Better hearing health and wellness made possible
At Starkey Hearing Technologies, we believe that to hear better, is to live better. Starkey Hearing Technologies has always focused on hearing aid products and features that provide a true benefit to patients. We never introduce technology without supporting evidence of performance. This strategy has always resulted in industry-leading patient satisfaction.

When a patient makes the decision to wear a hearing aid, they begin a journey to overall health that starts with auditory wellness and ends with a richer, more complete life. At Starkey Hearing Technologies, we believe that to hear better, is to live better.

That’s why we’ve relentlessly pursued the latest in hearing technologies to create Z Series™ our newest full family of wireless products featuring next generation 900 MHz technology – 900sync – leading the way in performance, comfort, personalization and connectivity.
Overall health can be directly linked to hearing health – and better hearing can only be accomplished when patients wear their hearing aids. Z Series was designed from the beginning with personalization and comfort in mind – the result is a hearing aid that patients will want to wear.

Your patients’ health begins with better hearing

- **Hearing Aids Can Reduce the Effects of Dementia & Alzheimer’s**
- **1 in 5 People Have Hearing Loss, 80% Do Nothing About It.**
- **18-69 Year Olds With Hearing Impairment Have Significantly Higher Incidences of Moderate-to-Severe Depression**
- **Hearing Loss is Twice as Common in People With Diabetes Compared to Those Without.**
- **Hearing Loss is the Third Most Common Physical Condition After Arthritis and Heart Disease.**
- **Over 5 Percent of the World’s Population – 360 Million People – Has Disabling Hearing Loss.**
- **Over 5% Higher Body Mass Index (BMI) and Larger Waist Circumference Are Associated With Increased Risk of Hearing Loss in Women.**
- **Higher Blood Pressure and Hearing Loss.**
- **Several Studies Point to a Significant Correlation Between Hearing Loss and Loss of Cognitive Functions.**
- **Maintaining Healthy Weight & Staying Physically Active May Help Reduce the Risk of Hearing Loss.**
- **Current Smokers Have a 70% Higher Risk of Having Hearing Loss Than Nonsmokers.**
- **Hearing Loss is the Third Most Common Physical Condition After Arthritis and Heart Disease.**
- **18-69 Year Olds With Hearing Impairment Have Significantly Higher Incidences of Moderate-to-Severe Depression**
The foundation of **Z Series** is **BluWave® 4.0** – our benchmark operating system. This evidence-based, patient-focused operating system’s signal processing power enables us to continually optimize audibility, intelligibility, comfort and sound quality. The result is **Starkey Superior Sound™**. BluWave 4.0’s open architecture allows us to update and add features as patients demonstrate a need.

**A Breakthrough Operating System Makes it all Possible**

Our advances in our open architecture operating system make it possible for Starkey to constantly optimize the hearing experience for the individual, delivering Starkey Superior Sound.
Stream and Connect in the Most Challenging Environments

Today’s wireless environment is getting more crowded every day. New devices and standards are constantly appearing, not to mention the increase in overall noise in the world. This challenging landscape requires a powerful solution, so we created **900sync Technology**—our new, robust wireless system that is virtually drop free within normal user range. It boasts a better than 98 percent link availability and has achieved an increase in streaming range, nearly doubling range over our previous generation wireless. It’s wireless designed for today.

**900sync Technology** is at the heart of Z Series, providing consistent performance in even the most challenging environments. All this is accomplished with a new low energy radio, the first of its kind in the industry.

900sync Technology introduces these new innovations:

- **Focal Point Transmit Power** provides enhanced radio sensitivity for increased streaming range. That’s more power to transmit with less noise.
- **Error Handling Logic** means hearing aids are less susceptible to internal and external interference.
- **Preamble Detect**, our new dynamic receiver algorithm, provides an interruption-free connection and improved wireless link.
- **Improved link recovery algorithms**

By taking into account head and body movements and various placements of **SurfLink®** accessories, **Spatial Streaming** provides your patients with the best wireless performance in all possible settings.

With **Stream Boost**, you can provide patients with an automatic setting that boosts the incoming media stream for enhanced audio performance.

This powerful combination of 900sync Technology, Spatial Streaming and Stream Boost is designed so patients get a quality, natural sounding hearing experience all accomplished with no intermediary device.

Your patients can stream TV, public speakers or phone calls and you’ll experience easier and convenient programming.
Z Series offers features your patients will value as they participate in an active lifestyle. Whether at work or play, being able to live life to the fullest and hear every moment contributes to one’s self worth and ultimately to overall health.

