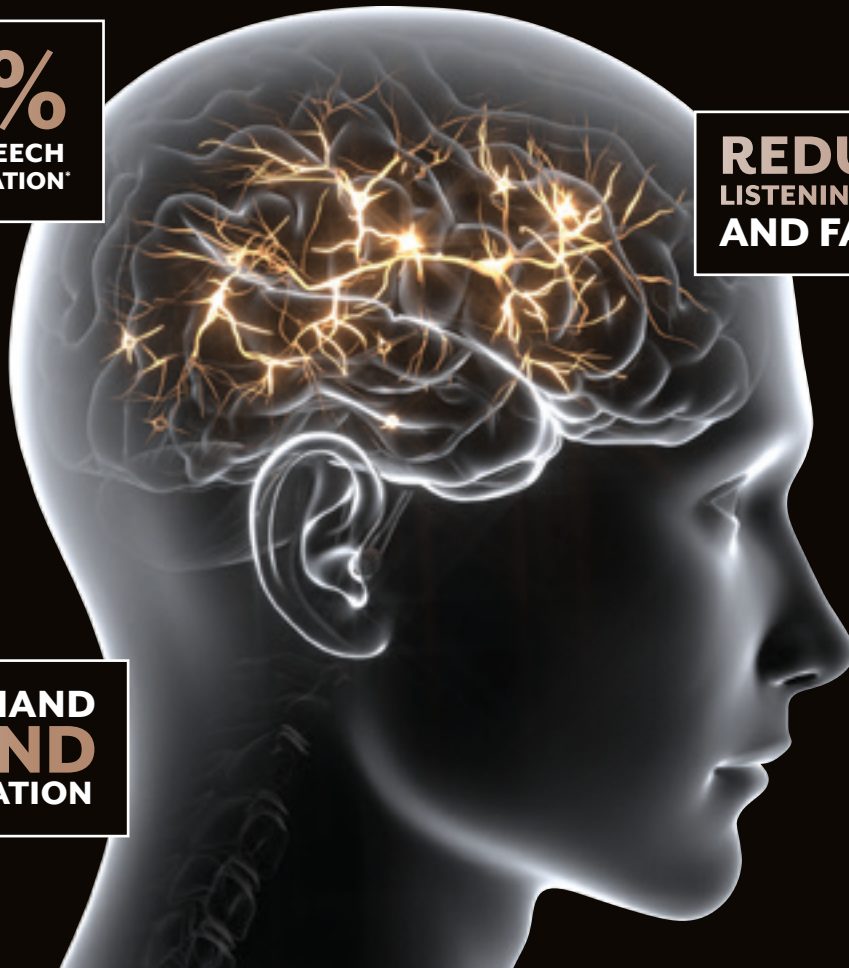
Edge AI's cutting-edge technology **mimics the brain's auditory cortex** to help fix this broken process. It classifies complex soundscapes, enhances speech, and reduces noise in real-time with advanced and powerful AI at the edge.

30%

**BETTER SPEECH
IDENTIFICATION***

**REDUCED
LISTENING EFFORT
AND FATIGUE**

**ON-DEMAND
SOUND
OPTIMISATION**



An edge you can count on

Having an edge means wearing technology that exceeds every expectation you have of hearing aids. It's hearing technology that helps you hear better in all situations and is reliable no matter what.

Edge AI hearing aids are **modern and discreet**, **comfortable to wear all day, waterproof****, and tailored to your unique hearing needs.

