



Life sounds brilliant.

# Press

Piscataway, NJ, March 24, 2017

## Introducing the only made for iPhone® hearing aid with high-definition binaural, better than normal hearing. \*

- **Signia Pure 13 BT is the world's only hearing aid that combines binaural audio exchange and direct streaming**
- **Pure 13 BT runs on primax star technology, the first to use encrypted data and a four-band equalizer for remote fine tuning with Telecare 2.0**
- **The first and only hearing aid to use iPhone motion sensors to automatically adjust settings for the wearer in motion**

Signia announced today its new hearing aid --Pure® 13 BT, which combines the industry's most innovative application of *Bluetooth*® low energy with high-definition binaural hearing to deliver better than normal hearing and a direct connection to iPhone®. Thanks to Signia's e2e™ wireless 3.0 and *Bluetooth* wireless technology, Pure 13 BT is the only hearing aid in the world that combines binaural audio exchange and direct streaming. It is also the first and only hearing aid to use *Bluetooth* wireless technology to pair with iPhone's motion sensors and better adapt to listening situations when the wearer is in motion. In addition, with the new StreamLine TV transmitter, the wearer can listen to their TV directly through both hearing aids with high-definition quality.

Pure 13 BT is based on Signia's new primax™ star platform, which enables wearers to connect with their hearing care professional via Signia TeleCare™ 2.0. This allows the hearing care professional to optimize the wearer's hearing aid settings remotely and make other adjustments that used to require an in-office visit.

“Thanks to the unique combination of these technologies, hearing care providers can deliver an uncompromised fusion of leading audiology, unrivaled connectivity, and revolutionary patient care,” explains Steve Mahon, CEO of Signia U.S. “No other hearing aid offers this comprehensive value proposition in the market.”

Pure is a RIC model and best-selling form factor among Signia’s hearing aids. It offers wearers discretion while delivering full audiological and connectivity capabilities. Pure 13 BT allows wearers to experience better than normal hearing in the most difficult listening environments with less effort\*, and stream audio directly from their iPhone or TV into their hearing aids. Pure 13 BT is IP67-rated making it a very reliable instrument resistant to water, sweat, and dirt.

### **Pure’s situation detection – automatic adjustments for the wearer in motion**

Signia Pure 13 BT is the first hearing aid to use the motion sensors integrated in the iPhone to improve the wearer’s speech understanding and safety when walking or running. The hearing aids receive and continuously evaluate the acoustic environment using information from the iPhone’s motion sensors and automatically enables the most suitable setting for that situation. For example, if the wearer is walking in a noisy environment, the hearing aids register the wearer is in motion, and automatically adjust to better hear a conversation partner at their side or from the back while maintaining awareness of environmental sounds like sirens, approaching vehicles, or pedestrians. This improves the wearer’s listening comfort and safety.

### **Higher audio quality via *Bluetooth* streaming**

Signia Pure 13 BT hearing aids connect to the iPhone via fast and secure *Bluetooth* low energy wireless technology, which allows for particularly high-quality audio transmission without consuming significant battery power. iPhone audio signals are streamed directly into the hearing aids without an additional intermediary device — music and telephone or video calls. A TV can stream directly via *Bluetooth* using the StreamLine TV transmitter, which delivers full, high-quality sound streamed directly into Pure 13 BT hearing aids.

### **Individual settings via myControl™ App**

Wearers can remotely control the hearing aids via iPhone by using the myControl™ App, available exclusively for the Signia Pure 13 BT, and can make personalized

adjustments to programs, volume, microphone directionality, and treble/bass, during audio streaming. Airplane mode can be enabled and the sensitivity of the motion sensors adjusted. A noise profile is created and displayed based on daily data acquisition like a 'fitness tracker' for hearing, documenting the wearer's exposure to noise throughout the day.

### **Signia introduces primax star technology**

primax star constitutes an update to the primax platform, which delivers better than normal hearing with less listening effort\* — a big advantage in conversational settings.

