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Technology for All Day Wear

STARKEY EDUCATION & TRAINING

GENESIS^{AI}



Learning Outcomes

1

List at least two available hearing aid styles for the Genesis AI product family.

2

Identify two new chargers compatible with Genesis AI standard products.

3

Identify at least two ways Starkey's Pro8 Hydrashield™ provides enhanced ingress protection to maximize durability and reliability.



Hear better. Live better.



GENESIS^{AI}

All. New. Everything.

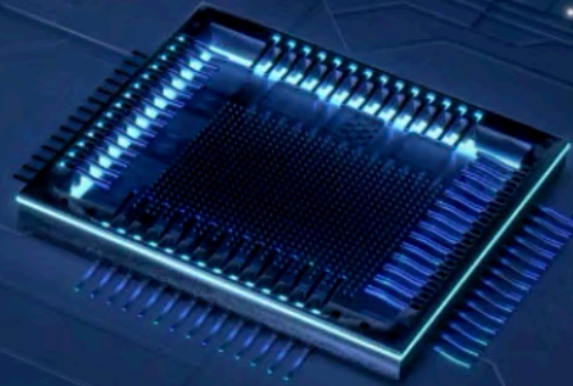
Starkey Neuro Processor

INDUSTRY'S

MOST

ADVANCED

PROCESSOR TECHNOLOGY

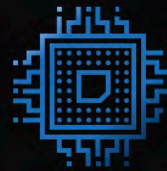




The industry's most advanced processor technology



Most powerful
processor
in Starkey history



Smarter, smaller,
more memory

4X

Faster than the Thrive
Platform with less
power consumption

GENESIS^{AI}

Impressive sound quality
with the industry's most
advanced processor
technology

New, discreet design

**Industry-leading
battery life**



Industry's most advanced processor technology



Industry's longest lasting rechargeable battery in a RIC



Industry's smallest rechargeable RIC with a sensor



Industry's best dynamic range



Industry's smallest custom product

Processor + Battery Technology



+



Increased
Battery Capacity

Styles



Standard

RIC RT

mRIC R

Snap Fit 2.0 Receivers



Custom

ITE R | ITC R
CIC NW | IIC NW

ALL
NEW

Design

Brand-new design, crafted with meticulous research to conform naturally behind the ear, making it barely noticeable to others



GENESIS^{AI}

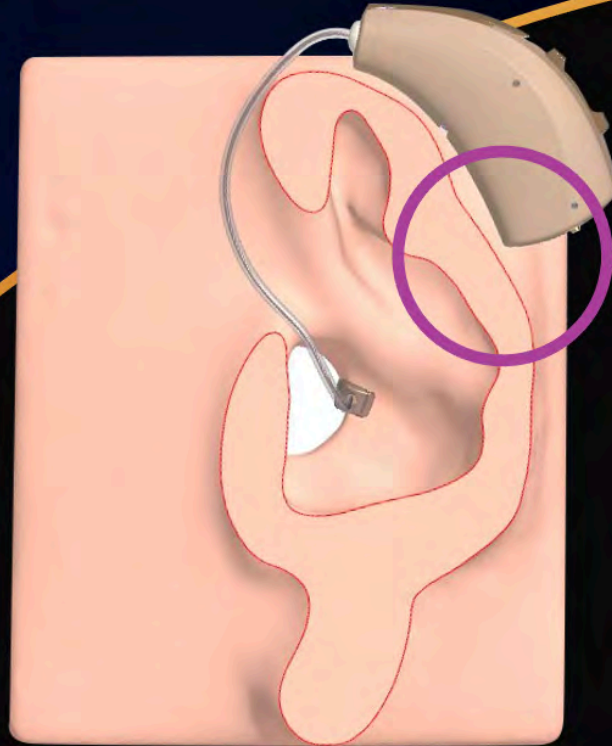
Easy on the ears

“V-shape” moves thickest part of the device to the top to achieve greater comfort



