

Via™ AI

Reimagining what
a hearing aid can do




AUDIBEL™

*At Audibel,[™]
we're reinventing
the hearing aid*

Discover Via AI

The world's first hearing aid that monitors brain and body activity, can detect if you've fallen and send an alert to your selected contacts. Using integrated sensors and artificial intelligence, **Via[™] AI** is a multi-purpose device that redefines what a hearing aid can do.

Most fitness tracking devices use the wrist, but the ear provides far more accurate data¹ – in fact, it's the ideal spot for reliable tracking, and Via AI is the first-ever device to take advantage of that.

Via AI also features easy tap control and can translate up to 27 languages. Our voice-controlled Thrive[™] Assistant can answer questions about your hearing aids. And if that's not enough, it's also our best sounding and best performing hearing aid ever.



Via[™] AI

What superior quality sounds like

Thanks to innovative technology we call **Hearing Reality™**, Via AI is designed to be effective in the noisiest environments. In fact, a recent independent study gave Via AI hearing aids the top rating compared to other manufacturers' premium devices for reducing background noise in noisy listening environments.²

You'll be able to hear speech more comfortably, even in a busy restaurant or coffee shop, while unwanted noises will be suppressed.

Via AI hearing aids work seamlessly with accessories and your favourite digital devices to help you connect to your world, and to:

- Deliver superior sound quality, listening clarity, more natural hearing and effortless transitions
- Preserve peace and quiet while amplifying important sounds so you can better understand conversations
- Stream phone calls, music and messages directly from your smartphone to your hearing aids
- Offer remote programming so your hearing professional can make minor adjustments without an office visit

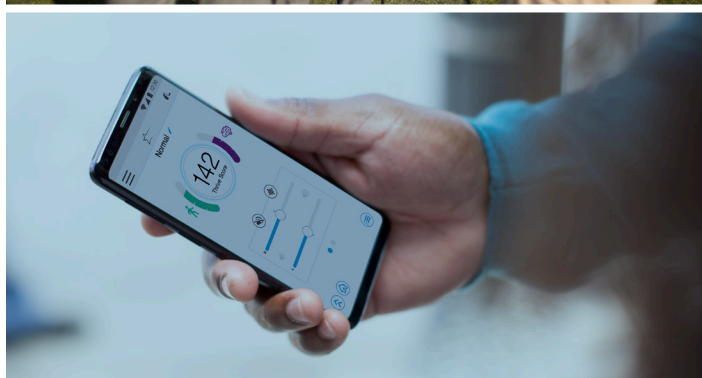


The connection between health and hearing

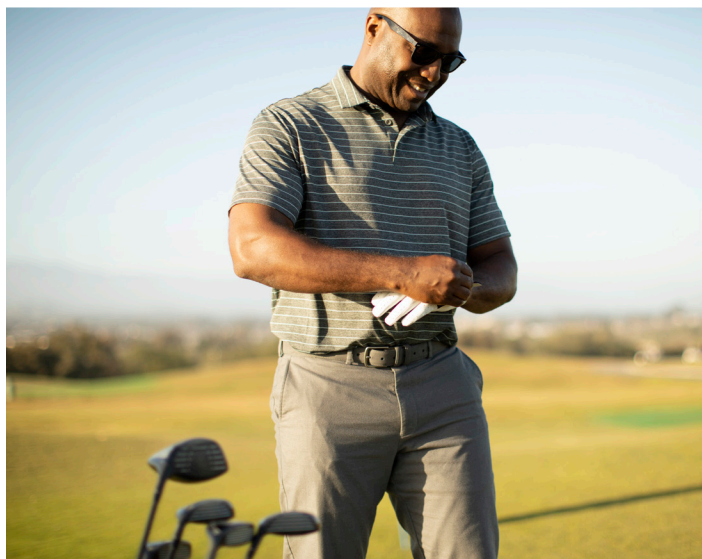
Hearing health is directly connected to overall health and well-being. That's been proven, and it means people who are able to hear can engage with the world around them and live better and healthier lives.

Ever-increasing evidence also shows treatment of hearing loss with hearing aids can improve or limit some serious health issues such as cognitive decline and dementia.³

Via AI lets people of all ages take a proactive approach to their overall wellness. Sensors inside the hearing aids detect movement, activities and different gestures. The hearing aids then communicate with each other, and with multiple accessories, to deliver meaningful benefits beyond traditional amplification.



You will not only hear better, but live better thanks to real-time feedback about your overall body and cognitive fitness.



Reimagining what a hearing aid can do

Via AI is unlike any other hearing aid. Using integrated sensors and artificial intelligence, Via AI enhances your listening experiences, proactively manages your health and provides access to information to simplify your life. Via AI connects to your Apple and Android devices via Bluetooth® technology and our easy-to-use Thrive™ Hearing Control app.



Hearing Performance

Our latest technology provides superior sound quality plus advanced features and capabilities to enhance your listening experience.



