

Signia MaX with Acoustic Intelligence™ still No. 1 in SNR performance in group conversation in noise

In an updated technical study, Signia Multi-adaptive Xperience (MaX) delivered the highest output signal-to-noise ratio (SNR) among newly launched key competitors in a simulated group conversation in noise.

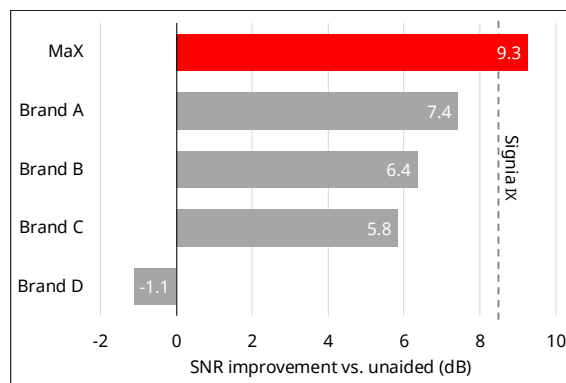
Prior to the launch of Signia MaX, a benchmark study was conducted to compare its SNR performance with that of four key competitors. The results showed a clear SNR advantage of Signia MaX when tested in a simulated group conversation in noise¹.

Shortly after the completion of the original study, three of the four competitors released new premium products. We therefore repeated the SNR measurements on the newest products as of September 2026 to obtain an updated comparison of MaX and the key competitors.

All hearing aids were tested in their respective Universal program. All four competitor hearing aids are claimed to include DNN-based noise reduction in that program.

We followed the same test approach as in the previous study (see the white paper¹ for details). In short, the hearing aids were fitted to a KEMAR manikin placed in a loudspeaker setup simulating a noisy group conversation. By recording the signals in the ears of the KEMAR, the Hagerman phase-inversion method was used to determine the output SNR provided by the hearing aids.

The bar graph shows the SII-weighted SNR improvement (in the better ear) relative to the SNR measured in the unaided KEMAR ear for a background noise level of 70 dB(A) and a speech level of 75 dB(A), i.e. an input SNR of +5 dB.



All the hearing aids offered an SNR advantage compared to unaided listening, except Brand D, which did not provide an SNR benefit in this test setup.

Signia MaX provided the largest SNR benefit, reaching 9.3 dB, while all four key competitors provided smaller SNR improvements.

MaX provided an output SNR that was between 1.9 dB and 3.5 dB higher than the SNRs offered by the three best performing competitors. A 3 dB increase in SNR corresponds to a doubling of the intensity ratio between speech and noise.

None of the competitors reached the Signia IX performance level (indicated by the dotted vertical line). Thus, even the newest competitor technology does not match the SNR performance of Signia IX, while MaX delivers an even greater benefit.

The results from the updated technical study confirm that **Signia MaX with RealTime Conversation Enhancement^{AI} fueled by Acoustic Intelligence is still No. 1 in SNR performance in group conversation in noise.**

1. 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 technical study demonstrates the superior SNR performance offered by Signia MaX in group conversations in noise. Powered by Acoustic Intelligence and RealTime Conversation Enhancement^{AI}, Signia MaX outperformed the newest premium hearing aids (as of September 2026) from four key competitors – when tested in a noisy group conversation scenario.

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:

