

GENESIS<sup>AI</sup>

**Uncompromising  
Sound**



THE CLARITY IS JUST **ABSOLUTELY INCREDIBLE**

Cherie K.

**THE BEST**  
HEARING AIDS I HAVE EVER WORN

Tony L.

THIS HAS BEEN A  
**LIFE-CHANGING**  
**EXPERIENCE**

Georgia M.

**#1**

**RECHARGEABLE**  
**RIC OF 2024!**

Hearing Tracker

**WOW!** **HOW DID**  
**STARKEY**  
**DO THAT?**

Dan G.

I HAVE TO REMIND MYSELF  
THAT THEY'RE IN MY EARS  
— BECAUSE OF HOW —  
**COMFORTABLE**  
**THEY ARE**



Riley L.

**SIGNIFICANTLY**  
**BETTER**  
THAN ANYTHING  
I HAVE EVER  
WORN BEFORE

Michael V.

**PHENOMENAL**

Mike R.

**I DIDN'T FEEL LIKE I HAD TO PUT ANY EFFORT INTO LISTENING**

Michelle R.

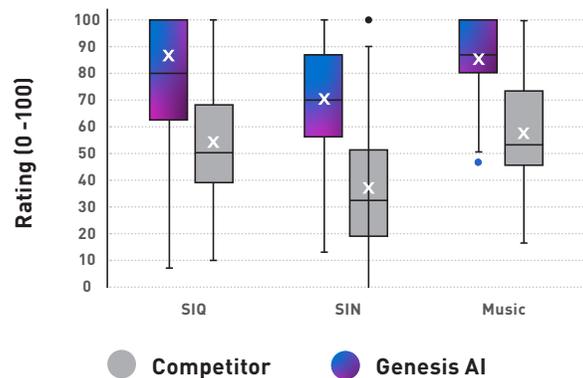
Genesis AI brought **ALL-NEW EVERYTHING** services to our customers, such as hearing health evaluations, hearing tests, taking impressions, fittings, and follow-up care for a one-of-a kind hearing aid fitting experience for the patient. **To learn more, contact customer service at 800-328-8602.**

With more processing power, speed, and efficiency than ever before, Genesis AI doesn't hold back when it comes to sound quality, speech clarity, and listening comfort.

# A new standard in sound quality

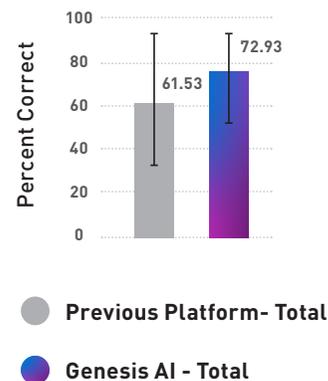
## Preferred over the competition

In a recent listening study, Genesis AI was preferred over a competitive, flagship hearing aid for speech in quiet, speech in noise, and music.<sup>1</sup>



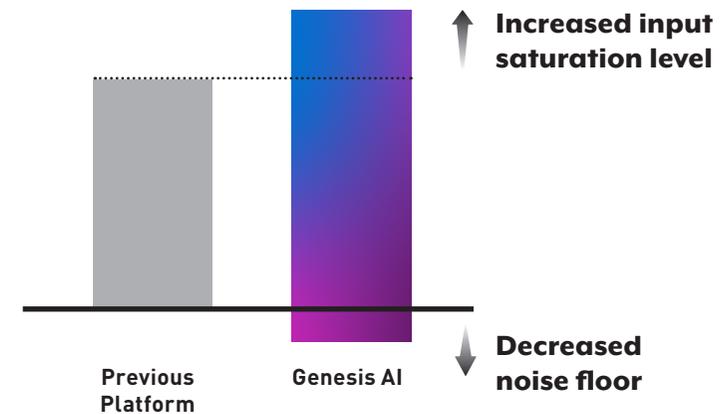
## Speech in quiet

Understanding a soft speaker can be just as difficult as hearing in noise. Genesis AI outperformed previous technology for soft speech with an improvement of 10% higher intelligibility scores.



## Dynamic range

The Starkey Neuro Processor has made significant improvements in audio input processing capabilities. The 20 dB improvement in the circuit dynamic range allows for the input saturation level to increase from 108 dB SPL to 118 dB SPL, and lowers the circuit noise floor by 10 dB.



To the listener, audio signals with high peaks, like music, will now sound more natural, enhancing the overall listening experience.

