



The Freedom to Hear Better

Hearing Loss is a Major Worldwide Health Problem

World population: 7.7 billion



16%  **1.2 billion with hearing loss**

6%  **460 million with disabling hearing loss**

The Curse of Untreated Hearing Loss

☹ **Loneliness and Isolation**

- People communicate less when they can't understand conversation partner(s)
- Embarrassment about hearing inability leads to withdrawal from social activities

☹ **Frustration, Fatigue and Depression**

- Asking people to repeat themselves and attempts to understand are exhausting
- Seniors with untreated hearing loss are 30% more likely to suffer from depression

☹ **Cognitive Decline and Dementia**

- Withdrawing socially means less brain stimulation, leading to cognitive decline
- Even moderate untreated loss is associated with 3x higher risk of dementia

☹ **Learning Abilities and Work Productivity**

- Poorer comprehension leads to decreased learning skills acquisition
- Inability to participate fully at work results in bad performance, reduced income

Cost of untreated hearing loss to society: \$750 billion


The Failure of Hearing Aids

**Worldwide, less than 5% of those
who could benefit from them use Hearing Aids**



 **1.2 billion with
hearing loss**

 **460 million with
disabling hearing loss**

<5%  **<60 million
use hearing aids**

Why Aren't People Using Hearing Aids?

- **High cost** - \$2000-3000 per ear for basic models
- **Inconvenience** – requires repeat visits to hearing specialist
- **Social stigma** – people don't want to appear old or handicapped
- **Limited functionality** – mainly used for ambient hearing; not for phone calls, TV watching, or music listening





Alango's Vision

“The future of hearing health is based on consumer electronics: affordable, wearable audio devices combining personalized hearing amplification with all the bells and whistles of Bluetooth headsets and TWS earbuds. Bundled with smartphone applications, they will give users full control of their hearing, including automatic optimization of all sounds to specific hearing loss types.”

Alexander Goldin, Ph.D.
Founder & CEO – Alango Technologies, Ltd.



www.alango.com

About Alango

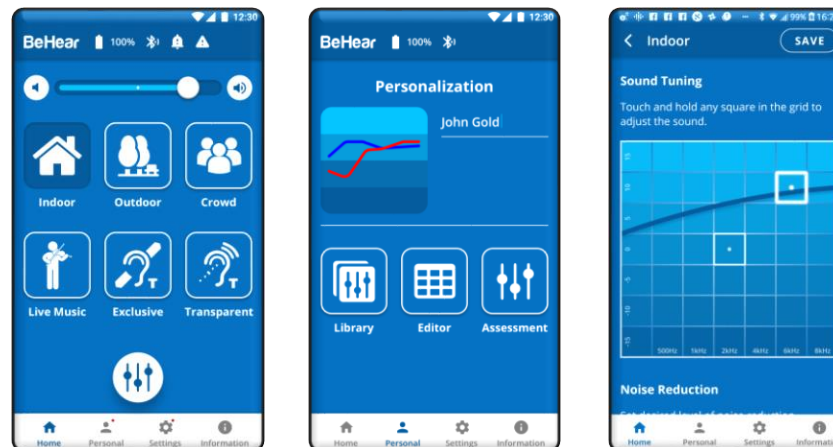
- Established in 2002
- Leading developer of DSP sound enhancement technologies for voice, audio and hearing enhancement
- Used in automotive, mobile, conferencing, and assistive listening products
- Over 60 million product licenses sold worldwide to date
- Headquarters in Haifa, Israel; additional R&D in St. Petersburg, Russia
- Representatives in the U.S., Europe, China, and Korea













1. 2x2 low-noise microphones
2. 2x telecoil receivers
3. 13mm HiFi speakers
4. Powerful 120MHz DSP
5. Large, rechargeable battery

Alango's Actions

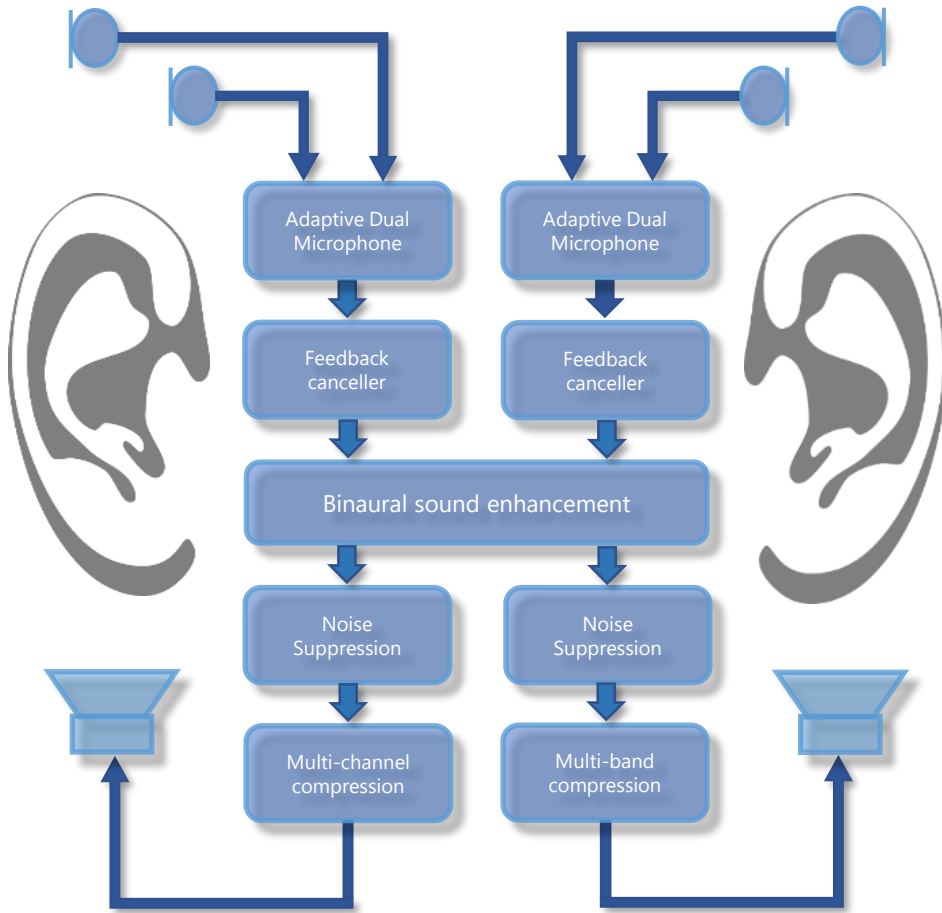
- Instead of developing another hearing aid, we added hearing aid functionality to a familiar and accepted consumer electronic device: **the Bluetooth headset**.
- The result: a **Personalizable Hearing Amplifier** that is stylish, multi-functional, self-tunable, and affordable.



Current Product Offering

| Product Name | Product Photo | Stage | Launch Date | MSRP | Customers |
|--|---|------------------|--------------|-------|---------------------------------------|
|  |  | Commercial sales | October 2018 | \$249 | Age 40+ |
|  |  | Commercial sales | January 2020 | \$349 | Age 70+ |
|  |  | Commercial sales | January 2020 | \$69 | All ages |
|  |  | Commercial sales | January 2021 | \$189 | All ages |
|  |  | Product launch | Q3 2021 | \$179 | Age 35+ (for the work environment) |

Hearing Enhancement Based on In-house DSP Technologies



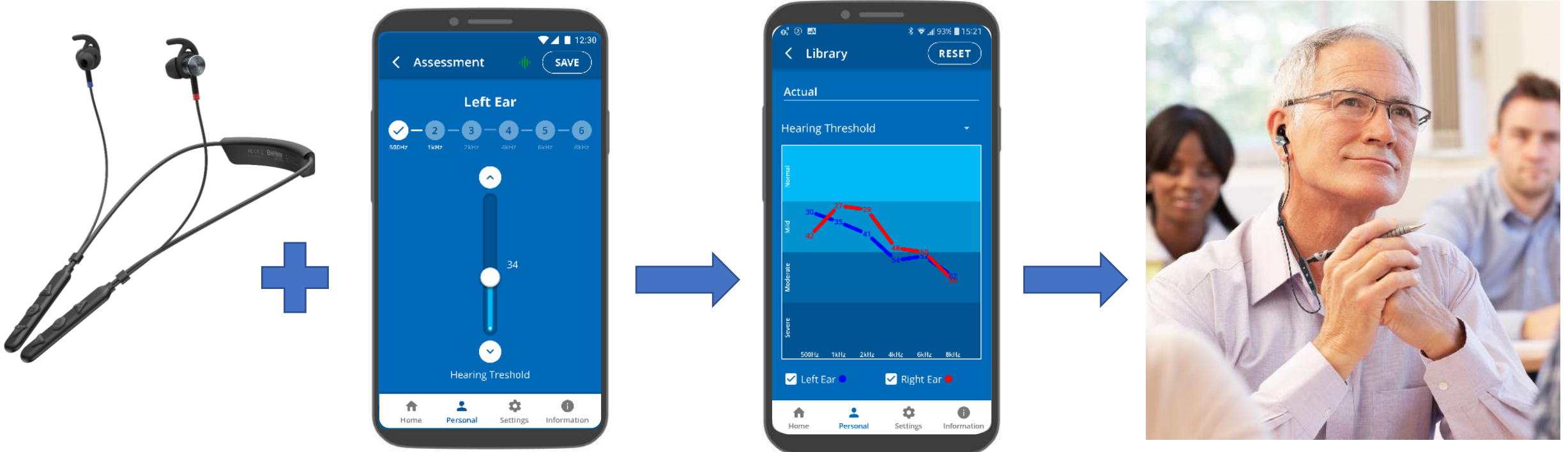
Everything you can find in the most expensive hearing aids:

- Adaptive, binaural beamforming
- Advanced feedback canceller
- Stationary, transient and wind noise suppression
- Multi-channel sound compression, tunable for specific hearing loss and environments
- ...and more...

Enables seamless implementation of on-going improvements as well as addition of new features in existing products

Personalized Hearing Amplification

- Headset pairs with free app for iOS / Android
- User performs hearing assessment
- Headset is updated to match user's hearing
- Sounds from all environments are enhanced as needed



BeHear Roadmap

- **SmartTalker™** – Hand-held Bluetooth-enabled sound amplifier with built-in directive microphone, noise reduction, and tone control for live conversations, mobile calls, and TV listening (used with or without hearing aids)
- **Remote Microphone** – Bluetooth-enabled low latency transmission of voice from a distant source (up to 30m) to a personalized BeHear headset
- **Tinnitus Masking** – Generation of user-configurable tinnitus masking sounds
- **True Wireless Hearing Enhancement** – hearing enhancement inside lightweight, highly fashionable, true wireless, “Air Pods-like” form factor
- **Solutions for Speech Pathologies** (such as stuttering, or Parkinson’s Disease-related)

Thank You

Sound Enhancement by Alango Technologies, Ltd.

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www.wearandhear.com

