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Beltone's New TV-Streamer+

Presenter: Laura Schachtel, AuD, FAAA

- [Kimberly] And welcome everyone to today's webinar, Beltone TV-Streamer+. We are so pleased to welcome with us today, Dr. Laura Schachtel. And Laura, I'll hand things over to you.

- Thanks Kimberly. Hi everyone and thanks again for joining me. Again, I'm Dr. Laura Schachtel, Beltone's product training development manager. And today's quick 30 minute session's going to cover our new TV-Streamer+ which works with our new Beltone Serene hearing aids to make TV watching and movie viewing a breeze for our patients. This way they can have the audio from their television streamed directly into the ear so that they can have the volume they want while enjoying TV time with their family and their family can have the volume of the television at their preferred volume. We're also going to talk a little bit more about this new Bluetooth protocol, which is called Bluetooth Low Energy Audio. And part of that new protocol is this exciting new technology called Auracast, which basically sends out a whole broadcast transmission to anyone that has Bluetooth Low Energy Audio devices.

And that would include our Beltone Serene products. So again, there's several handouts. So if you haven't joined me for this week, please take those handouts. If you've already downloaded them, they're the same, it's just the notes would be different. It would be the slides today. And again, if there's any other handouts you would like or haven't seen this week, try seeing if they're on our homepage which is www.beltoneuniversity.com. So our learning objectives for today is that after today you should be able to describe the new design of our TV-Streamer+. You should be able to compare the pairing process for our new TV-Streamer+, compare to its predecessor, and then be able to describe the additional TV-Streamer options that your patients have once they paired the accessory into their Beltone HearMax app.

So for those of you that haven't been to a Pro Fit and seen our new TV-Streamer+, let me introduce you to that.

- Do you like it?

- It's Perfect.

- [Announcer] Our lives are enriched by sharing experiences, bringing loved ones together. Enjoy moving night without worrying about the volume with an easy solution. Thanks to the TV-Streamer+, everyone hears comfortably at their preferred level. It easily connects and streams sound to your Beltone Serene hearing aids, while allowing you to stay connected to those around you. Experience more of life with a TV-Streamer+. Call 1-800-Beltone or visit beltone.com.

- [Laura] So as you might've seen from that video, our new TV-Streamer+ has a sleek new design and it's small. And here you can see it compared to a standard yellow post-it note and our previous generation, our TV Link 2. If you're not convinced how small it is, here it is next to a myPal Pro. And for those of you out there that like measurements, here are the TV-Streamer+ dimensions. It's essentially two inches wide by two and a half inches long and half an inch deep. Now you'll notice that the controls on our new TV-Streamer+ are minimal and that's because there are more controls for the patient when they pair their accessory into our HearMax app.

So on the front you have the volume up and down buttons. And right out of the box we set the volume of our TV-Streamer+ to provide a comfortable listening level. However, we know all of your patients have different audiograms and some people prefer volume at certain levels higher than others would. So should your patient want their default startup volume to be different than right out of the box, these buttons conveniently allow them to adjust their sound directly on the TV-Streamer+. Now we recommend that patients adjust their sound before attaching the TV-Streamer+ to the TV. And

what's nice about these button is that there is a tactile response. You can definitely feel you are pushing the plus or the minus button.

Now also on front is an LED light and this light will be green, but only active when streaming is occurring. Now on the back of the TV-Streamer+ we have another LED light that will be white when connected to a power source. And above that we have a USB-C port for power. Then we have the audio input port. And then finally we have the pairing button. And with our new TV-Streamer+ we utilize a new pairing process called MagicPairing, which means with one press of this button any and all hearing aids that are within about two inches of the accessory will automatically pair. So this means that you no longer have to put the hearing aids into a specific pairing mode in order to connect to our accessory.

Now before we talk about the pairing process, I want to show you how easy it is to connect to a TV. So Jeff is gonna walk through the steps.

- [Jeff] Beltone's new TV-Streamer+ connects to Beltone Serene hearing aids to stream audio from TV, stereo systems, personal computers, or similar Bluetooth Low Energy Audio devices directly to Beltone hearing aids. Beltone's TV-Streamer+ comes with USB-A to USB-C cable used to supply power from the television to the TV-Streamer+. Digital or optical audio cable, an analog audio cable, Velcro to assist fastening the device, and the TV-Streamer+. On the back of the TV-Streamer+ you'll find a USB socket which will connect to the provided USB-C plug. Plug the USB into the back or side of your television. Look at the television to see if you have an analog or digital audio output. The analog output will have a red and white connector while the digital input is rounder in shape.

If you have both, digital offers better sound quality and efficiency. Connect the appropriate cable. Now we will connect the two cables into the TV-Streamer+. The

power plugs into the USB-C. And both the digital and analog cables connect to the audio input. Now we need to place the TV-Streamer+. It can be placed anywhere within the limitations of the cable length. It is recommended to attach the TV-Streamer+ to the back of the television. To attach the TV-Streamer+, remove a plastic cover from one of the Velcro sticky pads and attach it to the TV-Streamer+. Remove the plastic cover from the remaining pad and place it close to the edge or top of the television on the back panel.

Do not affix the TV-Streamer+ in the center of the television. Now, Velcro the TV-Streamer+ and enjoy.

- [Laura] So again, very easy to set up and I just wanna point out again that the TV-Streamer+ should be mounted on the edge of the TV not directly in the center. This allows your patients to then reach those volume controls should they need it. Now, unlike our older TV Link 2, our new TV-Streamer+ can also be paired into our HearMax app should your patients, again, want some extra controls. But in order for that to happen you have to follow these three simple pairing steps. So the first step is that the patient's Beltone Serene hearing aids, and yes, it can also be a Beltone Serene CROS Transmitter, they need to be paired to the TV-Streamer+.

Now this can be accomplished with our new MagicPairing process or through the fitting software. Step two would be that the Beltone Serene hearing aids then need to be paired to the smart device and then our Beltone HearMax app. And the third step would be that now your patient or you can pair the TV-Streamer+ to our HearMax app. Now those first two steps can be performed in either order, that doesn't matter, but the hearing aids must be paired to the Beltone HearMax app and the TV-Streamer+ before you can pair the TV-Streamer+ to the app. So step three has to be last, step one and two can happen in any order. Now remember step one was to pair the Beltone Serene hearing aids to the TV-Streamer+.

Again, you can easily do this with our new pairing process called MagicPairing. Let's watch Jeff explain how to do this.

- [Jeff] Pairing our Beltone hearing aids to the Beltone TV-Streamer+ is so easy you'll think it's magic. Simply place the powered on hearing aids next to the TV-Streamer+ no further than two inches. The TV-Streamer+ will pair to each hearing aid individually. To pair, ensure that the TV-Streamer+ is connected to AC power. The white LED on the back will indicate this. To begin the process, push the pairing button on the back of the unit. The LED in front will flash green as it pairs to one of the hearing aids. Pairing takes about 12 seconds. Pairing is complete when the LED is solid green for one second and then turns off for about three seconds. The pairing process will automatically start for the second hearing aid.

Pairing is complete when the LED is solid green. Once both hearing aids are paired, Belton's TV-Streamer+ does a final 15 second search for any other compatible hearing aids.

- [Laura] Now, if your patient had another TV-Streamer+, so they want one downstairs, one upstairs, they would just pair to that second accessory the exact same way. There is no need now to somehow indicate what channel or bucket that accessory is now being paired into. So a lot easier than our previous line of accessories. Now in the fitting software, again you can still pair the TV-Streamer+ this way just like you could with our prior accessories. So now under the accessory tabs under Device Control, you can see that we now have separated the accessories. So our new TV-Streamer+ and then our prior generations of accessories. You'll also notice that if you haven't yet paired anything to the hearing aids, we have this screen here where there's this Learn More button and that will take you to our beltone.

com accessories page. So now the pairing process within Solus Max is very similar to what you're already used to with our older accessories. Just to remind that the TV-Streamer+ needs to be connected to power in order to pair. So you would just click on the new accessories tab and then you would follow the directions on screen. And the directions state to push the pairing button on the TV-Streamer+ with the hearing aid nearby. And then that MagicPairing process that we just reviewed will occur. That same LED light flash pattern will occur. And once the hearing aids are paired, you will see this message. And if you can see kind of faintly on top, there is a banner that states that the accessory was successfully paired.

And then you will see displayed on that main portion of the screen that we have our TV-Streamer+ paired. And just to let you know, yes, our legacy accessories are also compatible with Beltone Serene because you can see here I have a myPal Pro also paired to my hearing aids. And the adjustments that you see below on the screen here for TV streaming bass boost and the hearing aid microphones relative to the TV streamer, they do apply to our TV-Streamer+ just like our older accessories. Now you may have noticed that there's no longer an individual program for streaming accessories and that's because the TV-Streamer+ has mix-in streaming like we already implemented when streaming directly from smartphones.