Patients will experience improved coordination between ears and a more natural 3D-like sound with our enhanced Binaural Spatial Mapping system. With 900sync Technology’s consistent performance, Starkey’s Binaural Spatial Mapping system intelligently optimizes signal-to-noise settings based on estimates from both ears. The result – reduced listening fatigue.*

Consistent Sound Provides a More Natural Listening Experience

Binaural Spatial Mapping’s collaborative decision making allows speech audibility to be preserved, while simultaneously maintaining loudness comfort. This yields demonstrated, real-world benefits to patients.

Parties, concerts, restaurants, reunions and sporting events are all places patients with hearing loss avoid or find difficult. Z Series tackles hearing in the most challenging and noisiest environments by addressing noise and prioritizing speech, making conversations a more pleasant experience.

**HEAR BETTER**

**SOCIALIZE BETTER**

Audibility in all Situations.

Sounds come at a listener from all directions, requiring an intelligent and personalized system. **Acuity Directionality**, our new solution to directionality, is designed to improve speech protection in difficult listening situations. It’s continuously adaptive in all channels and utilizes independent null steering directing the polar pattern null towards the noise, preserving speech. Conversations are prioritized with up to 6dB of speech enhancement thanks to Starkey’s proprietary **Speech ID** detecting speech even when it occurs behind the patient. Acuity Directionality is a binaural system, coordinating ear-to-ear to ensure optimal performance and switching by measuring the true noise level instead of the average noise level. Additionally, the system utilizes Micro-Electronic Mechanical Systems (MEMs) no-drift microphones (the same as in today’s iPhone®) making it a robust system over time. The result is a consistent, high-fidelity sound that helps patients listen to speech and participate in conversations in even the noisiest environments.

Our continuously adaptive **Acuity Directionality** is designed to improve speech protection in difficult listening situations. With **Speech ID**, speech is enhanced even when it is detected behind the patient.
Adding Subtlety to Sound
ISO-Clear Compression

With Starkey’s new ISO-Clear Compression, utilizing the widest working dynamic range in the industry, distortion-free listening is an achievable experience. Based on how the human ear processes sound, ISO-C Compression provides listening comfort for loud sounds while ensuring ultimate clarity for soft sounds.

It delivers this more personalized listening experience by:

- Making soft speech sounds audible without affecting the compression characteristics applied to louder inputs
- Discreetly managing loud sounds while maintaining quality of lower-level sounds

HEARING LOSS may help reduce the risk of...And so much more

TREATMENT MAKES A DIFFERENCE:
Hearing loss treatment is shown to improve:

- Earning power
- Ease in communication
- Physical health
- Emotional stability

ENJOY BETTER
HEAR BETTER

Maintaining healthy weight and staying physically active may help reduce the risk of...
An estimated 299 million men and 239 million women globally have moderate-to-severe hearing loss.

Uncorrected hearing loss gives rise to poorer quality of life, isolation and reduced social activity, leading to an increased prevalence of depression.

**Carefree Connectivity**

Continues with the Best Options

SurfLink Mobile 2 provides doubled battery life over our first generation SurfLink Mobile. Our popular SurfLink Mobile has been enhanced to provide a better patient experience. SurfLink Mobile 2 is a cell phone transmitter, assistive listening device, media streamer and hearing aid remote all rolled into one. Offering an updated user interface and controls, it also features doubled battery life over our first generation SurfLink Mobile. SurfLink Mobile 2 with Z Series is the only wireless system to offer JustTalk™, enabling hands-free cell phone conversations by turning Z Series hearing aids into the microphone and receiver.

SurfLink Mobile 2, SurfLink Media and SurfLink Remote offer patients carefree connectivity and control with no intermediary or worn device.

In its revolutionary JustTalk mode, SurfLink Mobile makes talking on the phone easier than ever. The user's hearing aids can act as both microphone and receiver via two-way streaming.
Auto Experience Manager
Easier, customizable patient transitions

Starkey’s new Auto Experience Manager provides gradual increased gain settings over a period of time to help first-time hearing aid patients transition to their new hearing aids. It’s completely customizable to ensure the best patient experience and is designed to adapt along with the patient’s brain to learn new sounds. With Auto Experience Manager there is no longer a tradeoff between comfort and audibility – both can be achieved over time for your patients.

PureWave Feedback Eliminator
Personalized feedback elimination in all environments

Starkey’s best-in-class feedback cancellation system, PureWave Feedback Eliminator has the ability to manipulate how aggressive it performs, so feedback elimination can be personalized to the specific product and patient. It’s designed to identify, classify and eliminate annoying whistling and buzzing in all environments, so your patients experience feedback-free listening from crowded cafes to serene parks.

