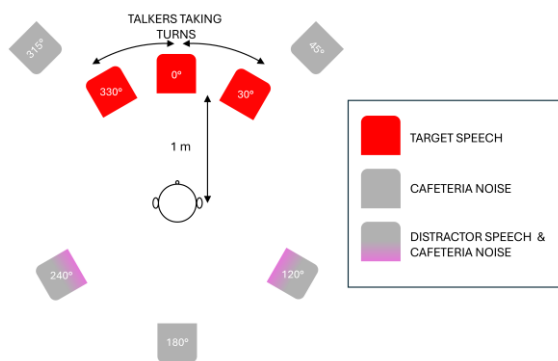**NEW STUDY**

75% of wearers are willing to spend longer in a noisy group conversation with Signia IX than with a key competitor using AI co-processing

A new study shows that with Signia Integrated Xperience (IX), 75% of wearers are willing to spend a longer time in a noisy group conversation, thanks in part to an up to 2.8 dB improvement in speech reception threshold over a competitor with an AI co-processor.

In the study[1], 20 participants with hearing loss were fitted bilaterally with Signia Pure C&G IX with RealTime Conversation Enhancement (RTCE) and a premium competitor RIC hearing aid launched in late 2024 with an AI co-processor offering a deep neural network (DNN)-based noise reduction mode.

The Repeat Recall Test (RRT) was used to investigate the speech-in-noise performance **in a simulated noisy group conversation.** Target sentences were presented alternately from three different locations, while cafeteria noise and distracting speech were presented simultaneously at a total level of 72 dB SPL. Besides assessing speech understanding, the test involved participants indicating how long they would be willing to spend in the noisy test scenario.

On average, compared to the competitor hearing aids, participants achieved an up to 2.8 dB lower speech reception threshold (SRT) with Signia IX, demonstrating a significant improvement in speech understanding with RTCE.

Importantly, **75% of the participants reported to be willing to spend a longer time in a very challenging conversation scenario with Signia IX** with RTCE than with the competitor with an AI co-processor platform.
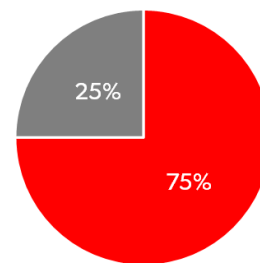
- Willing to spend longer time with Signia IX
- Willing to spend longer time with competitor

The willingness of the participants to spend a longer time in the noisy group conversation indicates that Signia IX provides a more comfortable listening experience in complex sound environments – while simultaneously offering improved speech understanding.

Thus, the study results illustrate our ultimate goal of enhancing speech in group conversations by ensuring **speech pops above a comfortable background sound.**

TALKERS TAKING TURNS

315° 45° 330° 0° 30°

1 m

240° 120°

180°

TARGET SPEECH

CAFETERIA NOISE

DISTRACTOR SPEECH & CAFETERIA NOISE

1. Korhonen P, Kuk F, Slugocki C & Peeters H. 2025. Conversations in Noise: Comparing Multi-Stream Architecture (MSA) and a Deep Neural Network (DNN) Approach. Hearing Review, 32(1), 18-21.

Unleash the Power of Conversation
This study adds to the pool of evidence showing that with Signia IX and RealTime Conversation Enhancement, your clients can experience significantly improved access to multiple conversation partners in noise, even if they aren't directly facing them, when compared to premium competitor hearing aids with an AI co-processor-driven platform.

Signia IX empowers wearers to keep up with the conversation no matter how busy it gets, empowering them to participate and contribute with ease to unleash the power of conversation!
Access the full article here:

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