The primax star update enables all primax hearing aids to be compatible with TeleCare 2.0., which for the first time lets professionals remotely modify the hearing aid frequency response in four bands. The new four-band equalizer in TeleCare 2.0 allows for remote binaural fine-tuning to each program for all primax star hearing instruments. The patient can accept and try out the new settings, all via the myHearing™ App without a trip to the office.

### **TeleCare 2.0 brings wearers and hearing care providers closer than ever**

New for Pure 13 BT, primax star and TeleCare 2.0 give the professional a powerful tool to access smart data from the patient remotely. The system detects and stores via *Bluetooth* real-time data on the patient's experience with different environments, when they were in those environments and for how long, and what actions the patient completed. This smart data is encrypted, secure and protected from access by third parties, including the manufacturer. This 'data logging' intelligence is transmitted from the hearing aids to the hearing care professional via the myHearing App and gives the provider the ability to make customized adjustments and fine-tune the hearing aids either in the office or remotely. The changes are transmitted to the iPhone, which transmits them to the hearing aids via Signia TeleLink. TeleCare 2.0 promotes acceptance of hearing aids, particularly among first-time wearers, by increasing patient satisfaction and accelerating hearing success.

The Signia Pure 13 BT will be available beginning May. More information can be found at [www.signiausa.com/ProPure13](http://www.signiausa.com/ProPure13).

**Contact for journalists:**

Debra Ludgate

Phone: 201-757-2456; E-mail: [debra.ludgate@signiausa.com](mailto:debra.ludgate@signiausa.com)

**images:**



The new Signia Pure 13 BT connects directly with the iPhone via *Bluetooth*, transmits the sound in HD quality and uses the iPhone's motion sensors for optimized situational detection.

Copyright: Sivantos



The Pure 13 BT product family, available in 11 colors.

Copyright: Sivantos



By using the motion sensors in the iPhone, the Pure 13 BT hearing aids can enable settings that are even more precisely tailored to each listening situation.

Copyright: Sivantos



StreamLine TV connects the home TV with the hearing aids and transmits the audio signals in the best-possible quality via *Bluetooth* without delay.

Copyright: Sivantos



When watching TV, Signia Pure 13 BT hearing aids enable audio streaming with unprecedented sound quality

Copyright: Sivantos

All photos are available for download at: [www.sivantos.com/press](http://www.sivantos.com/press)

### About the Sivantos Group

The business operations of the former Siemens AG hearing aid division have been combined into the Sivantos Group since early 2015. Sivantos can look back on more than 130 years of German engineering and countless global innovations. Today Sivantos is one of the leading hearing aid manufacturers worldwide. With its more than 5,000 employees, the group recorded revenues of 933 million euros in the fiscal year 2015/2016 and an operating profit (Adj. EBITDA) of 221 million euros. Sivantos' international sales organization supplies hearing care specialists and sales partners in more than 120 countries. Particularly high value is placed on product development. Sivantos aims to become the market leader in the coming years with its brands Signia, Siemens, Audio Service, Rexton, A&M, HearUSA and audibene. The owners of Sivantos are the anchor investors EQT along with the Strüngmann family as a co-investor.

Sivantos GmbH is a brand license holder of Siemens AG.

More information can be found at [www.sivantos.com](http://www.sivantos.com)

The *Bluetooth*® word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by Sivantos is under license. Other trademarks and trade names are those of their respective owners.

**iPhone is a trademark of Apple Inc., registered in the U.S. and other countries.**

\* Two independent clinical studies have shown that binax can even exceed normal hearing in certain challenging hearing situations (University of Northern Colorado, 2014; Oldenburg Hearing Center, 2013): Speech Reception Thresholds (SRT) in cocktail-party situations improved up to 2.9 dB for wearers with mild to moderate hearing loss using Carat binax or Pure binax hearing aids with narrow directionality, compared to people with normal hearing.