

Large-scale data confirm: Bluetooth Classic with no compromise benefits Android smartphone users

In a large-scale data analytics study, Pure Charge&Go BCT IX increased the share of Android smartphone users who stream by 22% compared to Pure Charge&Go IX.

Smartphone streaming capabilities are among the strongest drivers of hearing aid satisfaction.¹ However, when it comes to hearing aid connectivity, Android smartphone users face a confusing patchwork of options:

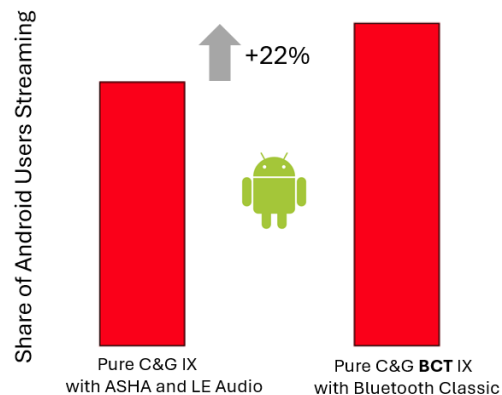
- LE Audio – the future standard, but not yet widely supported.
- ASHA (Audio Streaming for Hearing Aids) – only works on select Android models, varying by manufacturer.

Signia Pure Charge&Go (C&G) BCT IX simplifies the streaming experience for Android users by using Bluetooth Classic, which is supported by virtually all Android and iOS devices – and without the compromises on battery runtime and size normally associated with use of Bluetooth Classic.

To investigate the wearers' real-life streaming use, an analysis was conducted using pseudonymous data from use of Pure Charge&Go BCT IX (Bluetooth Classic) and Pure Charge&Go IX (LE Audio, ASHA, MFi), collected with the Connexx fitting software and the Signia App.² The overall dataset included hearing aid use data from 20,957 wearers.

The data showed that **63% of the Android smartphone users fitted with Pure C&G IX streamed audio. For the Android users fitted with Pure C&G BCT IX, that number jumped to 77%.**

This represents a 22% increase in the share of Android users streaming with their hearing aids.



The share of iOS users who stream remained constant across Pure C&G IX and Pure C&G BCT IX.

Key takeaways

Bluetooth Classic offers a range of benefits, especially for Android users. It makes it easier to connect, increases streaming uptake, and reaches a wider range of wearers with less complexity.

Pure Charge&Go BCT IX effectively addresses the typical trade-offs associated with Bluetooth Classic:

- **Longest battery runtime of any Bluetooth Classic hearing aid at 36 hours**
- **Smallest Bluetooth Classic hearing aid available today**

When it comes to audiological benefits, Pure Charge&Go BCT IX offers a proven performance advantage with a **24% increase in speech understanding over a leading competitor in a noisy, dynamic group conversation.**³

With Pure Charge&Go BCT IX, now everyone can connect to the conversation.

1. Picou, E. M. (2022). Hearing Aid Benefit and Satisfaction Results from the MarkeTrak 2022 Survey: Importance of Features and Hearing Care Professionals. *Seminars in Hearing*, 43(3), 301-316.
 2. The legal basis of data collecting was the wearer providing consent in the Signia App. Wearers were selected if their overall wearing time was more than 90 hours. Wearers were considered to have used streaming if their total streaming time exceeded 15 min.
 3. Jensen, N. S., Samra, B., Best, S., Wilson, C., & Taylor, B. (2025). Improving Speech Understanding in Noisy Group Conversation: 86% of Participants Performed Better with Signia Integrated Xperience Versus Key Competitor. *AudiologyOnline*, Article 29273. Retrieved from <http://www.audiologyonline.com>.

Pure C&G BCT IX – Expanding Streaming Adoption
 Large-scale data analytics from over 20,000 wearers shows increased streaming adoption among Android users with Pure C&G BCT IX – without compromising on battery runtime, size or audiological performance.

With Pure C&G BCT IX, wearers can experience the full power of IX – no matter how they choose to connect.
 Find out more here:

