

Piscataway, NJ, July 14, 2020

Introducing Styletto X hearwear™ from Signia: Proven sales driver delivers great speech understanding in a consumer-preferred design

- Signia’s iconic, award-winning¹ Styletto solution now available on Signia Xperience platform and with exchangeable receivers to address a wide range of hearing loss
- Styletto X offers innovative Qi wireless technology for easy charging and streaming on-the-go
- Combined with revolutionary Signia Assistant for 24/7 instant support and Remote Care for more fitting and service options, Styletto X offers the most complete hearing experience

Hearing innovation leader Signia today launched Styletto X. With this innovative new device, the world’s first SLIM-RIC form factor pioneered by Signia is now available on the unique Signia Xperience platform.

Styletto X offers the most complete hearing experience, combining one-of-a-kind style that patients desire with the uncompromised technology that hearing care professionals demand. This highly sophisticated hearwear™ improves listening in any situation – even when moving – and delivers better than normal hearing in difficult noise. Along with exchangeable receivers, portable rechargeability, *Bluetooth*® connectivity and self-service patient support via Signia Assistant, Styletto X is a proven attention grabber, lead generator and sales driver.

In addition to Styletto X, Signia has introduced additional products on the innovative Signia Xperience platform, empowering hearing care professionals to address more patient needs and preferences than before. These new offerings include:

- **The nearly invisible Silk™ X**, a highly discreet alternative to customs, allowing hearing care professionals to operate more efficiently with a same-day-fit.
- **An expanded Essentials line** to offer Signia’s advanced technology to more patients, regardless of budget.
- **Three new CROS solutions** (CROS Pure® Charge&Go X, CROS Pure® 312 X, and CROS Silk X) for the ultimate choice of styles and fittings for patients with single-sided deafness.

Styletto X – Form and function in perfect sync

“With its slim, rounded form and striking color combinations, Styletto X was developed to attract individuals who wouldn’t otherwise consider wearing hearing aids, while providing

new options to existing wearers looking to upgrade to a sleek and modern device,” said Dr. Tish Ramirez, Au.D., Signia’s Vice President, Clinical Education & Professional Relations.

As evidence of its appeal, the eye-catching Styletto form factor – preferred by 8 out of 10 consumers – was found to significantly increase in-store-conversion of people with hearing loss into satisfied hearing aid wearers.²

“Styletto X features several enhancements to this already well-received design, based on feedback from our hearing care professional partners,” Ramirez added. “In particular, Styletto X now comes with exchangeable receivers to treat a wider range of hearing loss and enable more patients to benefit from this one-of-a-kind device.”

A new era of wearability and autonomy

Signia is the first hearing aid brand to incorporate Qi wireless charging technology into a hearing aid charging case. With this innovative technology, wearers can simply place the Styletto X pocket-sized charging case on a charging pad in cafés, restaurants or cars, instead of having to plug it into the charging port. Styletto X can be fully charged in only four hours to provide a full day’s wearing, including five hours of streaming.³

For even more autonomy, the revolutionary Signia Assistant helps the hearing care professional by leveraging artificial intelligence to support patients 24/7 with intuitive text-based dialogue, instant sound adjustments and how-to-videos to answer handling questions.

A wealth of remote fitting and service options

With Signia’s new Remote Care solution, hearing care professionals and hearing aid wearers can benefit from flexible fitting and service options via TeleCare – the first full, live remote fine-tuning solution in the industry – to maximize their time and increase profitability, all while driving patient satisfaction.

Styletto X, together with the Signia Assistant and TeleCare, secures higher acceptance and conversion rates. This most complete hearing solution is available now in performance levels 7, 5, 3, 2, 1 and sDemo and in the contemporary color combinations Snow White/Rose Gold, Black/Silver, Cosmic Blue/Rose Gold and in elegant new White or Black.

For further information, please see <https://pro.signiausa.com/styletto-x/>.

¹ Red Dot Design Award 2019, iF Design Award 2019

² Hakvoort, Burton: Increasing Style, Reducing Stigma: The Styletto Solution (Signia White Paper, 2018)

³ Based on 16 hours wearing incl. 5 hours streaming per day

About Signia

Signia stands for iconic innovation. Since its launch in 2016, Signia has already brought to the market several world’s first solutions. In addition to highly innovative hearing aids, Signia also delivers tools and apps to increase customer interaction and engagement on all levels of hearing aid management. Signia thus allows hearing care professionals and patients to get the most out of their hearing aids.

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Press images



Styletto X from Signia delivers a complete hearing experience, combining consumer-preferred design with uncompromised technology.



With its consumer-preferred design, Styletto X fits discreetly behind while offering greater comfort.



Signia is the first hearing aid brand to incorporate Qi wireless charging technology, enabling wearers to easily place the Styletto X pocket-sized charging case on a charging pad for greater usability.



Styletto X is available in five eye-catching color combinations.