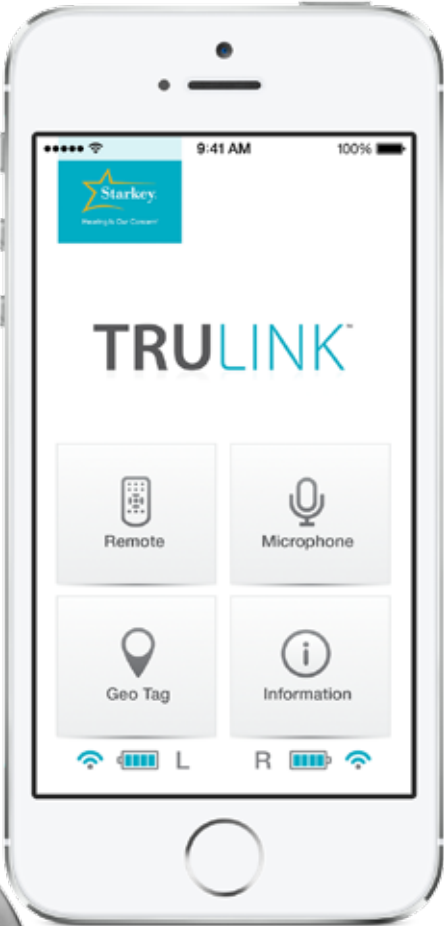


Made for  
iPod iPhone iPad

GO  
ANYWHERE  
DO  
EVERYTHING

Introducing the Made for iPhone® Hearing Aid

Halo™



Download on the  
App Store



Hearing Is Our Concern™



# The Science of Simplicity



Delivering new standards in:



Performance



Control



Personalization



Connectivity

# State of the art...

## Halo

The Made  
for iPhone  
hearing aid.



**Like you, helping people hear better is all we think about at Starkey.** Halo™ — our new Made for iPhone® hearing aid — is the result of that dedication and focus.

Halo was engineered from the ground up to make hearing easier and more enjoyable for your patients by truly personalizing their hearing lives. And that's just what it does.

# ...meets state of the art

## TRULINK

The industry's  
most robust  
consumer app.



By combining Starkey's state-of-the-art technology with the industry's most robust personal mobile phone app, Halo delivers new standards of performance and personalization, while providing convenient control and connectivity.

# Life, only better

**Humans love technology.**

Its allure is easy to understand. It comes from technology's promise to improve our lives by simplifying and enhancing everything we do.

Few companies have made good on that promise better than Apple. They are the first name that comes to mind when the world thinks of innovation — and have cornered the market on technology that people seek out and want to use every day.



# That's The Halo Effect

Now, Starkey has designed Halo, the Made for iPhone hearing aid.

Halo combines Starkey's superior hearing aid technology with the world's most popular and desired smartphone.

The result is a revolutionary new hearing solution that lets you make the promise of technology come true for your patients.



*Halo also works  
with iPad® and  
iPod touch®*



Halo and TruLink are compatible with iPhone 5s, iPhone 5c, iPhone 5, iPhone 4S, iPad Air, iPad 4, iPad mini with Retina display, iPad mini, and iPod touch (5th generation).

# Happy, satisfied patients

## **Everyone loves their iPhone.**

Why they do is easy to understand. The iPhone is their phone, calendar, camera, contact list, entertainment center, communication hub and time killer all in one. It's their indispensable connection to everything important to them.

In short, the iPhone is their world in the palm of their hands.





# That's The Halo Effect

Halo brings what people love about the iPhone to anyone and everyone with hearing loss. As easy and intuitive to use as the iPhone itself, Halo integrates effortlessly into your patient's world to make their life simply better.

*Made for iPhone Halo will help reduce the stigma of hearing aids, and lead consumers to seek help sooner than they might otherwise.*



Our TruLink Hearing Control app turns Halo into the most personalized hearing solution ever



# TRULINK™

**Halo is an advanced, flexible and beautifully designed RIC 13** hearing aid that delivers pristine sound in today's challenging environments. But that's just the half of it.

