

Company: Starkey

Company Description: Starkey is a global leader in hearing technology, renowned for its innovation. The company pioneers smart hearing aids that integrate artificial intelligence, health monitoring, and seamless connectivity. Starkey's cutting-edge solutions push the boundaries of what's possible in hearing care, redefining how people experience sound, communication, and overall well-being.

Nomination Category: Product & Service Categories

Nomination Sub Category: Health & Pharmaceuticals - Product or Service

Nomination Title: Edge AI: Redefining Hearing Health Through Intelligent Innovation

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

Oct. 1, 2024

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 313 words used.

Just when it seemed Starkey's hearing technology had reached the summit of possibility, we pushed the edge even further. Introducing Edge AI—a revolutionary hearing aid that redefines performance, durability, and personalization. With pure, clean sound, advanced health and wellness features, and intelligent convenience tools, Edge AI hearing aids empower wearers to take full control of each day.

At the heart of Edge AI is the all-new G2 Neuro Processor, the most advanced technology ever developed by Starkey. Featuring a Neural Processing Unit (NPU) with unmatched Deep Neural Network (DNN) capabilities, this breakthrough processor enhances speech clarity, classifies complex listening environments with 30% greater accuracy, and significantly improves the signal-to-noise ratio—delivering an effortless listening experience. Building on the power of Neuro Sound Technology, Edge AI 2.0 ensures speech understanding even in the most challenging acoustic conditions, like multi-talker babble.

Unlike any other, the G2 Neuro Processor is the industry's only fully integrated NPU in a hearing aid chip. This efficiency allows Edge AI to deliver 51 hours of battery life while maintaining waterproof protection up to 1 meter—a game-changer for durability and all-day performance.

In addition to industry-leading sound processing, Edge AI introduces the next generation of Bluetooth connectivity through Low Energy (LE) Audio, ensuring superior streaming quality with fewer dropouts. Auracast™ broadcast streaming enables wearers to seamlessly connect to a wider range of devices and public audio sources, redefining accessibility in everyday life.

Furthermore, Starkey's sleek, modern designs help reduce stigma, ensuring both form and function meet the highest standards. The refined Receiver-In-Canal (RIC) Edge AI model sits discreetly above the pinna for a contoured, low-profile fit. For those seeking near-invisible hearing solutions, our Invisible-in-the-Canal (IIC) and Completely-in-the-Canal (CIC) models offer powerful, customized hearing support with a virtually undetectable appearance. The mRIC R, the smallest rechargeable RIC available, provides a compact yet powerful option for wearers who demand discretion without sacrificing performance.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 234 words used.

Hearing plays a critical role in emotional well-being and physical health. Untreated hearing loss is linked to a 52% greater risk of dementia, 41% higher risk of depression, and 30% greater risk of falls. Addressing hearing loss is the largest modifiable risk factor in dementia prevention and is associated with delayed onset of Alzheimer's disease, depression, anxiety, and injurious falls.

With Edge AI, Starkey has redefined hearing technology, incorporating groundbreaking AI-driven processing, advanced health tracking, and unprecedented patient benefits. The industry's first and only hearing aid with onboard sensors for real-time balance assessment, Edge AI proactively identifies patients at risk of falls before an accident occurs. Starkey was also the first—and remains the only—manufacturer to integrate fall detection with automatic emergency alerts, a feature proven to save lives.

Starkey pioneered 3D motion sensors in hearing aids and now leads with the most classifications in activity tracking, adding indoor biking, walking, running, and aerobics. Edge AI's Neuro Sound Technology improves speech understanding by 30% and speech intelligibility by 10%, with 84% of users preferring Edge AI in difficult listening environments.

The results speak for themselves: 96% of professionals report patient satisfaction with Edge AI, and 95% of providers are satisfied—steady improvements from Evolv AI and Genesis. Rigorously tested in 500+ subjects with over 11,000 hours of wear time, Edge AI is the most validated hearing technology in Starkey's history—raising the bar for what's possible.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 5 words used.

<https://www.youtube.com/watch?v=38q7GgjS-I>

Attachments/Videos/Links:

[Edge AI: Redefining Hearing Health Through Intelligent Innovation](#)



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