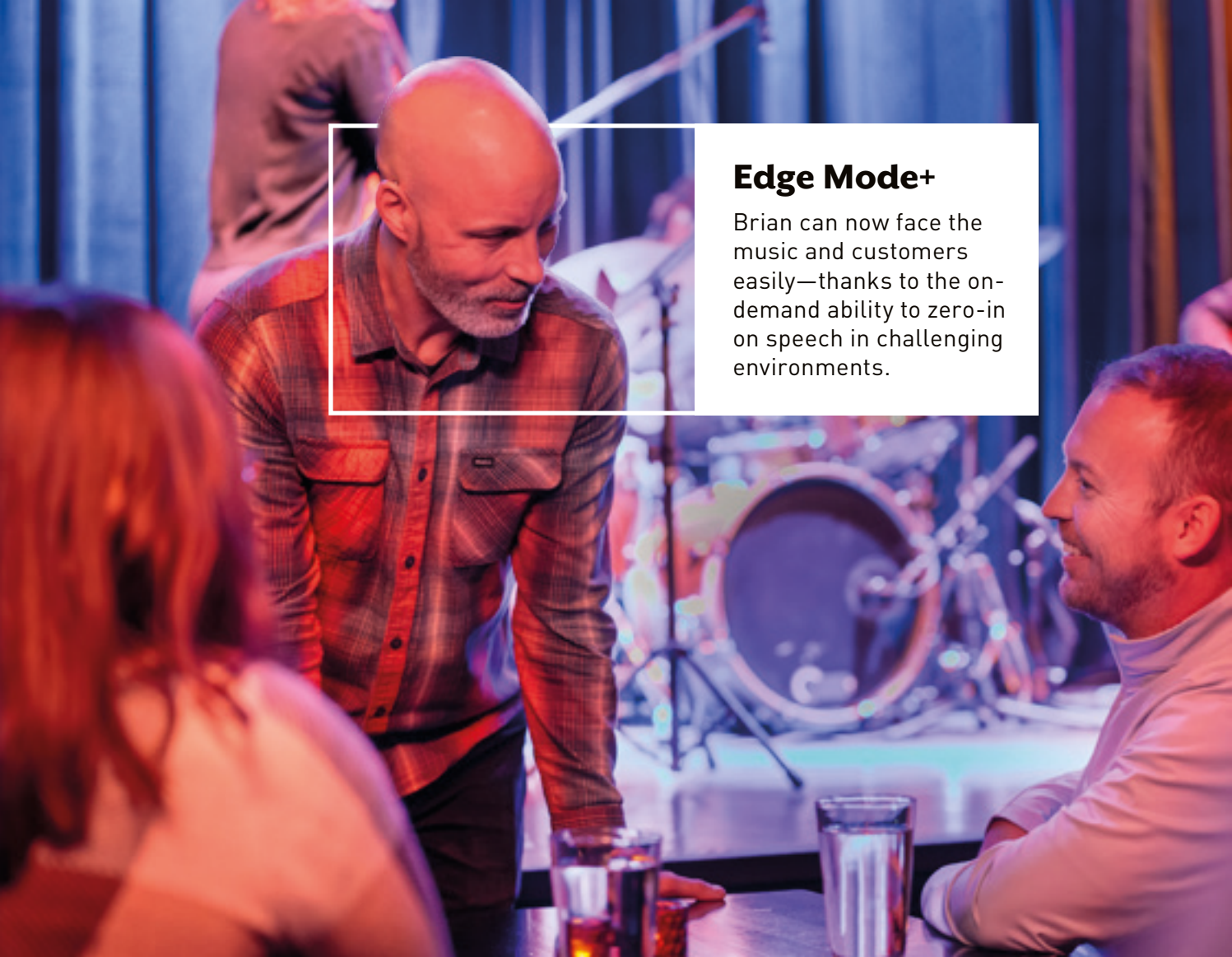


**ALL-DAY
BATTERY LIFE
UP TO 51 HOURS**



All-day wear

Stan can be fully engaged with his granddaughter, confident his Edge AI hearing aids won't let him down.



Edge Mode+

Brian can now face the music and customers easily—thanks to the on-demand ability to zero-in on speech in challenging environments.

Hear better in noise

The toughest listening situations for people with hearing loss are noisy environments like restaurants, crowded events, or parties. Edge AI's speed, precision and power bring clarity to these chaotic conditions.

Trained on millions of sounds to distinguish those of interest (like someone talking to you) from distracting noises (like clanks, hums or other people's conversations), the AI inside **focuses on the good while diminishing the bad**, to deliver a cleaner, purer signal no matter where you are.



More than meets the ear

Edge AI gives you an even bigger edge when paired with our easy-to-use My Starkey app.

A control center for your hearing aids

Change programs and adjust volume quickly and easily on either your smartphone or, now **ALL-NEW, Apple Watch®**.