Engineered simultaneously with our proprietary new TruLink Hearing Control app, Halo connects seamlessly to your patient's iPhone — transforming it from a high-performance hearing aid into the most personalized hearing solution ever.

*The TruLink app enables seamless integration between Halo hearing aids and iPhone.*

Taking advantage of the intuitiveness and versatility of the iPhone, TruLink meets the needs of today's demanding and tech-savvy consumer by:

- Enabling **carefree communication** using the iPhone
- Delivering **Starkey Superior Sound™** and pristine audio streaming of any music or media played through their iPhone, iPad and iPod touch
- Letting patients **personalize and geotag** memories to match what they do and where they go
- **Changing memories automatically** based on personalized geotags (e.g. Starbucks® memory kicks in when they walk into a Starbucks)
- **Automatically adapting** when the patient is traveling in a car
- Allowing users to **record, play back and email** live sound sources
- Allowing **Siri® to read emails and texts** to patients thru their hearing aids
- Letting them **control** their hearing aid **volume and memories** via their iPhone

Every  
experience  
enhanced





---

## SoundSpace

TruLink SoundSpace enables patients to easily adjust sound settings to their specific environment. By simply moving their finger on the screen, they can adjust frequency and tone to suit their preference — then save it as a TruLink Memory. It lets them fine-tune on the fly, so every place they're in sounds the way they like it best.



---

## Remote Control

With the touch of their iPhone, patients can easily change volume and switch memories on their hearing aids. And because both are adjusted via a visual indicator bar, patients have better control and nearly infinite levels to suit their preference.



---

## Live Microphone

Live Microphone lets patients record, play back and even email audio as it happens. They can listen to it later in a more conducive setting, or send it to their hearing professional to help troubleshoot and advise.

---





## Pristine Audio Streaming

Halo provides direct-from-the-iPhone streaming of phone calls, music and media — so patients can enjoy carefree communication and pristine audio streaming anytime, anywhere, requiring nothing more than the iPhone.

*TruLink is as easy and intuitive to use as your iPhone and iPad.*



## TruLink Memories

Patients can create up to 20 TruLink Memories using the SoundSpace tool on the TruLink app. Each memory is programmed and run via the app, and gives patients the ability to label them to their liking.

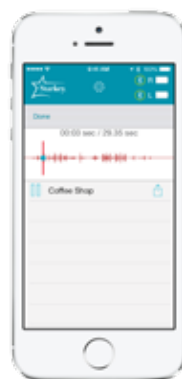
And patients can geotag their TruLink Memories if they want. This cool functionality simplifies life even more by using the iPhone's built-in GPS feature to know where the patient is, then automatically changing memory when they're at the tagged location (e.g. Gym memory automatically changes when the patient walks in the gym).



## TruLink Adaptive Car Mode

With TruLink's Adaptive Car Mode, Halo will automatically change to a setting designed to reduce the annoying sounds of driving and enhance your patient's "audio" driving experience.

*Wearers can even have Siri read texts and emails, directly to their hearing aids.*



# That's The Halo Effect

**TruLink** offers functionality designed to enhance anywhere patients go – so they can easily enjoy everything they do.



# A little control makes a big difference

From the case that covers it to the apps and media used on it, every person's iPhone is as unique as they are.

TruLink lets you fit each patient with a solution that feels as personalized as their iPhone — by giving them an intuitive and easy way to make Halo their own.

This unprecedented level of personalization isn't possible, of course, without you — as your expertise is the vital first step to optimize hearing aid settings based on the patient's audiometric characteristics and fitting expectations.