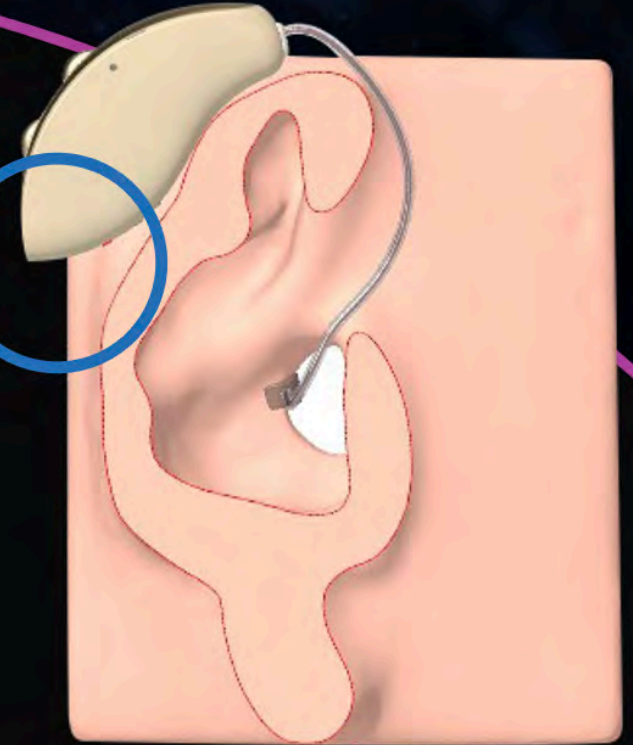
NEW DESIGN

Ear Curve



Previous RIC R

Curvature for Increased
Comfort



Genesis AI RIC RT

Pro8 Hydrashield™

Superior Ingress Protection

BEYOND
IP 68



Re-engineered acoustic ports to prevent migration of foreign material

New foreign material traps and foam gaskets

Internal microphone mesh barrier as another layer of defense

Full device nano-coating protection



Pro8 Hydrashield™

Provides patients the confidence of knowing this product is designed to last and allows all-day wear regardless of the patient's lifestyle



GENESIS^{AI}

Re-engineered Case

Implementation of barrier layer to further protect microphones from foreign material

Revolutionary mic port openings that are integrated into the case

Omnidirectional
Mic Opening

Directional
Mic Openings



Mic covers
are no longer
necessary!

All new everything. Including colors.

Modernized colors, updated to better match skin tones



Tech Black



Graphite
Gray



Silver



Beige



Caramel



Chestnut



White

ALL
NEW

RIC RT

24 | 20 | 16 | 12 Technology Tiers

Industry's longest
lasting rechargeable
battery in a RIC



BATTERY LIFE

Up to

51 hours

on a single charge

Up to **29 hours**
(CROS)

Specifications

- Neuro Processor
- Dual Radio
- Sensor Technology
- Rechargeable
- Telecoil
- Rocker Switch
- IP 68
- CROS compatible
with Universal RIC RT CROS Transmitter

ALL
NEW

mRIC R

24 | 20 | 16 | 12 Technology Tiers



BATTERY LIFE

Up to

41 hours

on a single charge

Industry's smallest rechargeable
RIC with sensors – the smallest
RIC R yet!

Specifications

- Neuro Processor
- 2.4 GHz
- Sensor Technology
- Push Button
- IP 68
- Rechargeable

GENESIS^{AI}

Snap Fit 2.0 Receivers



ALL
NEW

SnapFit 2.0 Receiver*

featuring FlexForm™ Receiver Cable

New 10-pin connector

Reduction in cable diameter,
increased pliability, and Kevlar-
reinforcement for a discrete,
comfortable fit that's built to last

*Compatible with Genesis AI only

ALL
NEW

Snap Fit 2.0

Reduction in cable diameter with increased pliability

- Offers a more comfortable cable
- Conforms more easily to each patient's unique ear shape
- Kevlar-reinforcement ensures cables are robust



Snap Fit 2.0

Receiver housing and cable lengths remain unchanged

- All existing earbuds, earmolds, Hear Clear, removal and measuring tools are compatible

Black packaging

- Allows for a quick distinction between Snap Fit and Snap Fit 2.0



Updated Matrix Names

40 gain → L

50 gain → M

60 gain → P

70 gain → **UP**

Custom Cased Required

Custom Cased
Available for All

StarLink Chargers

StarLink Charger

Reimagined solution with
dexterity challenges in mind

StarLink Premium Mini

Small, highly portable design
with on-board battery

Turbo charging available
on all StarLink chargers



StarLink Charger

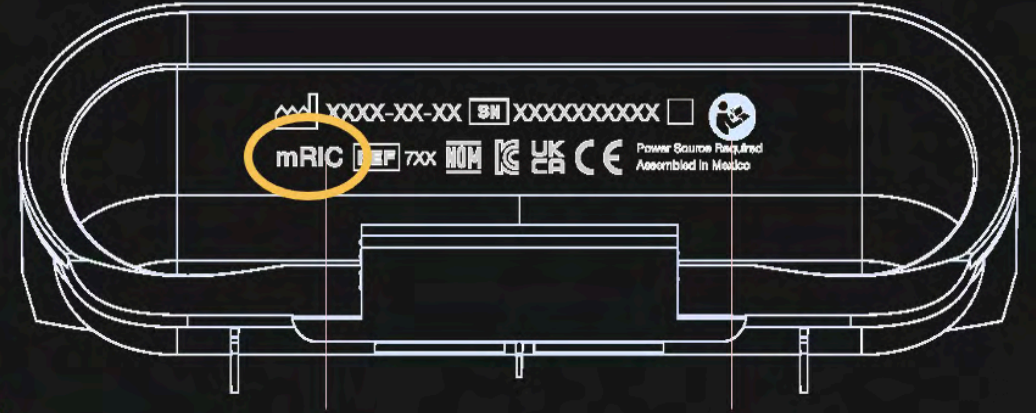


StarLink Premium Mini

Charger Variants

RIC RT and mRIC R styles have unique chargers

- Regulatory marking under the lid helps identify charger
- Chargers are otherwise identical except for the charge port adaptors