So the benefit to your patient is that there's no delay in the streaming of the signal. So there's no delay from when they push the button to when they hear their TV begin streaming. Now the gain for the streaming will immediately take on the parameters of the patient's current program. So if they're in their All Around program, it will take that gain. If they're in their Hear and Noise program, it will take the gain of their Hear and Noise program. Now please note that previous generations of hearing aids will still have the accessory streaming program. So that means Beltone Achieve and older products will still have the streaming accessories program because our TV-Streamer+ is not compatible with those devices.

And you will also notice that there is no longer an auto phone program when fitting Beltone Serene. Now you might've asked yourself, "How many TV-Streamer+ accessories can I pair to a set of hearing aids? Is it like before where it's only three?" So each set of Beltone Serene hearing aids can have up to eight Bluetooth streaming devices. So that would include our new TV-Streamer+, a computer, tablet, phone. In addition to that, they can still have three myPals or TV Link 2s just as always, plus one phone Link 2, and one remote control. So in total your patients could have 13 devices connected to their one set of hearing aids. Now on the flip side, how many Bluetooth devices can be paired to one TV-Streamer+?

And please notice I really meant to say Bluetooth devices and that's because Beltone Serene hearing aids are seen as Bluetooth devices. And so if you remember a smart device can now be paired to the TV-Streamer+. So 50 Bluetooth devices can be connected to one TV-Streamer+. So what happens when you try to connect that 51st device? The TV-Streamer+ will basically override the oldest paired device. So it'll kick it out of its memory and it will pair to that newer device. So only 50 devices. Now after you've paired the hearing aids to the accessory, we'll go back and need to pair the hearing aids to the smart device and then into our HearMax app. This pairing process has not changed at all with Beltone Serene.

So you'll get your pairing request and you'll hit the pairing button twice, one for each hearing aid. Now, with the addition of Bluetooth Low Energy Audio, we believe once those smartphones start using this feature, this type of Bluetooth, you will only get one pairing request for the set of hearing aids. So you'd only have to push that pair button once and it would pair both of the hearing aids. Now this is how we believe, we are still unsure exactly if this is what it will look like so if I am misspeaking right now please don't hold it against me later in the year when we realize maybe it's still two pairing processes, but this is what we believe.

It's still just that one prompt with Bluetooth Low Energy Audio devices. So now that we have our hearing aids paired to the TV-Streamer+ and we have our phone and app paired, we can now pair the TV-Streamer+ itself to the HearMax app. Now please note that your patient does not have to complete this step to stream audio from their TV-Streamer+. This is in addition to extra benefits if they do this pairing process. And while this might seem obvious, the TV-Streamer+ cannot be paired to the HearMax app if the app is in demo mode. Now the pairing process for the TV-Streamer+ into the HearMax app just really takes a few steps. So you navigate to the more menu and then select pair new wireless accessory, then select the TV-Streamer+ and follow the onscreen directions to put the TV-Streamer+ into pairing mode.

And please note that audio needs to be on. So there has to be some type of cable connected to the TV-Streamer+ that would usually mean connected to a TV, have the TV on so that there is sound playing and that that sound is connected to the TV-Streamer+. Then you would just tap the search button and when the TV streamer is found, you'll tap the okay button 'cause this is the streamer you want to pair with. You will then get a Bluetooth pairing request from the phone once you tap on pair and it's almost just as quickly as that. The app will indicate that it has found and paired to the TV-Streamer+. Now back on that homepage, the TV-Streamer+ will be shown at the bottom in that play bar.

And really all the patient needs to do to activate streaming is just tap on that little play button. Again, now that the TV-Streamer+ is paired to the app, your patient can easily start streaming. The streaming process will be the same even if your patient did not pair the accessory into the app. Your patient can either start streaming from their hearing aid push button or from the HearMax app again in that new streamer bar at the bottom of the screen. Again, your patient just needs to tap that play button and they will instantly hear that trill, the droop, and then they will hear their audio streaming.

They'll also see that the play bar turns into that little green equalizer squiggly line and that will indicate that something is streaming.

So either way, your patients start streaming, again, that trill tone will play just to indicate that they have initiated streaming. Now to stop streaming, they can either use their push button on the hearing aid or again just tap on that streaming bar and they will hear a beep to indicate that they are going back to their regular, non-streaming hearing aid program. Now if your patient also has a myPal paired to their Beltone Serene hearing aids, they will be able to select it from that streaming bar at the bottom as well. They would just tap on the myPal name and instantly they would start streaming after again they hear that trill tone. Just wanna remind you that while our legacy accessories will show up in the app just like they always have, they still do not pair into the app.