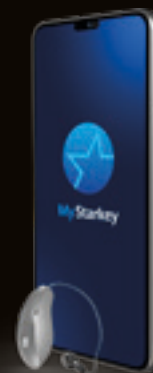


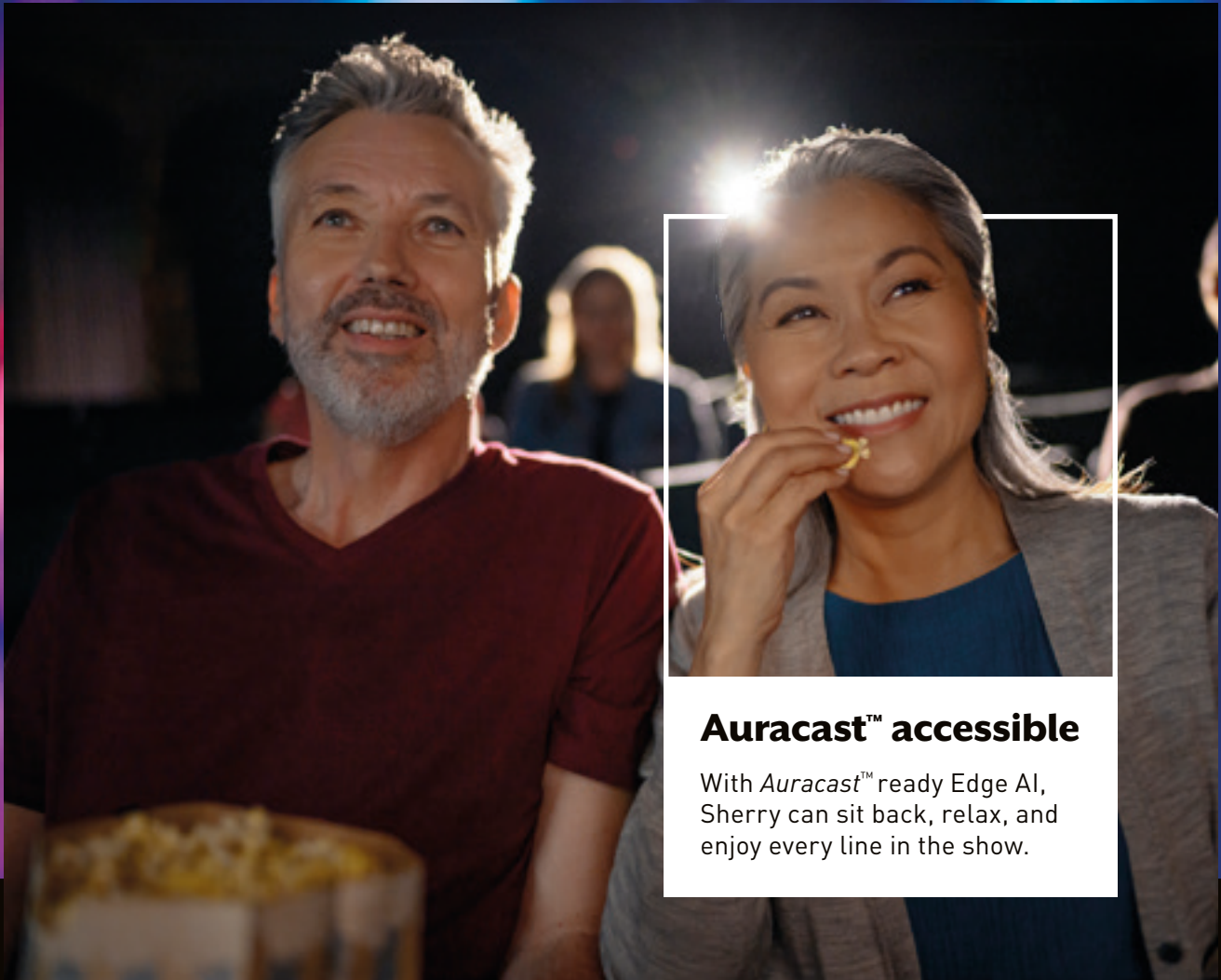
Features that make every day easier

Stream calls, get reminders, find lost aids, request TeleHear sessions, and more.

Benefits beyond better hearing

Including exercise monitoring, cognitive activity tracking, fall detection and an **ALL-NEW self-guided balance assessment exercise**.





Auracast™ accessible

With *Auracast™* ready Edge AI, Sherry can sit back, relax, and enjoy every line in the show.

Future-forward connectivity

Edge AI integrates the **ALL-NEW Bluetooth® Low Energy (LE) Audio** streaming protocol, which uses less power and delivers the next-generation connectivity standard across electronics everywhere.

So, Edge AI hearing aids pair more easily, connect more quickly, stream more robustly, and are Auracast ready—linking you to better sound quality in places like movie theaters, airports, places of worship, and more.

 **AURACAST™**
A BLUETOOTH® TECHNOLOGY

ALL
NEW

EDGE^{AI}

Hearing is believing

There's no way a brochure can do justice to how good Edge AI sounds. You need to hear them for yourself. Ask your hearing care professional for a demonstration today.



Visit **Starkey.co.uk**
to learn more.



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