Laser Marking
Inside Lid



Charge Port
Adaptors

RIC RT & mRIC R Charger Variants

The “smaller” charge port adaptors
are for the mRIC R



Charge Port Adaptors

Charger LED Behavior

New, sleek white LED lights

Charger will display charge status of the hearing aid with the lowest battery level



LED Behavior

Hearing Aid Charging Times



Number of solid white lights	Hearing aid battery level	Hearing aid charging time (from full depletion)	
•	Up to 25%	7 mins	Turbo charge
••	Up to 50%	1.5 hrs	Standard charge
•••	Up to 75%	2.5 hrs	Standard charge
••••	100% charged	3.5 hrs	Standard charge

ALL NEW

Premium Mini Charger Battery

Offers on-the-go device
charging without the need for
an external power source



LED Behavior Premium Mini Charger Battery

Number of solid white lights	Charger battery level	Charger charging time
•	Up to 25% charged	30 mins
••	Up to 50% charged	1 hr
•••	Up to 75% charged	1.5 hrs
••••	100% charged	2.5 hrs



StarLink Chargers Ordering

When ordering RIC R or mRIC R,
the StarLink Charger is the
default option

StarLink Premium Mini Charger
can be selected if preferred
Additional charges apply



Styles



Standard

RIC RT

mRIC R

Snap Fit 2.0 Receivers



Custom

ITE R | ITC R
CIC NW | IIC NW

ALL
NEW

2.4 GHz Custom R

24 | 20 | 16 | 12 Technology Tiers



BATTERY LIFE
Up to
36 hours
on a single charge

Specifications

- Neuro Processor
- 2.4 GHz
- Sensor Technology
- Telecoil (ITE only)
- IP 68
- Same industry-leading modular faceplate design as Evolv AI
- Utilizes legacy custom charger

ALL
NEW

CIC NW

24 | 20 | 16 | 12 Technology Tiers



BATTERY LIFE
Up to 8 days

Specifications

- Neuro Processor
- Optional Push Button
- IP 68
- Tinnitus Technology
- T2 Compatible
- Optional 312 battery
 - Up to 15 days



IIC NW

24 | 20 | 16 Technology Tiers



BATTERY LIFE
Up to 8 days

Industry's smallest custom product

Specifications

- Neuro Processor
- Updated battery door design
- Tinnitus Technology
- IP 68
- 10 Battery
- T2 Compatible

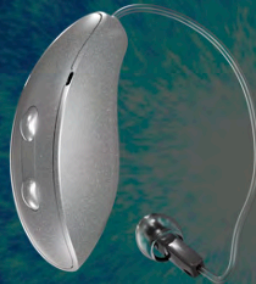
INDUSTRY
LEADING

Battery Performance



Size 10 up to
8 days

Custom R up to
42 hours
on a single charge



RIC RT up to
51 hours
on a single charge

CROS up to
29 hours



mRIC up to
41 hours
on a single charge



Size 10 up to
8 days

GENESIS^{AI}

Accessories

StarLink Accessories

Everything is better
when you accessorize

*Current 2.4 GHz accessories *will not* be compatible with Genesis AI hearing aids

Connect to favorite music, TV shows, and phone calls with superior sound quality

To pair, hearing aids and StarLink accessories must be within six inches of each other



StarLink

TV Streamer

Stream audio from a TV or other sources

Remote Microphone +

Multipurpose, easy-to-use remote microphone

Mini Remote Microphone

Miniature, single-purpose remote microphone

Remote Control

Offers simple hearing aid control

Table Microphone

Eight directional microphones and beam-forming technology enhances listening in challenging environments



GENESIS^{AI}

24 | 20 | 16 | 12

StarLink Premium
Mini Charger



StarLink
Charger



StarLink Accessories



ALL
NEW

Ergonomic
RIC Design

IIC
(NW)

CIC
(NW)

ITC R

ITE R

mRIC R

RIC RT

GENESIS^{AI}

Technology for All Day Wear



Innovative,
Modern Design



Pro8 Hydrashield[™]
8 points of protection



Industry's best
battery life

GENESIS^{AI}

All. New. Everything.





GENESIS^{AI}

**A sound decision
on every level.**



Thank You

GENESIS^{AI}