Superior Sound Quality

Advanced technologies work together to provide exceptional sound quality in any environment.



Rechargeable

The smallest Healthable™ rechargeable hearing aids available providing up to 24-hour, round-the-clock wear.



Streaming

Enhanced streaming performance lets you enjoy music or favourite TV shows like never before.



Phone Calls

Answer calls with the touch of a button and stream them to your hearing aids.*



Personalised Memories

Create multiple custom memories including geotagged memories like, “coffee shop.”

*Remote Microphone + is required for certain Android devices.

Hearing Performance

CONTINUED



Remote Control

Change volume and switch memories easily using a tool in the Thrive app.



Auto On/Off NEW

Automatically and conveniently save battery power when your hearing aids are not in use.



Adaptive Car Mode

Hearing aids automatically change to a setting designed to reduce the annoying sounds of driving.



Auto Experience Manager

Automatically adjusts hearing aid loudness over time to help you transition to new hearing aids more comfortably.



Personalised Control

Make personalised real-time adjustments to suit your preferences in different listening situations.

Healthable Technology

Via AI is the first hearing device to provide you with Healthable™ Technology to proactively manage your health.



Body Tracking

Tracks your daily steps, measures movement and monitors more vigorous physical activity.



Brain Tracking

Monitors the brain-health benefits of wearing hearing aids by tracking active listening.



Fall Detection and Alerts

Via AI hearing aids can detect when you fall and send alert messages to selected contacts.



Intelligent Assistant

Simplify your life with the convenience of Intelligent Assistant features.



Thrive Assistant[†]

Provides quick answers to questions like, “*how do I adjust volume?*” or “*what’s the weather?*”



Translate

Communicate with people who speak other languages via a translation tool in the Thrive app.



Transcribe

Conversations are transcribed into text that appears on your smartphone and can be saved or shared.



Self Check

Provides a quick, convenient way for you to analyze your hearing aid system’s performance.



Tap Control

Enables you to easily stop or start audio streaming by simply tapping your ear twice.



Siri Integration

You can have Siri read texts and emails directly to your Via AI hearing aids.*



Reminders NEW

Easily set up reminders for appointments, taking medications, prescription refills or other personal tasks.



Find My Hearing Aids

Helps you easily locate misplaced hearing aids by providing a location and a timestamp.



Hearing Care Anywhere™

Request hearing aid adjustments from your hearing professional so you don't need to make an office visit.

[†]Features may vary by country.

*Only available with Apple devices.



Via™ AI

Better hearing
means better
brain and
body health

Easily monitor your body and brain health with your smartphone and the full-featured Thrive Hearing Control app.

Compatible with both Android and Apple smartphones, the Thrive app provides you with a **Body Score**, a **Brain Score** and an overall score combining the two, called a **Thrive Wellness Score**.





Body Score

(100 points possible)

Walking at least 30 minutes a day can dramatically improve overall fitness and even reduce the risk of some serious medical conditions.

- Tracks your daily steps
- Monitors more vigorous activity
- Measures specific movement to encourage activity



Brain Score

(100 points possible)

Get the brain benefits of wearing hearing aids by tracking hours of daily use, social engagement and active listening.

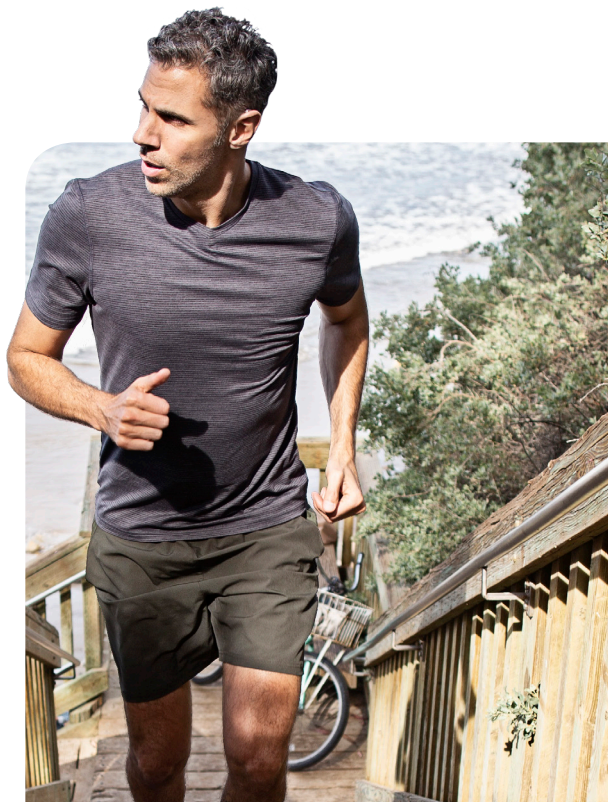
- Tracks how long you wear your hearing aids every day
- Measures time spent in conversation and audio streaming
- Monitors hearing aid usage in a variety of environments such as home, restaurant, outdoors or listening to music

Thrive Wellness Score

The combination of your body score and your brain score gives you a good indicator of your overall wellness.