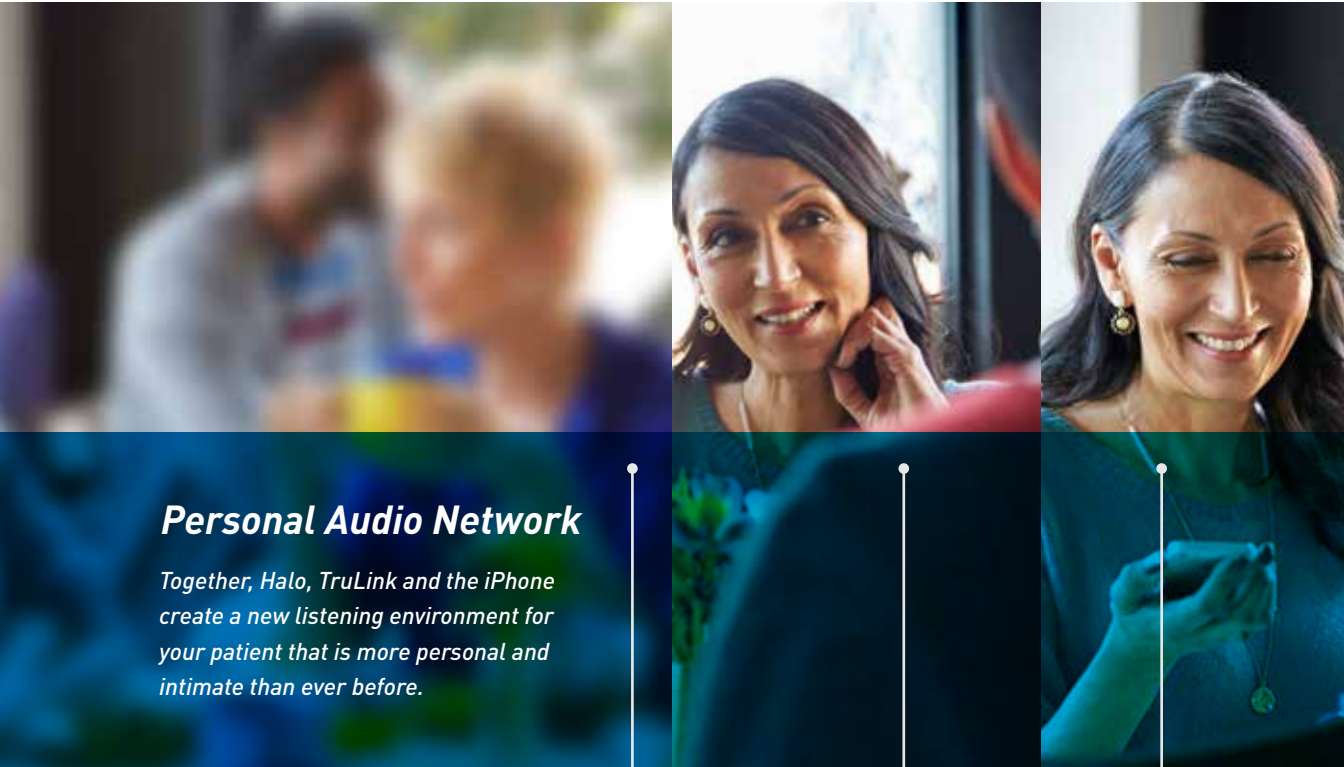
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**TruLink Hearing  
Control app**

Lets your patients easily personalize  
Halo to make it their own.





### **Personal Audio Network**

*Together, Halo, TruLink and the iPhone create a new listening environment for your patient that is more personal and intimate than ever before.*

*Wide Area Network  
Edge, 3G, 4G LTE*

*Local Area Network  
WiFi 802.11x*

*Personal Audio Network  
TruLink: 2.4 Ghz*

But the reality is, you can't be with your patients 24/7. TruLink and SoundSpace extend the relationship that you have with your patient by giving them a unique way to subjectively fine-tune sound—within reason—based on their current real-world environment.

The results will be more patient engagement, faster acceptance, fewer follow-up visits, and increased satisfaction.

***Acceptance increases when patients have a say in how their hearing aids sound.***

**Sound Space**

Extends the relationship you have with patients.

TRULINK TECHNOLOGY

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# Our new 2.4 GHz wireless platform stands high above all others

Halo's simplicity and versatility originate with TruLink Technology, our new 2.4 GHz wireless platform that provides completely seamless iPhone, iPad and iPod touch connectivity as well as wireless programming for you.

The result of countless hours of research, design, engineering and validation, TruLink Technology has enabled us to set new standards, yet again, in delivering low-power, high-performance wireless solutions.

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**TruLink  
Technology**

Lets you bring the comfort and familiarity of Bluetooth® wireless connectivity to your patients.

*Countless hours of research  
and engineering achieve one  
goal — better hearing*



*TruLink Technology  
extends the bandwidth  
and doubles the dynamic  
range of other wireless  
platforms, resulting  
in pristine sound and  
uncompromising signal  
robustness — even in  
the most crowded  
environments.*

A key component to TruLink's robustness and easy connectivity is Bluetooth® 4.0. Using Bluetooth 4.0, Halo hearing aids provide a power-efficient, high-quality digital audio experience. Your patients enjoy audio streams from the iPhone, iPad or iPod touch with outstanding sound quality for phone calls, music, FaceTime® calls and other activities.

# Halo advances Starkey Superior Sound™



At the heart of the world's most personalized hearing solution is an advanced, meticulously designed new hearing aid.

Halo hits the sweet spot when it comes to delivering what patients and professionals need and want from a hearing solution — especially when it comes to sound quality, listening clarity and reliable performance.

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RIC 13

A flexible, comfortable style that accounts for over 50% of all hearing aids fit.



It begins with BluWave® 3.0, our breakthrough operating system that provides the perfect foundation for the kind of evidence-based evolution Starkey does best. BluWave 3.0's sophisticated signal processing power enables us to continually optimize audibility, intelligibility, comfort and sound.

It ends with Starkey's industry-leading performance features —including best-in-class feedback cancellation, adaptive noise management and directionality that, together, deliver Starkey Superior Sound.

### *Add power and even more personalization*

---



*Halo comes available in an Absolute Power option, making it an exciting option for patients who need up to 70dB of gain. And all Halo devices can be fit with a custom mold, providing you even more ways to deliver a comfortable and personalized solution.*



*Patients can go  
about their days  
feedback free.*



PUREWAVE FEEDBACK ELIMINATOR<sup>3</sup>

---

# The industry's best fix for feedback

PureWave Feedback Eliminator<sup>3</sup>—Starkey's best-in-class feedback cancellation system—features the industry's most intuitive initialization protocol. It identifies, classifies and eliminates annoying whistling and buzzing in all environments, ensuring wide fitting ranges and a fast response to the most complex feedback.

Patients get to experience feedback-free and comfortable listening whether they're on the phone, hugging a loved one or in a crowded concert hall.

And don't be worried about learning a new system. From 28dB of added stable gain to its speed of finding and canceling feedback to how nimbly it manages artifacts — all you need to do is initialize and you're done. No need to optimize for open. No need to give feedback a second thought ever again.





VOICE iQ™<sup>2</sup>

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# Speech clarity has a clear winner

The Holy Grail of hearing is conquering clarity in noise — and Voice iQ<sup>2</sup> is the closest that any hearing aid manufacturer has come. Our revolutionary noise reduction and speech preservation system, Voice iQ<sup>2</sup> rapidly applies variable noise adaptation in all channels faster than any other system designed, to provide optimized speech clarity in restaurants, sports stadiums, social gatherings and more.





*Patients can zero in on what's being said and block out background noises.*

Voice iQ<sup>2</sup> delivers aggressive noise reduction that doesn't compromise speech and:

*Provides optimized speech clarity in every environment.*

- Classifies inputs every six milliseconds
- Adapts every 20 milliseconds to diminish noise between syllables
- Remains active and dynamic even in quiet environments
- Virtually eliminates unnatural artifacts
- Reduces listening effort and mental fatigue when combined with InVision Directionality\*
- Is the first digital noise reduction algorithm proven to significantly improve acceptance of noise in a background of speech babble \*\*

\*Desjardin, J.L. & Dougherty, K.A. (2012). The effect of hearing aid noise reduction on listening effort in older adults. Poster presented at AudiologyNOW!, Chicago, Ill.

\*\* Eddins, D.A., Klein, A.V., Arnold, M.L., & Ellison, J.C. (2013). Acceptable noise level: Effect of presentation level, digital noise reduction, and stimulus type. Poster presented at AudiologyNOW!, Anaheim, Calif.



