

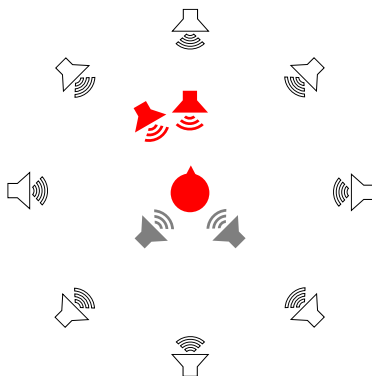
## NEW EXTERNAL STUDY

# 86% of participants performed better with Signia Integrated Xperience versus key competitor in noisy group conversation

In a new third-party study, 86% of the participants showed better performance with Signia Integrated Xperience (IX) with RealTime Conversation Enhancement in a noisy group conversation, compared to a competitor with an AI co-processor-driven platform. On average, Signia IX improved speech understanding by 24%. The external study confirms the Signia IX benefits observed in previous studies.

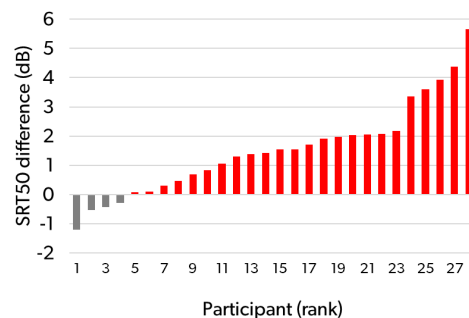
In this study<sup>1</sup>, conducted by Hörzentrum Oldenburg in Germany, 28 participants were fitted bilaterally with both Signia IX and the best performing competitor hearing aids (Brand A1, launched in late 2024) in a previous technical signal-to-noise ratio (SNR) performance study<sup>2</sup>.

The speech reception threshold (SRT50) was measured with the two test hearing aids using a modified version of the standardized OLSA test, which simulated a complex group conversation in a noisy canteen scenario.



The test included alternating target talkers from different positions in front of the participant and nearby distracting talkers behind the participant. Surrounding loudspeakers were used to simulate the noisy canteen background.

**A clear majority – 86% of the participants – performed better with Signia IX** in the group conversation test. The magnitude of the individual SRT50 benefit exceeded 1 dB in most cases, suggesting that a substantial benefit of the IX platform over the AI-co-processor driven platform is experienced by a wide range of wearers.



The results showed a **statistically significant 1.5 dB improvement** (reduction) of the average SRT50 with Signia IX, corresponding to a remarkable **24% improvement in speech understanding** – in line with results from a previous study<sup>3</sup>.

This externally conducted research confirms results from multiple studies showing that **Signia IX conclusively outperforms the competition for group conversation in noise**.

1. Jensen NS, Samra B, Best S, Wilson C & Taylor B. 2024. Improving speech understanding in noisy group conversation: 86% of participants performed better with Signia Integrated Xperience versus key competitor. AudiologyOnline, Article 29273. Available at [www.audiologyonline.com](http://www.audiologyonline.com).
2. Jensen NS, Wilson C, Kamkar Parsi H, Samra B, Hain J, Best S & Taylor B. 2024. Signia IX delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest competitors. Signia White Paper.
3. Jensen NS, Mohnlein-Gilbert K, Wilson C, Berwick N, et al. 2024. Signia IX with pioneering multistream technology delivers 22% better speech understanding in noisy group conversation than a competitor with an AI co-processor-driven platform. Signia White Paper.

### Unleash the Power of Conversation

This study showed 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!

Read the full article here:

