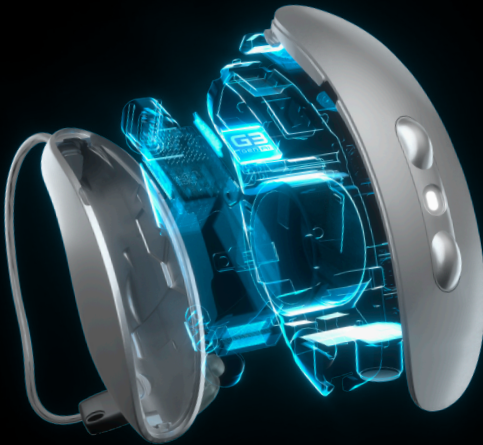




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**“I love
having a
really clear
connection
with my
clients.”**

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Landscape designer

**Every patient deserves
to hear their best,** in a
way that feels natural
and true. You strive
to provide hearing aid
wearers like Daphne
with a solution that
allows them to let
go of their hearing
loss insecurities
and take back their
lives—navigating every
situation with a genuine
sense of connection
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**All-new Omega AI
is that solution.**



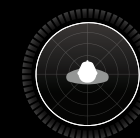
**Watch
Daphne's
story**



Introducing **DNN 360**

First, Starkey introduced On-Demand DNN. Then Always-On DNN. Now, with Omega AI, we present **the world's first DNN-powered directionality system, DNN 360.**

Omega AI intuitively detects characteristics such as speech, background noise, and motion, adjusting accordingly. This helps patients navigate their surroundings with greater confidence, knowing their hearing will adapt as they go.



Omnidirectional



ALL NEW
DNN Spatial
Awareness



ALL NEW
DNN Directionality



Motion Based
Optimization

Omega AI automatically applies the most appropriate directionality patterns for the best listening experience in the most challenging situations—without compromising on spatial awareness.

8^{UP TO}
dB SNR*

FOR BETTER
**SPATIAL
AWARENESS**



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All-new Omega AI is that solution.



Watch Daphne's story



Gen AI: Say it, solve it

Leading the way in AI, we offer Gen AI features in the My Starkey app and Pro Fit software that open new paths to support you and your patients.

Gen AI Smart Assistant

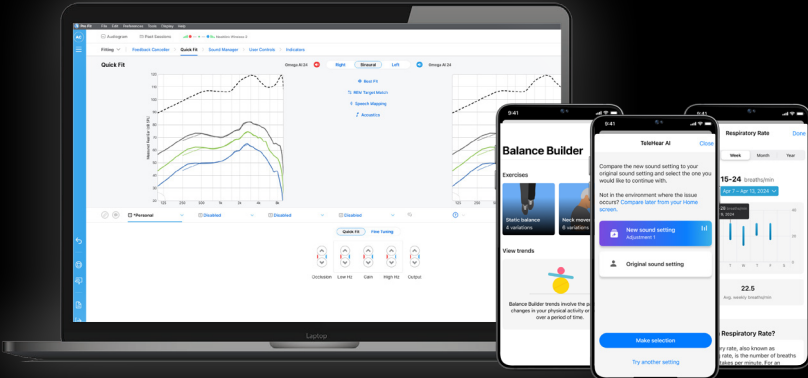
Gen AI Smart Assistant allows patients to get **hands-free help** using their voice. They can receive detailed answers to questions, switch programs, set reminders, and more.

TeleHear AI INDUSTRY FIRST

A world first—TeleHear AI allows hearing aid wearers to manage their own sound concerns. After listening to the patient’s issue, the app feature **instantly creates a sound adjustment** for them, based on professional expertise.

AI Assist ALL NEW

AI Assist answers your product-related questions by leveraging Gen AI and current Starkey content.



We are continuously innovating new features that can help you improve every patient’s hearing journey and quality of life.

Wellness at their fingertips

Hearing health is connected to overall well-being, which is why we continue to pioneer new health and wellness features available to patients using the My Starkey app.

Balance Builder ALL NEW

Balance Builder is an **all-new feature** that helps patients proactively prevent falls through physical awareness exercises designed to bolster balance and stability.

Respiratory Rate monitoring INDUSTRY FIRST

Respiratory Rate, an **industry-first feature**, allows patients to monitor their own respiratory rate—one of the four vital signs that help measure the body’s most basic functions.



My Starkey app’s innovative features help support Daphne’s outdoor lifestyle, allowing her to count steps on hikes, safeguard with fall detection, and more.

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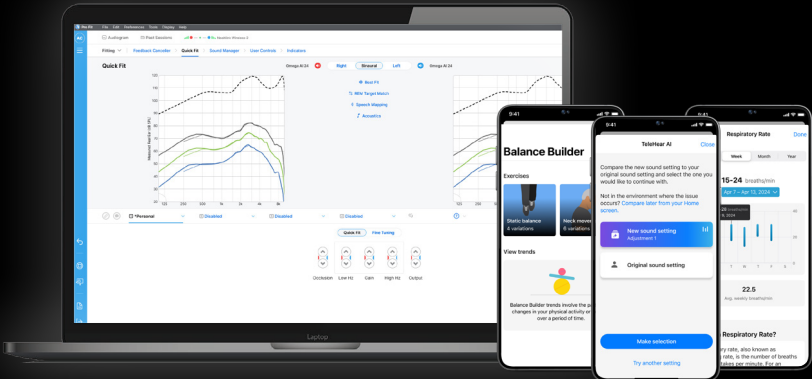
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Hear with clarity, connect with confidence



Taking better hearing in a whole new direction, we've engineered Omega AI with our industry-leading AI and **G3 Gen AI Neuro Processor**. The result: innovation designed to come closer to restoring the normal sense of hearing than any hearing technology before it.

UP TO **51 HOURS** BATTERY LIFE

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Now, with **Acoustic Model Optimization 2.0**, Pro Fit is faster than ever before. AMO 2.0 leverages the feedback cancellation initialization signal and in-situ measurements to estimate the acoustic-coupling characteristics when the hearing aid or receiver is placed in the ear.

When used with Best Fit, AMO 2.0 **improves first-fit accuracy** and reduces the manual adjustments needed to match targets.



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*Marquardt, D., Xiao, J., Ganeshkumar, K., Xu, J. Taylor, L., and McKinney, M. (2025) Enhancing Directionality with Deep Neural Networks

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