# Listening should never be tiring

*Patients enjoy  
seamless  
switching  
between  
environments.*

Fixed directional isn't right for every memory, which is why the dynamic directional algorithm in our InVision Directionality<sup>3</sup> microphone system makes it better than others.

With InVision Directionality<sup>3</sup>, we've applied years of acoustical research and cutting-edge auditory science to deliver the industry's most fluid and precise directional performance.

Its dynamic directional switching lets patients enjoy seamless and accurate transitions between listening environments — while a high free-field DI score and low operational noise floor ensure optimized speech intelligibility and reduced listening effort whether they're conversing with their spouse, ordering at a drive-thru or taking part in a meeting.



SPECTRAL IQ

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Be a hero to  
patients with  
high-frequency  
hearing loss



High-frequency sounds account for approximately 25 percent of spoken language and comprise some of its most valuable components. Spectral iQ, Starkey's innovative frequency lowering technology, is designed to ensure every "T", "S" and child is heard.

Unlike technologies that apply frequency compression broadly, Spectral iQ is engineered to enhance real-time audibility by intelligently identifying high-frequency speech cues and replicating them in lower frequencies where they're easier to understand.

*Hear what makes  
Spectral iQ better  
at [SpectraIQ.com](https://SpectraIQ.com)*

Spectral iQ's smart approach:

- Helps restore audibility for patients with steeply sloping, high-frequency hearing loss
- Features the broadest active bandwidth of any frequency lowering technology
- Causes less distortion than other approaches due to preservation of spectral cues and harmonic relationships



ISO COMPRESSION

# Sound subtlety is our specialty

Knowing that speech is dynamic, our breakthrough ISO Compression allows for independent control of soft, moderate and loud level speech. This enables a more personalized fitting approach, which results in more comfortable and controlled hearing. It delivers this more personalized listening experience by:

- Making soft speech sounds audible without affecting the compression characteristics applied to louder inputs
- Discreetly managing loud sounds while maintaining quality of lower level sounds



HYDRASHIELD<sup>2</sup>

---

# Don't sweat over water or wax



Halo hearing aids feature HydraShield<sup>®2</sup>, Starkey's proprietary moisture protection system that integrates nano-coating, unibody construction and smart component placement to repel water, wax and oils. The result is hearing aids that spend more time being worn and less time being fixed.

---

HydraShield<sup>2</sup>

Protects Halo from  
water, wax and oils.

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# Fulfilling your patients needs

That's The Halo Effect



# Patients want...Halo delivers

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**To hear more  
comfortably in noise**

---

Two technologies—**Voice IQ<sup>2</sup>** and **InVision Directionality<sup>3</sup>**—work together to reduce noise, preserve speech and make hearing easier in today's challenging environments.

**No buzzing  
or whistling**

---

The industry benchmark for feedback elimination, our **PureWave Feedback Eliminator<sup>3</sup>** provides feedback-free and comfortable listening all day long.

**Improved high  
frequency audibility**

---

**Spectral IQ**, our patented frequency lowering technology, intelligently identifies high-frequency speech cues and replicates them in lower frequencies where they're easier to hear and understand.

**More nuanced  
sound quality**

---

Knowing that speech is dynamic, our **ISO Compression** allows for independent control of soft, moderate and loud-level speech to enable a more personalized fitting approach.

**Hearing aids that  
integrate into their lives**

---

By syncing wirelessly with their iPhone and everything it can do, Halo **lets patients connect easily** with their lives and everything they love to do.

**Enhanced phone  
communication**

---

Direct **streaming of phone calls** from the wearer's iPhone to their Halo hearing aids enables clear and comfortable conversations.

**Great sounding music  
and media**

---

Wearers can **stream any music or media** played on their iPhone directly to their hearing aids for a more immersive and impressive listening experience.

**Hearing that's  
personalized for them**

---

The **SoundSpace** tool on the **TruLink app** lets patients make minor adjustments to sound quality to suit their particular preferences.

