At the close of the summer 2017, Starkey Hearing Technologies launched its new product family with iQ, along with the introduction of new product styles. The new iQ lines, built on the proven Synergy® platform with Acuity™ OS 2, allow patients to engage in life in a richer and more personal way.

**ACUITY IMMERSION**

At the forefront of Starkey research and development, and in collaboration with virtual reality researchers and developers, Acuity Immersion offers a unique advantage for Completely-In-Canal (CIC) and Invisible-In-Canal (IIC) hearing aids. With their microphones ideally situated for picking up sound after pinna shaping, these small styles provide the Acuity Immersion algorithm with important natural cues needed for spatial awareness. Acuity Immersion shifts these critical cues to a region that’s audible to the wearer without interfering with speech sounds. As the wearer adapts to these newly audible cues, their sense of presence and connection to their world is restored. (Muse iQ CIC and SoundLens Synergy iQ only.)

**ACUITY IMMERSION DIRECTIONALITY**

While superior directivity indices can be achieved with the wide microphone spacing of Receiver-In-Canal (RIC), Behind-The-Ear (BTE) hearing aids and larger custom styles, the location of the microphone means some loss of natural sound. Acuity Immersion Directionality restores the natural directivity pattern of the pinna in situations that do not require the signal-to-noise boost of full directionality. Now wearers of directional technology can benefit from a more natural spatial sound in most environments, and full directionality in more challenging noisy environments.

The enhanced iQ hearing aids give patients the ability to access cues and unlock their hearing potential in a completely new way. Acuity Immersion focuses on aspects of sound and hearing that contribute to the listener’s spatial experience — the perception of physical presence in the environment. The pinna, with its complex contours, makes a unique mark on every sound that enters the ear, and the brain uses that acoustic signature to generate the externalized perception of sound, or sense of presence. Other attributes of sound perception may include the size of the room, as well as a person’s sense of presence — the feeling of being immersed in or connected to their world. Architectural acoustics research demonstrates this unique sense of envelopment. For example, a well-designed concert hall allows a listener to be more immersed in sound and has been shown to greatly increase the emotional impact of the music.
**SPEECH INDICATORS FOR MEMORY**

**Speech Indicators for Memory** now allow patients to use memory names rather than numbers. It’s no surprise that patients have a hard time remembering the intended use for each of their multiple memory programs. Indicators are more enlightening when they call out environment names such as “Restaurant,” rather than the number of a hearing aid memory such as “Two.” For each memory programmed, an extensive list of descriptive words is available, allowing hearing professionals to choose the most meaningful indicators for their patients.

**SMART VC**

Previously, reserve gain could be limited when gain needed for a fitting was near the maximum in one hearing aid channel. **Smart VC** allows for the gain to go up in all the channels not already at maximum, giving the desired – and needed – increase in loudness. When the volume goes down, Smart VC sets everything back where it started. (Muse iQ and SoundLens Synergy iQ only.)

**TruLink® Remote** is Starkey’s latest wireless accessory, a second option for controlling Halo iQ devices. The TruLink Hearing Control app leads the way in optimizing hearing aid performance with flexible, intuitive and easy-to-use controls.

For those with Muse iQ and SoundLens Synergy iQ hearing aids, 900sync technology gives patients a quality, natural-sounding hearing experience while streaming. 900sync also boasts a better than 98 percent link availability.

**Acuity OS 2**, Starkey’s latest operating system, with Interactive Intelligence is five times faster than its predecessor — delivering at the speed of patients’ lives. Interactive Intelligence quickly and continuously adapts to changing environments when speech is present, allowing patients to effortlessly move from one lifescape to the next — without missing a word.

By providing better hearing, hearing aids also provide a better quality of life. That’s why Starkey Hearing Technologies continues to strive for the best technology possible – so professionals can serve their patients better than anyone else.