<sup>1</sup>Taylor, L., Bergstrom, K., Hicks, M. (2023). Starkey Genesis AI: A New Standard In Sound Quality. Starkey. Starkey A New Standard In Sound Quality Listening Study.pdf

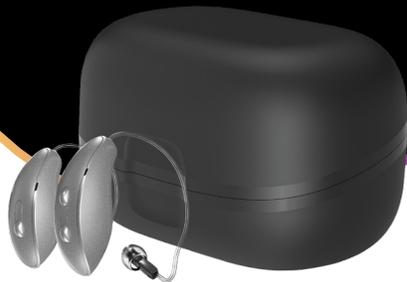
<sup>2</sup>Kindred, J., (2023). Starkey Neuro Processor: A new beginning in sound processing architecture. Starkey. Starkey Neuro Processor - White Paper.pdf

# Understanding speech in noise

## Automatic sound management

Genesis AI tackles the age-old problem of understanding speech in noise head-on. With its automatic sound management system that makes millions of adjustments every hour, patients don't need to worry about hearing in the most challenging environments.

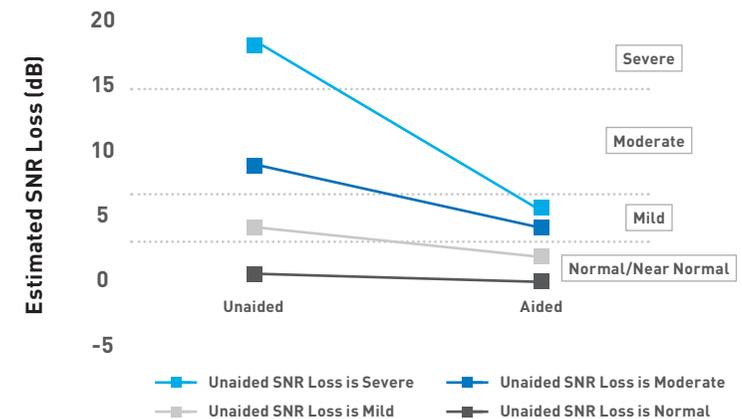
Genesis AI hearing aids improved speech understanding in noise by 30%.\*



\*Compared to unaided condition  
\*\*Compared to previous technology  
Iverson, S., Olson, M., Waite, B. (2023). Understanding Speech in Noise: A new beginning for an age-old problem. Starkey. Understanding Speech in Noise - A new beginning for an age old problem - White Paper.pdf

**84%** preference for Genesis AI when listening to speech in noise.\*\*

Patients with severe or moderate signal-to-noise ratio (SNR) losses, measured by QSIN, improved to a mild SNR loss with Genesis AI automatic processing.



Line plot showing the average change in estimated SNR Loss categorized by estimated unaided SNR loss (n = 33).

Tell your patients

Genesis AI's automatic processing does the work for you to ensure you hear better in every environment.

# Better hearing has never been easier

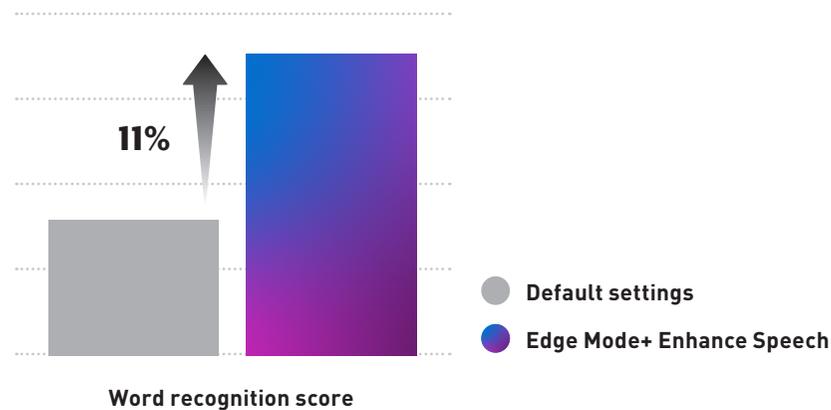
NEW

## Edge Mode+ is now automatic

The industry's first and only on-demand, DNN-powered sound analyzer can now adapt as the patient's environment changes, once engaged. More intelligent with every iteration, Edge Mode+ automatically adjusts to the environment to provide increased word recognition or comfort.

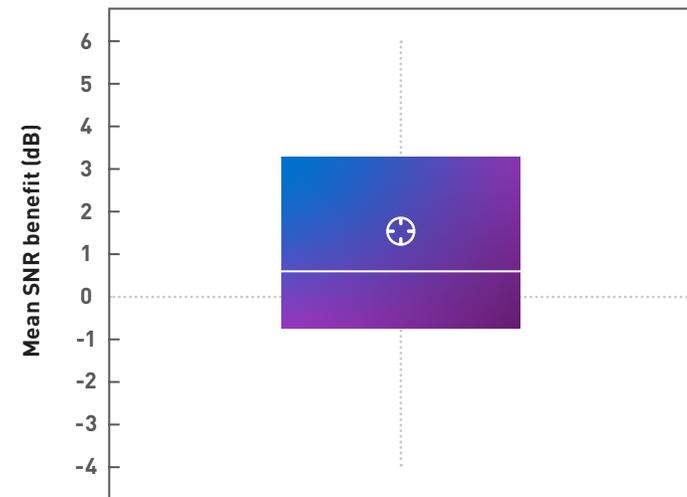
Edge Mode+ with listening intent is the secret weapon for speech clarity and comfort your patients have been looking for.

