

# A Consumer Electronics Approach to Hearing Enhancement

by

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Wear & Hear Line - Alango Technologies, Ltd.



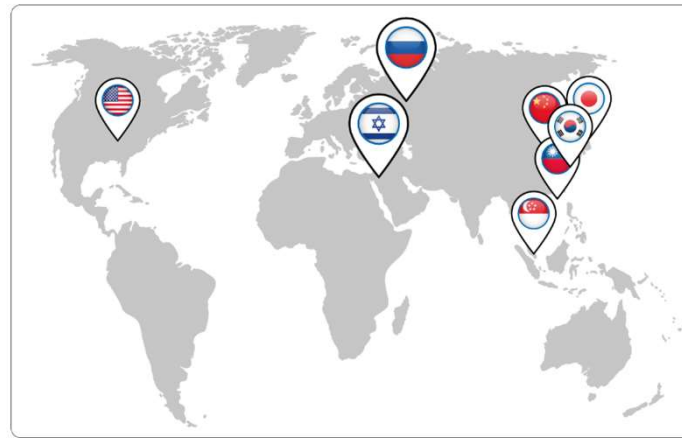
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# About Alango Technologies

DSP sound technologies for automotive, mobile, entertainment, wearable accessories, assistive listening

Since 2002



Powering >40M products

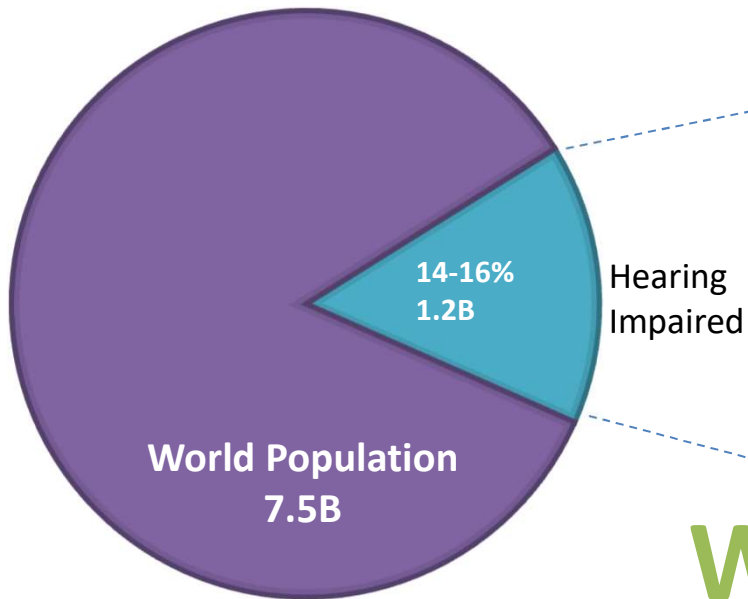
[www.alango.com](http://www.alango.com)

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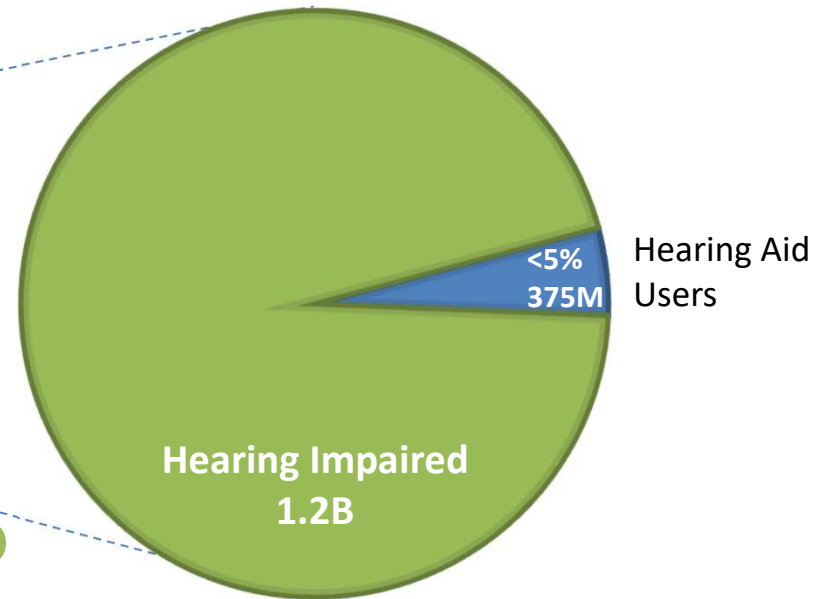
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# Worldwide Hearing Facts

14-16% OF WORLD POPULATION  
HAVE HEARING LOSS



<5% HEARING AID USE AMONG THE  
HEARING IMPAIRED



Why?

# Why is Hearing Aid Uptake So Low?

We believe there are 5 main reasons:

- Denial
- Stigma & Inconvenience
- Extremely High Cost
- Limited Functionality
- Unmet Expectations



# What Alternatives are Available?

- OTC - Hearing Aids sold “Over The Counter”
- PSAP - Personal Sound Amplification Products
- ALD - Assistive Listening Devices
- AHP - Assistive Hearing Products

# Simple, Immediate, Quality Hearing

BeHear is an Assistive Hearing Product that combines the functionality of a digital hearing aid, Bluetooth stereo headset and assistive listening device.

- It improves all-around, personalized hearing for high customer satisfaction
- It's an advanced Bluetooth stereo headset, so there is no hearing aid stigma
- It's sold as a consumer electronics item for less than \$250



## Neck Loop Form Factor: Houses High Quality Components

1. 2x2 low-noise microphones
2. 13mm HiFi speakers
3. Powerful 120MHz DSP
4. Long life battery
  - Hearing mode: 15+ hours
  - Talk: 10+ hours
  - Play: 8+ hours
  - Standby: 600 hours



*\* Specifications subject to change*

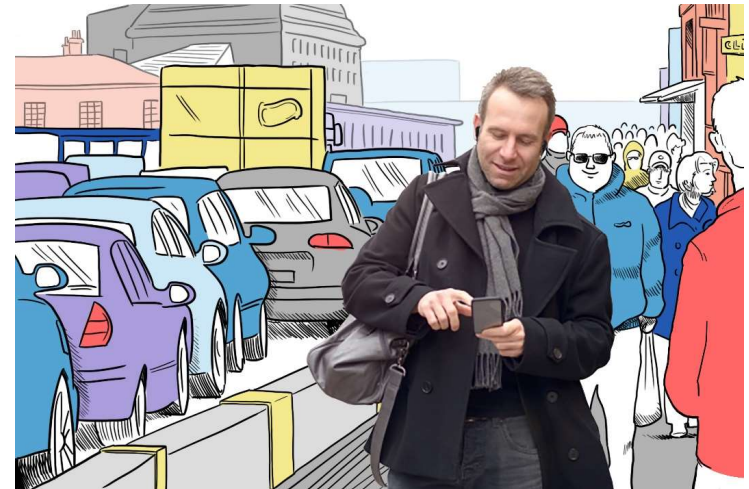
# BeHear Elevates Hearing Enjoyment and Comprehension





# Special Feature: ListenThrough™

- Full music/TV listening experience
- Transparency technology during audio playback
  - Passes through important ambient sounds
  - Plays down static background noises



# Special Feature: EasyListen™

- Dynamically slows down incoming speech
- Improves comprehension of:
  - fast talkers
  - foreign languages
  - recorded messages
- User-activated

Before



After



# Hearing Preferences Assessment

- User hearing is tested for two levels for each of six frequencies:



## Hearing Threshold

(sound becomes audible above this level)



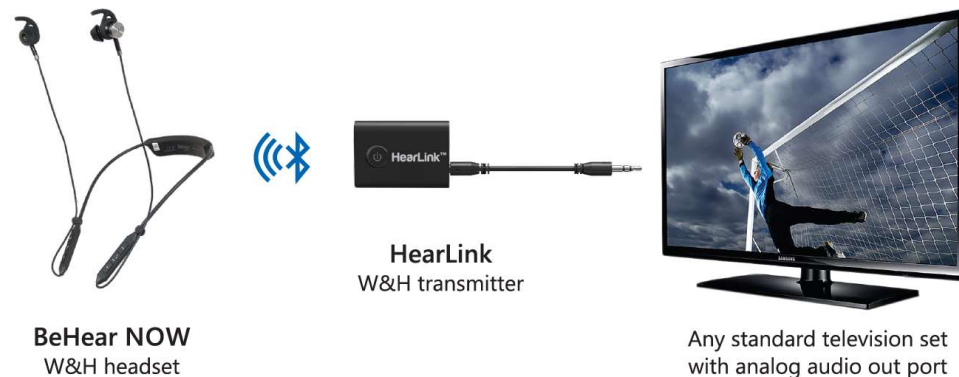
## Most Comfortable Level

(sound is most pleasant and clear around this level)



