Everything you want and then some
Introducing X Series, Starkey’s broadest, most advanced family of digital hearing aids ever. New X Series features Voice iQ\(^2\), an update to our leading noise reduction and speech preservation system, and introduces Spectral iQ, a frequency lowering technology designed to help patients who truly need this intelligent option.

Add in new Xino\(^7\), our smallest Receiver-In-Canal (RIC) ever, and an array of innovations specifically designed to enhance product performance and the patient fitting process, and you’ll see why everything you and your patients could want is right here – from Starkey.

MARKS WHAT’S HOT

Want one comprehensive product line that has all the performance features, styles and options you and your patients want? You’ve come to the right spot.
With Starkey’s new X Series, you get all our new features and best innovation in every style or configuration your patients might need or want – from a custom-fit Invisible-In-The-Canal (IIC) to a new Power Plus BTE.

**New Xino** is our smallest, most discreet RIC ever made.

Invisible SoundLens™ has quickly become one of the industry’s most in-demand products.
Want something small that will deliver big benefits to your patients and practice? Then say hello to Xino, the smallest RIC we’ve ever designed. Xino might be tiny, but it packs a punch when it comes to performance, style and one-of-a-kind features found in a RIC with a 10A battery.

Call it cute at your own risk, new Xino:
- Is designed to be nearly invisible; one of Starkey’s ever-increasing options that is virtually unseen when worn by the patient
- Fits nearly all types of hearing loss, with receivers ranging from 40dB to 70dB Absolute Power (AP) receivers
- Is the only 10A RIC with a configurable user control (volume or memory), telecoil and locking battery door
- Includes all of Starkey’s leading – and new – performance features
- Features HydraShield®, our proprietary nano-coating technology designed to repel wax, oils and moisture
- Builds off Starkey’s award-winning design language that has earned multiple design, medical and consumer electronics honors

Xino is the only 10A RIC with a configurable user control, telecoil and locking battery door. (shown with Absolute Power receiver)
FLEXIBILITY & PERFORMANCE

Possibly the most flexible, high-performance hearing aid ever designed, our new RIC 13 lets you fit more patients than ever before – all inside a style much smaller than a RIC 312.

X Series features Starkey’s most comprehensive offering of RIC styles, including a RIC 312 and our new RIC 13.
- Lets you fit all types of hearing loss, with receivers ranging from 40dB to Absolute Power receivers of 70dB
- Delivers the battery life of a standard 13 product in a case significantly smaller than our 312 RIC
- Features a configurable user control for either volume or memory
- Includes a telecoil, locking battery door and is DAI capable
- Includes HydraShield
- Builds off the award-winning design language that has earned several industry honors

Available in colors designed to blend in – or stand out.
Both custom-fit and invisible* – two areas Starkey is renowned for – SoundLens has quickly become one of the industry’s most in-demand products.

- Features Voice iQ², our leading noise reduction and speech preservation system
- Provides unmatched custom comfort for a wide variety of patients, thanks to our renowned Comfort Fit process
- High fit rate means you can fit more patients with a custom, invisible solution

The verdict is in – invisible hearing aids attract new patients. And while many manufacturers are just starting to follow the trend, Starkey has been out front from the beginning with SoundLens, the world’s first custom, invisible*, digital and fully programmable hearing aid.

*Individual results may vary. Invisibility may vary based on your ear’s anatomy.
With Voice iQ, our leading noise reduction and speech preservation system, Starkey tackled the biggest frustration of wearers – hearing in noise. Now we’ve nearly doubled the noise reduction capability while still maintaining speech, with Voice iQ2 our update to this proven and popular system.

Designed to help patients focus on the sounds they want to hear by reducing the sounds they don’t, Voice iQ2:

- Instantly applies variable noise adaptation in all 16 channels between pauses in each syllable
- Provides up to 20dB of noise reduction
- Has been proven to reduce listening effort and cognitive fatigue when used in tandem with inVision Directionality*

Available in all X Series hearing aids, Spectral iQ:

- Does not limit high-frequency bandwidth like competing technologies
- Allows X Series to maintain important frequency relationships, retaining the sound quality that comes from harmonic distribution, while providing audibility for high-frequency speech cues for patients that may have previously been considered unaidable
- Is better able to identify speech sounds with high-frequency components such as “s” while not affecting other already audible speech sounds
- Can make high-frequency speech cues audible in the presence of dead regions by moving the information vs. overamplifying the high frequencies, while simultaneously limiting the amount of distortion

Spectral iQ, our new frequency lowering technology, is a smart solution for patients who have steeply sloping, high-frequency hearing loss. It is designed to enhance real-time audibility by intelligently identifying high-frequency speech cues – then replicating them in lower frequencies.

Percent correct identification of word final fricatives /s/ or /z/, as a function of Spectral iQ settings on the S-test (Robinson, Baer, and Moore, 2007).* Patients performed significantly better with Spectral iQ on at their preferred setting than with Spectral iQ off ($p<0.001$). Moving from their preferred setting to the maximum setting again showed significant improvements in word final consonant identification ($p<0.05$).

Data is from a 2011 Starkey Clinical Trial.