### Improved speech recognition<sup>1</sup>



### Reduced listening effort

Compared to Edge Mode+ off, the mean signal-to-noise (SNR) benefit with Edge Mode+ Speech Enhancement across all participants increased by 1.13 dB ( $t(19) = 2.08, p = 0.05$ ). This difference was associated with approximately 13% increase in speech understanding<sup>1</sup>, indicating that **Edge Mode+ Speech Enhancement improved (reduced) listening effort.**



### Tell your patients

- **Turn Edge Mode+ on** when you want to hear even more clearly or if background noise is uncomfortable. It will add aggressive processing for the environment you're in and will adjust as your background changes.
- **Turn Edge Mode+ off** when you're out of that challenging environment to keep using Genesis AI's automatic processing!

<sup>1</sup>Jaekel, B., & Xu, J. [2024]. Edge Mode+: On-demand processing improves speech recognition and listening effort in hearing-aid users. *Audiology Practices*, 15(4), 8-16.

# Hear better on the go

## ALL-NEW

### Motion-based optimization

Our adaptive directional microphones now have the power of sensor technology embedded inside Genesis AI.

#### How it works

Using the sensor technology embedded inside Genesis AI, the hearing aids note when the user is moving (walking, running), and adapt the directional microphones to omnidirectional mode. This ensures more situational awareness and the best listening experience.

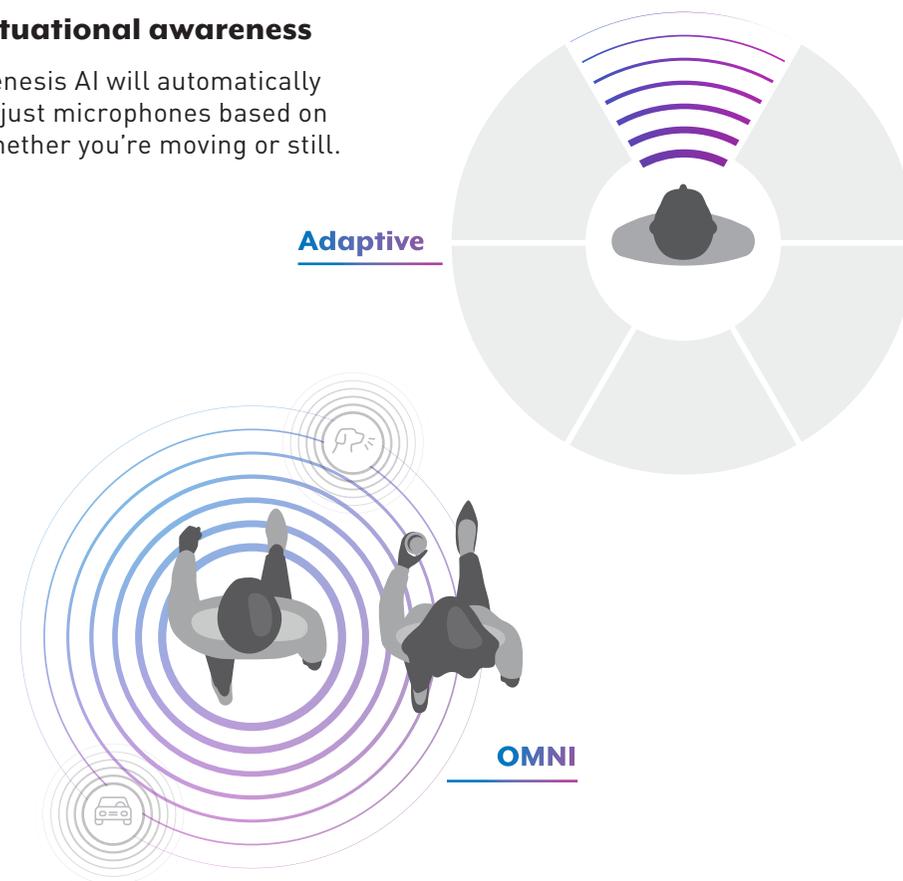
But it doesn't stop there. Motion-based optimization also leverages the **industry's first** use of sensors to detect small movements—like chewing or moving the hearing aid—to engage our renowned feedback cancellation system to its most aggressive. This ensures no squeaks or squeals escape if the ear canal seal is broken.

#### Tell your patients

Genesis AI is smart enough to know when you're moving and will adjust to ensure you hear everything around you.

### Situational awareness

Genesis AI will automatically adjust microphones based on whether you're moving or still.



### Reduced feedback

Small movements that impact the hearing aid's placement, like chewing or putting on glasses or a hat, will activate our **renowned feedback cancellation system** to be at its most aggressive to catch any chirps or squeals that might escape.