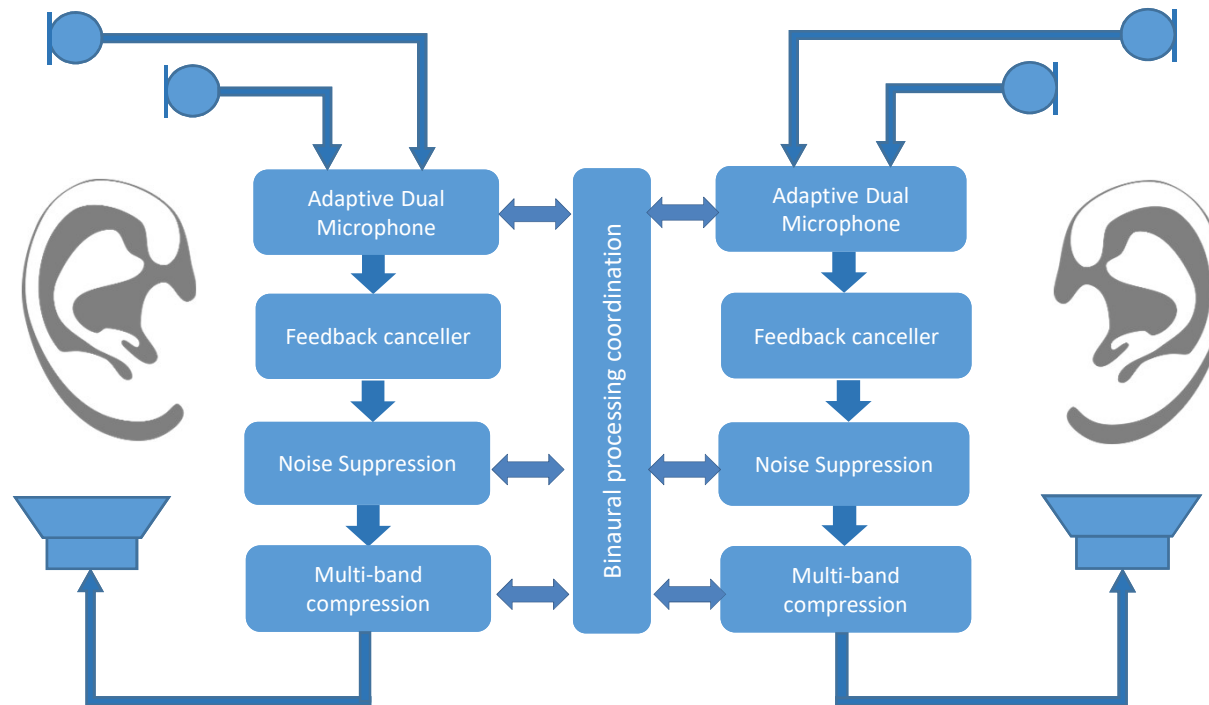
# Understand TV Dialogue Using Transmitter

- With HearLink™\*, TV audio is transmitted directly to BeHear device, blocking distracting background noise
- Sound is optimized for user's hearing profile
- Sound enhancement technology clarifies TV speech



*\* Sold separately*

# BeHear and Top Hearing Aids Use Similar DSP Technologies



# Worried About Your Income?

- Recent reports\* suggest OTC impact will be minimal
- Losses realized will be offset by growth in aging population
- Let's look at some new opportunities...



\*Bernstein, 2017

# Opportunity #1: Expand Offering

- Bluetooth headset (+ TV transmitter) as assistive hearing product (benefits other family members as well)
- Hearing services as differentiator to “off the shelf”
  - professional evaluation and device recommendation
  - instruction about usage
  - counseling regarding physical adaptation
  - personalization support
    - fine tuning, ear tip selection, ear molds, ...





# Opportunity #2: Broaden Client Base

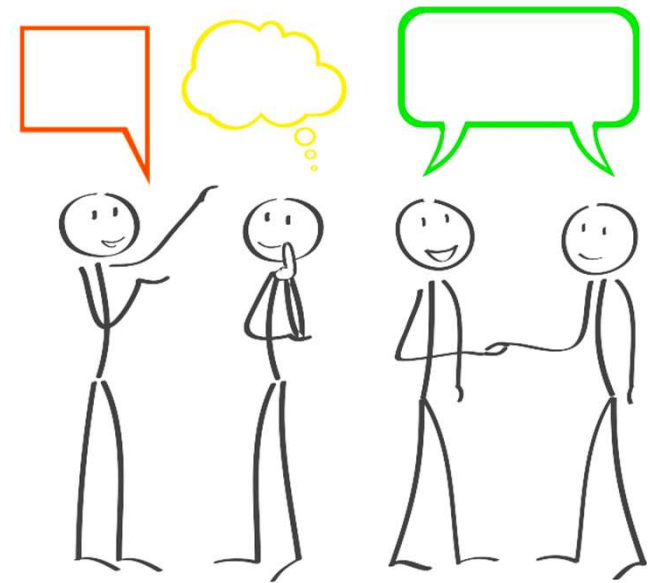
- Reach out to new clients
- Consider different age groups
- Address mild-to-moderate cases
- Establish a telepractice





# Opportunity #3: Join the Network

- Brainstorm with us...
- We can stress benefits of visiting a hearing professional
- We can refer customers to purchase support packages



# What's Next?

- Remote Microphone
- Applications addressing speech and hearing disorders
- Voice Control
- BeHear Active
- BeHear Business
- *You name it!*

# Questions?

Visit us at Booth #407

[www.WearAndHear.com](http://www.WearAndHear.com)

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