200

points possible



Rechargeable hearing aids: smart, convenient, reliable

Via AI hearing aids are the only rechargeable hearing aids enhanced with integrated sensors, artificial intelligence and Healthable technology.

- Delivers up to 24* hours of superior hearing on one charge
- Holds enough charge to provide portable charging three times
- The only lithium-ion rechargeable Receiver-In-Canal hearing aids with telecoil, making them compatible with sound systems often found in places with lots of background noise, such as a church or lecture hall



Via AI rechargeable hearing aids are available only in the RIC R style and come with a charger (*shown here*).

A Mini Turbo Charger is also available for purchase (not pictured). Ask your hearing professional for more details.

Enjoy universal connectivity with wireless accessories

Our hearing aid accessories are powered with wireless connectivity to help you fully engage with the world around you.



TV

Stream audio from your TV or other electronic audio source directly to your Via AI hearing aids. It offers excellent sound quality, is easy to use and supports both analog and digital input sources.



REMOTE MICROPHONE +

Easily stream from a variety of audio sources. And thanks to Remote Microphone +, Via AI is the first hearing aid to feature Amazon Alexa connectivity.



MINI REMOTE MICROPHONE

Enjoy one-on-one conversations in noisy environments with our small, easy-to-use Mini Remote Microphone. Clip it onto the clothing of the person you're talking to, or use it as a TV streamer by placing it near the sound source.



REMOTE

Our remote includes updated features so you can control memory and volume, mute your hearing aids and turn other special features on and off.

What living better sounds like

To hear comfortably in challenging environments:

With Hearing Reality, Via AI is effective in even the noisiest environments, comfortable in loud settings, and quiet in quiet settings. And you'll also enjoy newly enhanced speech clarity.

To live a more active and healthy life:

Via AI is the first hearing aid ever to include integrated sensors so you can easily track your body and brain health activities.

The convenience of adjustments on the go:

You can easily adjust your Via AI hearing aids anytime, anywhere with the Thrive app.

A solution for single-sided hearing loss:

Enjoy great sound quality, clarity and consistency with new CROS technology that allows streaming between your hearing aids.

Better wireless streaming:

New technology provides consistent wireless performance through your smartphone or wireless accessories while streaming phone calls, TV, music and other media.

Hearing that happens intuitively:

Geotagged memories that automatically switch modes when the GPS feature in your smartphone detects you are in a tagged location. For example, a "home" memory activates when you arrive at home.



Hearing that's personalised for you:

Personalised Control in the Thrive app that lets you make adjustments to suit your preferences in different listening environments.

Music the way it was meant to be heard:

A whole new way to experience music - adjustable via the Thrive app. Now you can hear every note the way the artists intended – with pure, refined sound quality.



Customisable tinnitus relief:

Advanced Multiflex Tinnitus Technology, adjustable via the Thrive app, brings relief to those who suffer from ringing in the ears.

No buzzing or whistling:

Audibel's best-in-class feedback cancellation system provides feedback-free, comfortable listening all day long.

Durable, dependable hearing aids:

Surface™ NanoShield, our pioneering water, wax and moisture-repellent system, protects and ensures durability and dependability.



Choose your style

Pick your favourite colour in one of four popular styles.

Colours



Black



Slate



Sterling



Bright White with Sterling



Espresso



Champagne



Bronze



RIC R

Receiver-In-Canal Rechargeable



RIC 312

Receiver-In-Canal



micro RIC

micro Receiver-In-Canal



BTE 13

Behind-The-Ear

Changing lives through the gift of hearing

Our Founder and CEO, Bill Austin, has always held a strong belief that the gift of better hearing results in a fuller and richer life.

We prove our dedication to this philosophy daily, through our support of Starkey Hearing Foundation.

The gift of hearing opens up new worlds of opportunity. It connects individuals to life and helps them realise they can accomplish more than they ever thought possible. Starkey Hearing Foundation uses hearing as a vehicle to change lives around the world.



Spreading hope from ear to ear



100+ countries



More than 1 million hearing healthcare services provided to people in need worldwide



Countless lives changed

What continuous innovation sounds like

We don't do technology for technology's sake. From the technicians in our labs to the scientists, audiological researchers and every employee at every level, we continually seek ways to better understand the science of hearing loss and its impact on people's lives — so we can continually develop better technologies to improve it.



Hear better. Live better.

For Via AI, Via, Thrive and iOS/Android compatibility information, please visit audibel.com/thrive-hearing.

Use of the Made for Apple badge means that an accessory has been designed to connect specifically to the Apple product(s) identified in the badge, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards.

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SOURCES

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² FORCE Technology, Senselab. (2018, November). Benchmark evaluation of spatial noise management in hearing aids. FORCE Technology Venlighedsvej 4 2970 Hørsholm, Denmark.

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