**Hearing that  
happens  
intuitively**

---

**Geotagged memories** automatically switch modes when the iPhone's GPS feature detects the patient is in a tagged location. ("Home" memory activates when patient arrives at their home.)

**An easy way to fine-tune  
audio on the fly**

---

The visual indicator bar on the TruLink app provides nearly infinite levels of **volume settings**.

**Reliable, hassle-free  
hearing aids**

---

**HydraShield<sup>2</sup>** nano-coating repels both water and wax, while the remote functionality of the iPhone lets patients control and adjust their hearing aids more easily than ever.

When it  
comes to  
wireless  
solutions,  
Starkey gives  
you the most  
options



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TruLink  
2.4 GHz





Hearing Is Our Concern™

With Halo, Starkey now gives you a way to address every wireless need and want imaginable.

Whether you think your patients are a better fit for our leading 900 MHz solutions—3 Series™, Xino™ Wireless and SurfLink®—or are ready to step-up to the convenience and control of our new 2.4 GHz Halo — you get more options, smarter solutions and better results when you go with Starkey.

**SurfLink  
900 MHz**



SurfLink  
Mobile



SurfLink  
Remote



SurfLink  
Programmer



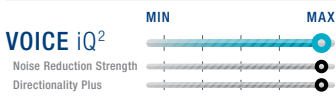
SurfLink  
Media

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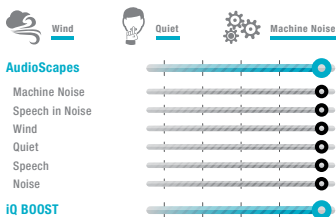
# Enriching lives through better hearing

## VIBRANT i110

**SOUND IMAGING** 16 CHANNELS BANDS



**ACOUSTIC SCENE ANALYZER** 5 LEVELS



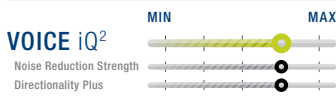
**PUREWAVE FEEDBACK ELIMINATOR<sup>3</sup>**



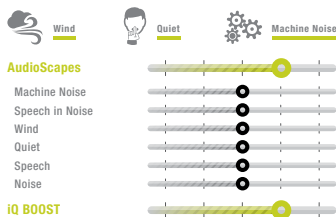
- ✓ Spectral iQ
- ✓ SoundPoint
- ✓ Self Learning
- ✓ Swap Fit
- ✓ 3D Speech Mapping

## ACTIVE i90

**SOUND IMAGING** 12 CHANNELS BANDS



**ACOUSTIC SCENE ANALYZER** 3 LEVELS



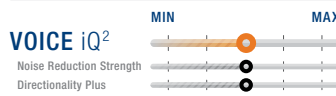
**PUREWAVE FEEDBACK ELIMINATOR<sup>3</sup>**



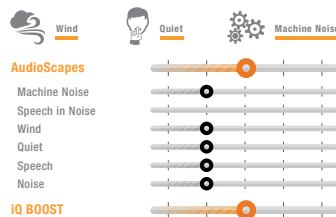
- ✓ Spectral iQ
- ✓ SoundPoint
- ✓ Self Learning
- ✓ Swap Fit
- ✓ 3D Speech Mapping

## SOCIAL i70

**SOUND IMAGING** 8 CHANNELS BANDS



**ACOUSTIC SCENE ANALYZER** 2 LEVELS



**PUREWAVE FEEDBACK ELIMINATOR<sup>3</sup>**



- ✓ Spectral iQ
- ✓ SoundPoint
- ✓ Self Learning
- ✓ Swap Fit
- ✓ 3D Speech Mapping

### ADDITIONAL FEATURES

SoundSpace  
TruLink Memories  
TruLink Adaptive Car Mode  
Pristine Audio Streaming  
Live Microphone

InVision Directionality<sup>3</sup>  
ISO Compression  
Live Speech Mapping  
HydraShield<sup>®2</sup>  
In-Situ Audiometry

Auto Path  
Verify Comfort  
Data Logging

That's The  
Halo Effect



Hearing Is Our Concern™

6700 WASHINGTON AVENUE SOUTH  
EDEN PRAIRIE, MN 55344  
1.800.328.8602

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