



## Signia's new Public Sector Product Range is coming soon...

...and we have listened to your feedback!



Where it all began: R&D excursion to Erlangen, for Public Sector professionals

In January 2020, the Signia Public Sector team took seventeen UK Audiology Heads of Service on an insightful two-day fact-finding trip to our R&D facility in Erlangen, Germany. The foundation of the trip was to find out the wants and needs of those currently working in the Public Sector, whilst providing an educational insight into Signia's R&D facility.

The input provided over the course of the two days (including the workshops on developing our products for the future) was invaluable, and has enabled our R&D facility to capture first-hand clinic insights when developing our new Public Sector product range. In turn, this allows us to better address the needs of the UK Public Sector, and elevate the offering that so many hearing aid wearers benefit from.

During the time we had together in Erlangen, we discussed:

### Day 1

- Current technology and the reasons behind emerging trends – e.g. RIC's now account for nearly 80% of the retail market whereas BTE's have remained the steady favourite within the NHS.
- Features required on the next NHS product, with a lot of discussion surrounding the pros and cons of rechargeability.
- On day 1, we took a deep dive into what those working in the NHS would benefit from.

### Day 2

- How Signia can further assist with the development of departments, beyond group training sessions.
- Tour of the R&D facilities, including the anechoic chamber - observing the development of new technology (*engineers are often working on products two generations in the future*).
- Shoebox Audiometry & TeleCare insights - how this could be implemented and developed in ever-changing hospital clinics where time is precious, and resources are continually under strain.

### Summary of the R&D excursion

It was key that Public Sector professionals gained insight and a say into the development of our new products. As such, during our final session - guests were asked to rate the importance of certain features, so that the R&D team could understand the UK Public Sector's greatest needs and priorities. Those features included Bluetooth capabilities rechargeability, size, accessories - to name a few!

# Where we are now: Signia product development, behind the scenes



Accordingly (thanks to the valuable insights provided), Signia have been hard at work developing and testing our soon-to-be-launched product portfolio, based upon the discussions and findings from the R&D excursion. Part of this development included rigorous testing via the **ASG Audiology 'Steering Group'**, to ensure the range is of the highest standard - and we are pleased to say that the whole portfolio passed with flying colours! Thanks to comprehensive feedback from the Heads of Service, our **new Public Sector range** will deliver

the most natural own voice and speech understanding in noise, while combining advanced connectivity systems and, in certain devices - rechargeability. At the heart of our new product range is **sophisticated chip technology**, which packs outstanding performance into even smaller devices – meaning that design, size and sound are not compromised. This incredible technology enables advanced connectivity with **Ultra HD e2e** and **Bluetooth**, and even benefits from additional App control and TeleCare 3.0 services!

## What is coming: NEW PRODUCTS LAUNCHING SOON, exclusively to the Public Sector

Below are just some of the features and benefits available on our new product portfolio.



**OVP™ (Own Voice Processing):** Own Voice Processing (OVP™) utilises real-time recognition of the wearer's voice to deliver a natural own-voice impression. Available for RIC/BTE devices with Ultra HD e2e.



**3D Classifier:** Unlike conventional classification systems (which rely on acoustic data), 3D Classifier analyses multi-dimensional information from the wearer's environment and communication behaviour. Information on the wearer's voice activity, motion state and acoustic data are used to tailor the hearing aids' response to the wearer's needs. Motion detection available for Bluetooth-enabled devices.



**Sound Clarity:** Sound Clarity provides lifelike sound which covers the full spectrum of wearing situations. Exceptional clarity is achieved with features such as: HD Spatial, extended dynamic range, HD Music, eWindScreen™, speech and noise management and feedback cancellation.



**Speech Quality:** Speech Quality delivers improved understanding of other people's voices in noise by using an exclusive technology called Ultra HD e2e. Features which utilise Ultra HD e2e include narrow directionality, Spatial SpeechFocus™ and TwinPhone.



**Direct Streaming:** The hearing aids can be connected directly to Apple devices for phone calls and audio streaming – without additional accessories. With the StreamLine Mic accessory, direct streaming is possible also from Android devices and other Bluetooth mobile devices. With the StreamLine TV accessory, high-quality stereo sound can be streamed directly to our new hearing aids. Available for Bluetooth-equipped devices.



**Rechargeability:** Rechargeability in both a mild-moderate and ultra-power formats, offers a more environmentally friendly choice as well as the additional benefit of significantly reducing footfall for battery collections. Also not forgetting improved reliability and flexibility, and cost efficiencies of supplying a rechargeable hearing solution to patients.



**TeleCare:** TeleCare provides remote services, including additional tools to follow-up the patients throughout their hearing journey, beginning with pre-appointment and even continuing support after purchase. This contributes to a more successful trial phase, and thus ensures higher flexibility and acceptance. In addition, the user engagement and autonomy during this whole journey will be increased via use of the Signia app.



**Tinnitus features:** A choice of tinnitus treatments based on amplified notch therapy or traditional noise therapy signals – including 'unique to Signia' – Notch Therapy.

**For more information, please email: [publicsector.uk@signia-hearing.com](mailto:publicsector.uk@signia-hearing.com)**