While new Xino, Voice iQ² and Spectral iQ embody the continuous innovation that Starkey is committed to bringing you and your patients, there’s plenty more inside every X Series hearing aid that makes it fit so effortlessly, perform so powerfully, and sound so exceptional.
**Self Learning**

Gradually and automatically learns patient volume control preferences in each active memory.

- Helps reduce the number of manual volume control adjustments the patient needs to make
- Designed to ease patient transition to new technology

**Swap Fit**

Fitting function that allows you to transfer patient settings from their current Starkey product to a new Starkey product.

- Enables more time for fine-tuning and counseling
- Helps provide familiar sound quality characteristics if desired by patients

**Sound Enhancements**

We’ve updated our signal processing architecture to improve overall sound quality and efficiency.

- **New vent modeling** – allows for greater precision during fitting and more accuracy during first fits
- **Automatic vent detection** – improves response simulation by automatically measuring vent size and correcting the value
- **Improved compression** – delivers more comfortable, audible sound by enhancing the responsiveness to varying signal inputs
- **Updated eSTAT targets** – designed to increase patient satisfaction during first fitting and minimize fine-tuning

**On-Demand Options**

Our proven on-demand options have helped thousands of practices deliver care more efficiently and improve the overall patient experience.

- **T² On Demand** – enables you to unlock your patient’s hearing aid and make common, standard adjustments remotely via touch-tone phone – to save time and enhance patient convenience
- **Audiology On Demand™** – this popular feature in our Inspire® software gives you immediate access to a hearing care professional who can remotely operate your fitting computer and provide real-time assistance during difficult fittings
- **Applications** – from hearing loss simulators to hearing aid fitting tools, our innovative suite of iPhone®, iPad® and iPod® Touch apps gives you and your patients immediate access to today’s latest hearing resources

**PureWave Feedback Eliminator**

Continues to make feedback a thing of the past, with up to 28dB of added stable gain*.

**Live Real Ear Measurement**

Integrated into every hearing aid, it helps you verify the audibility and provide a prescriptively appropriate fitting.

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*Hearing Review, October 2010
We added advanced oleophobic properties to our HydraShield nano-coating to better protect X Series hearing aids from earwax and other oily substances. The result is HydraShield², a new oleophobic nano-coating that makes X Series more reliable and durable than ever before.

The combined oleophobic and hydrophobic capabilities of HydraShield² ensure X Series is virtually impervious to everyday moisture.

- New oleophobic nano-coating is proven effective against wax and oils
- Protects transducers, batteries and circuits from moisture and corrosion
- Designed to reduce office visits for wax-related repairs
- Helps improve patient satisfaction
- Double-wall, unibody construction keeps moisture away from sensitive electronics
No matter what you need. No matter what patients want. If you're looking for the best, there's only one place to start – Starkey.

**TOMORROW’S BEST-SELLING HEARING AIDS**

**STARKEY’S X SERIES™ 110 VIBRANT**

Designed for vibrant lifestyles, includes 16 channels and 16 bands for optimal high-resolution sound imaging, providing excellent performance in a broad range of demanding listening environments that include levels of background noise.

- PureWave Feedback Eliminator – leading technology that helps maintain hearing aid performance in challenging noise environments.
- Spectral IQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- InVision Directionality – designed to better perform in highly complex environments with background noise.
- Live RealEar Measurement measures the hearing aid output in your patient’s ear, ensuring an accurate fit to prescriptive targets.
- Live Speech Mapping verifies hearing aid’s processing of speech, or any live acoustic input, in real time.
- Intuitive Features include T2, Music Processing, Voice Indicators, Automatic Telephone Solutions and Television Processing.

**STARKEY’S X SERIES™ 90 ACTIVE**

Designed for active lifestyles, includes 12 channels and 12 bands for high-resolution sound imaging, providing excellent performance in a broad range of demanding listening environments that include moderate levels of background noise.

- PureWave Feedback Eliminator – leading technology that ensures wide fitting ranges and a fast response to more complex feedback.
- Advanced Voice iQ™ utilizes 12-channel high-resolution for successful performance in noise, including up to 4dB of noise reduction.
- Spectral IQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- InVision Directionality – designed to better perform in highly complex environments with background noise.
- Live RealEar Measurement measures the hearing aid output in your patient’s ear, ensuring an accurate fit to prescriptive targets.
- Live Speech Mapping verifies hearing aid’s processing of speech, or any live acoustic input, in real time.
- Intuitive Features include T2, Automatic Telephone Solutions and Television Processing.

**STARKEY’S X SERIES™ 70 SOCIAL**

Designed for social lifestyles, includes 8 channels and 8 bands for precise sound imaging, providing good performance in environments with minimal to moderate levels of background noise.

- PureWave Feedback Eliminator – leading technology that ensures wide fitting ranges and a fast response to more complex feedback.
- Select Voice iQ™ utilizes 8-channel high-resolution for successful performance in noise.
- Spectral IQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- InVision Directionality – designed to better perform in highly complex environments with background noise.
- Live RealEar Measurement measures the hearing aid output in your patient’s ear.
- Live Speech Mapping verifies hearing aid’s processing of speech, or any live acoustic input, in real time.
- Intuitive Features include T2, Automatic Telephone Solutions and Television Processing.

No matter what you need. No matter what patients want. If you’re looking for the best, there’s only one place to start – Starkey.