

97% perform better with Signia MaX in noisy group conversations vs. key competitors

A new study conducted at Hörzentrum Oldenburg in Germany compared Signia Multi-adaptive Xperience (MaX) to its predecessor (Signia IX) and two key competitors in a noisy group conversation scenario. Twenty-nine out of 30 participants (97%) showed the best speech understanding with MaX.

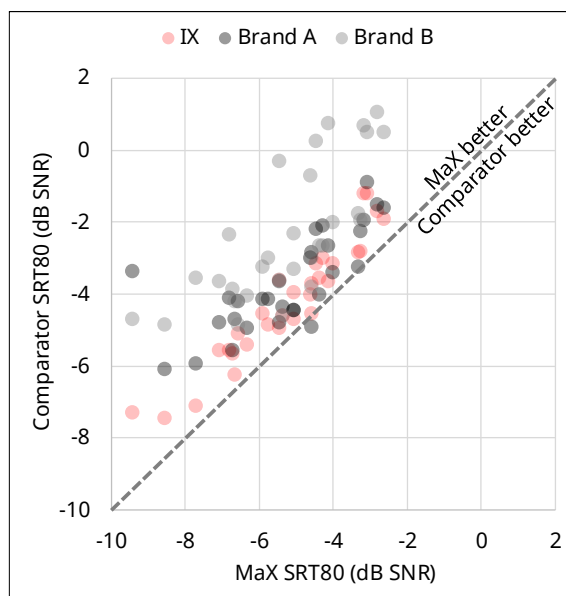
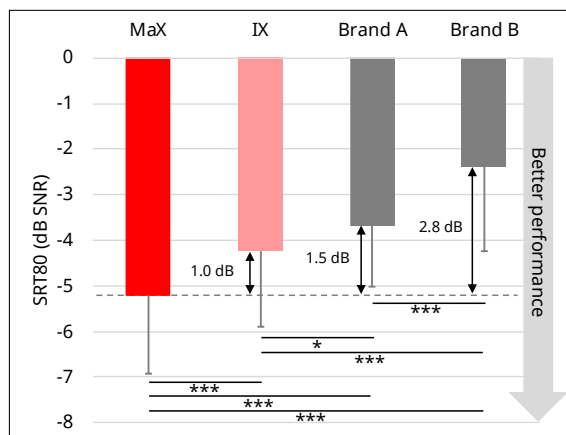
As described in a new white paper¹, the study applied a modified version of the standardized German OLSA speech-in-noise test to simulate a group conversation in cafeteria noise with interfering talkers, with target speech presented by two alternating talkers.

The test was performed with Signia MaX and three comparator hearing aids: Signia Integrated Xperience (IX) and premium RIC hearing aids from two key competitors, both with an AI co-processor. The outcome measure was the speech reception threshold (SRT80) corresponding to the signal-to-noise ratio (SNR) where 80% of the words in the test sentences could be repeated correctly.

The mean SRT80, across the 30 participants, for each of the four hearing aids is shown in the bar graph. **Signia MaX provided a highly statistically significant benefit versus all comparators.**

Individual data are shown in the scatter plot where SRT80 for each of the three comparators is plotted as a function of the SRT80 obtained with MaX. **Out of 30 participants, 29 (97%) performed better with MaX than with any of the three comparators.** The MaX benefits were observed across all test SNRs.

The observed benefits of Signia MaX are **enabled by AI-driven Acoustic Intelligence™ and the RealTime Conversation Enhancement^{AI} (RTCE^{AI}) technology** introduced on the MaX platform².



In conclusion, the study results demonstrate **superior performance of Signia MaX in challenging group conversations in noise.** This improves wearers' ability to contribute to and engage in conversations, empowering them to **LIVE NOISY.**

1. Jensen, N.S., Wilson, C., Kamkar Parsi, H., Ramirez, I., & Vormann, M. (2026). Signia Multi-adaptive Xperience outperforms key competitors in group conversation in noise. Signia White Paper.
2. Jensen, N.S., Samra, B., Kamkar Parsi, H., & Wilson, C. (2026). Signia Multi-adaptive Xperience with Acoustic Intelligence™: Holistic AI-driven enhancement of conversations in noise. Signia White Paper.

LIVE NOISY

This study provides evidence of how Signia MaX with Acoustic Intelligence and RTCE^{AI} supports the wearer's ability to understand speech in a noisy group conversation. In the study, Signia MaX outperformed Signia IX and two key competitors, and 97% of the participants showed the best speech-understanding performance with MaX.

Signia MaX with Acoustic Intelligence changes what AI in hearing aids can be. It simultaneously understands sound across multiple dimensions to deliver hearing that adapts to the full moment, not just the noise. This enables wearers to LIVE NOISY. **Read the white paper here:**