So once paired to the Beltone HearMax app, your patients can now make adjustments under My Beltone and then when they tap on the accessory. So one change your patient might wanna make is to rename their accessory. So to do this they just need to tap on that little pencil or edit icon in the upper right, then tap on rename, and then your patient can go ahead and rename the accessory whatever is most convenient for them. So living room, den, bedroom, whatever it is for them. And then when they're finished they'll just click on the rename button. So here's the change from our legacy accessories. In the past you, the HCPs, had control to rename the accessory programs, but now with our TV-Streamer+ and Beltone Serene, the patients have that control.

So the only way to rename an accessory is through the app on the patient's end. You guys no longer have that control in Beltone Solus Max. So once your patient renames their TV-Streamer+ and they come back for a follow-up and you connect their hearing aids into your fitting software, you will then see what your patient has named that

accessory in your accessory page in the fitting software. Also under the accessories page in the app, your patient can toggle the stereo button, which it defaults to from stereo to mono. So when you would swipe it so the blue is not showing, that would mean it's in mono. Now this button should be set to mono for monaural fittings and it should be set to stereo for binaural fittings.

It would also be set to mono for anyone with a CROS or BiCros fitting. Now please note that there is no way to make this change on the TV-Streamer+ itself. You can only make this change through the app. Now another setting your patient can adjust is the sound delay. And this is the delay between the visual on the screen and the audio being streamed to the hearing aids. And patients can just easily toggle through that sound delay bar so that they get that setting exactly where they want it to. Now this change can be made physically on the TV-Streamer+ itself. Your patient would just have to follow the steps in the TV Streamer plus user guide.

So on the My Beltone page, your patient might see a red exclamation badge next to their paired accessory. And this indicates that the accessories firmware has an available update. Now selecting this accessory will allow you to proceed with the firmware update. So your patient just needs to tap on the install update button and your patient just needs to follow the onscreen prompts. And the HearMax app will confirm that the firmware update was successfully completed on their TV-Streamer+. But again, if your patient didn't go through this pairing process or they don't feel comfortable doing this, you can run the firmware update yourself through that accessory updater desktop shortcut. So you would just click on that and then click on the check for Bluetooth updates.

And then you'd follow the prompts to connect the TV-Streamer+ to the computer via a USB cable. And note that the Noahlink wireless needs to be connected to the computer in order for the firmware update to occur. When the updater finds the

accessory, click on update and then the firmware update will begin and you will see a confirmation once that update has concluded. Now as a reminder, your patient needs to bring the TV-Streamer+ in so that you can run that firmware update. Now you might have heard me allude to this on sessions earlier in the week, but our Beltone Serene hearing aids on our TV-Streamer+ have the next advancement of Bluetooth, Bluetooth Low Energy Audio.

Something GN has worked closely with the Bluetooth special interest group to make this process easier and more patient-friendly. Now this step forward allows higher quality audio streaming while still using less battery consumption. Bluetooth Low Energy Audio now enables multiple devices to be connected simultaneously so two people can listen to that same song from the same phone or tablet. And it allows now for two-way hands-free streaming for compatible Android phones. So now Android phones can have that hands-free control like the iOS devices. Now as more Android phones with Bluetooth Low Energy Audio compatibility are introduced to the market, Beltone Serene will be ready to offer this to patients as soon as they get that new phone that has this Bluetooth 'cause their hearing aids already have it in there.

And as we just talked about, our new TV-Streamer+ uses Bluetooth Low Energy Audio meaning our Beltone Serene hearing aids are equipped to be an Auracast receiver. And our new TV-Streamer+ is equipped to be an Auracast transmitter. So you might be wondering what is Auracast? So I'm gonna let my colleague Lisa McBride, she's the product and audiologist manager for Australia, tell you a little bit more.

- With Auracast you and your family will be able to stream the audio from a movie you're all watching together to each of your individual devices. But it's not just at the home it's gonna be useful, it's gonna be incredibly important for public spaces. Currently our only options being Telecoil, but this involves a large installation around the room or the building. But with Auracast all we need is a simple small transmitter

which can be connected to your devices using a smartphone similar to wifi connection or you can use a QR code or an actual form of physical button on the transmitter itself. And it's gonna be amazing. It's just completely full of possibilities for the future and increasing accessibility.

Think about this. What if you're waiting for a flight and you can hear the announcements really, really clearly. Or go to a movie and have the audio streamed in whichever language you want. Or listen to silent TVs where there's multiple options, say like a sports bar. Or tune into the TV that you wanna listen to while you're on the treadmill at the gym. And this is gonna become a reality. With 3 billion Bluetooth LE Audio enabled devices predicted to be shipped annually by 2027 and 2.5 million locations will offer Auracast Audio globally by 2030.

- So again, the possibilities for this technology is amazing and we can use it in so many different ways. And again, it seems like all segments of the technology sector are going to be having devices that have Auracast and our Beltone Serene hearing aids are immediately going to be able to take advantage of all of this. So again, our TV-Streamer+ can act as a personal TV streamer or as a public broadcast transmitter. Now to activate the public transmitter or the Auracasting, all your patient would need to do is from that Auracast button just flip the toggle so it toggles on. Now if Auracast broadcast audio is turned on, as you see here, the patient's TV-Streamer+ will act as a public transmitter and any Auracast-enabled device, whether it's a hearing aid, cochlear implant, bone anchored hearing aid, headphones, whatever it is that has Bluetooth, they will be able to connect to it either through a wifi menu or Bluetooth menu like we do right now on our cell phones or depending on where you're at, a QR code.

And they will be able to receive that signal or they'll be able to stream and tune into that audio. Now I know there's some of you watching that currently have a husband

and wife duo who have each their own hearing aids but they share their TV link too and you're wondering if that scenario can still happen or if they have to each get their own TV-Streamer+. So the answer is you can continue having that husband and wife duo share the one accessory. So if you remember from earlier I stated that the TV-Streamer+ has enough memory quote spots to pair with 50 devices. So again, devices include hearing aids and smartphones. So for example, you have a patient with their Beltone Serene hearing aids and they pair their one smartphone to the TV-Streamer+ the hearing aids on that smartphone represent three of the total capacity.

Then you add in the spouse's hearing aid and they pair their smartphone as well. Now you have six of the total capacity of 50. Now we recommend when it's kind of a husband and wife duo that only one of them pairs the TV-Streamer+ to their accessory 'cause they cannot be fighting the toggle between the AV delay or between stereo or mono. It really can only have that control through one app. Now because the TV-Streamer+ can act as an Auracast broadcaster, it shares but does not maintain a paired connection to the receiving devices, meaning our hearing aids or headphones or cochlear implants. This allows an unlimited number of Auracast-enabled devices to connect to one TV-Streamer+.

Now these devices do not need to be paired to the TV-Streamer+ in order to listen to that broadcast audio. Again, we're believing that smartphones will have some type of interface like we do right now to find a public wifi or Bluetooth connection and you would kind of find that open Auracast or it's a specific name and you would highlight that and then you would immediately be connected to whatever audio is being broadcasted. Now this might be a little too much for some of your patients currently right now today and that's okay because currently there are very few devices that offer this right now on the market. But this is something, as Lisa stated, it's coming and it's coming very quickly and soon.

And it's just really exciting that right now your patient has this technology in their Beltone Serene hearing aids that they may or may not know. But when this Auracast and Bluetooth Low Energy Audio explodes, they don't have to come back and buy new hearing aids or get firmware updates. They can instantly take advantage of this great technology. So just to summarize, our new TV-Streamer+ has a smaller sleeker design than our TV Link 2. And the pairing process for the TV-Streamer+ is now easier with our new MagicPairing process. Patients can unlock controls for their TV-Streamer+ when they pair the accessory to their Beltone HearMax app after the hearing aids have been paired to the app.

Now speaking of those extra controls, patients will be able to switch from stereo and mono sound, adjust the streaming sound delay, and update the TV-Streamer+ firmware. And from the My Beltone tab, patients will be able to set their TV-Streamer+ to an Auracast transmitter. And so I don't see any questions yet. So if you have one please go ahead and type that in real quick. But I really just wanna thank all of you for taking the half hour today to learn more about our TV-Streamer+, Bluetooth low energy audio and the possibilities of what that means with Auracast for the future of your patients. So I haven't seen any questions come in, but again, if there's any information that you have questions on you can always email me or you can take any one of our Beltone University courses to give you more information on Beltone Serene.

There are features there, our Beltonee Serene CROS Transmitter, and our TV-Streamer+. So again, thank you for today. Thank you for those of you that have watched all week. No questions have come in, so I will go ahead and end the session today. So bye everyone. Thank you so much.