Faster Acceptance
Better Patient Outcome

Say Farewell
to Feedback

Designed to adapt along with the patient’s brain to learn new sounds

Z Series was designed from the beginning with personalization and comfort in mind, so they would be hearing aids that patients will want to wear.
MultiFlex Tinnitus Technology
Easy programming for the best comfort and control

Multiflex Tinnitus Technology is now available on the micro RIC 312 product. The result is a wireless binaural system with synchronized user controls, providing the best comfort and control for tinnitus relief.

Tinnitus affects 1 in 5 people. Tinnitus can be caused by hearing loss, an ear injury or a circulatory system disorder.

Spectral iQ
The industry’s smartest way to help with audibility in high frequencies

Engineered to enhance real-time audibility by identifying high-frequency speech cues and replicating them in lower frequencies, Spectral iQ is unlike other technologies that apply frequency compression broadly. Z Series maintains these frequency relationships retaining sound quality that comes from harmonic distribution while providing clarity for high-frequency speech.

90% of Tinnitus cases occur with hearing loss

Enjoy every conversation
Help patients enjoy conversations, even in high frequencies

Smoking significantly increases high-frequency hearing loss.
Connectivity for Today

A powerful combination of 900sync Technology, Spatial Streaming and Stream Boost is designed so patients get a quality, natural sounding hearing experience all accomplished with no intermediary device. Spatial Streaming provides your patients with the best wireless performance in all possible settings while Stream Boost provides patients with an automatic setting that boosts the incoming media stream for enhanced audio performance.

A More Natural Listening Experience

Starkey’s Binaural Spatial Mapping delivers maximum listening comfort for louder sounds while providing a more natural, overall sound. It accomplishes this by intelligently optimizing signal-to-noise settings based on estimates from both ears reducing listening fatigue.

Effortless connections With streaming media and accessories

SurLink Mobile 2, SurLink Media and SurLink Remote offer patients carefree connectivity and control with no intermediary or worn device. SurLink Mobile 2 provides doubled battery life over our first generation SurLink Mobile.

Say Farewell to Feedback

Starkey’s best-in-class feedback cancellation system, PureWave Feedback Eliminator has the ability to manipulate how aggressive it performs, so feedback elimination can be personalized to the specific product and patient. It’s designed to identify, classify and eliminate annoying whistling and buzzing in all environments, so your patients experience feedback-free listening from crowded cafes to serene parks.

Customizable Tinnitus Relief

MultiFlex Tinnitus Technology is now available on the micro RIC 312 product with the release of Z Series. With Z Series, MultiFlex Tinnitus Technology is a wireless binaural system with synchronized user controls, providing the best comfort and control.

Laughs at Water and Wax

Our ISO-Clear Compression delivers a more personalized listening experience by making soft speech sounds audible without affecting louder inputs. Loud sounds are discreetly managed while maintaining the quality of lower-level sounds.

Distortion-Free Comfort in Loud Situations

Engineered to enhance real-time audibility by identifying high-frequency speech cues and replicating them in lower-frequencies, Spectral IQ is unlike other technologies that apply frequency compression broadly. Z Series maintains these frequency relationships retaining sound quality while providing clarity for high-frequency speech.

Join the Crowd With Active Noise Reduction

Say Farewell to Feedback

Starkey’s best-in-class feedback cancellation system, PureWave Feedback Eliminator has the ability to manipulate how aggressive it performs, so feedback elimination can be personalized to the specific product and patient. It’s designed to identify, classify and eliminate annoying whistling and buzzing in all environments, so your patients experience feedback-free listening from crowded cafes to serene parks.

Superior Audibility in Noisy Environments

Thanks to Acuity Directionality, our new solution to directivity, speech protection is improved in difficult-listening situations. Starkey’s proprietary Speech IQ detects speech even when it occurs behind the patient. The combination of these two innovative technologies results in consistent, high-fidelity sound that helps patients listen and speak and participate in conversations in even the noisiest environments.

Z Series Offers a Solution for Every Patient

Available in a full range of products, Z Series truly provides a solution for every patient. In addition to our standard RIC and BTE products, expertly designed with the patient in mind, Z Series also includes a full range of small and cosmetic custom products from the world leader in custom fittings.

Enjoy Every Conversation

Engineered to enhance real-time audibility by identifying high-frequency speech cues and replicating them in lower-frequencies, Spectral IQ is unlike other technologies that apply frequency compression broadly. Z Series maintains these frequency relationships retaining sound quality while providing clarity for high-frequency speech.

Join the Crowd With Active Noise Reduction

Make Constant Control Adjustments a Thing of the Past

Self Learning allows Z Series to gradually and automatically learn the patient’s personal volume preferences in each active memory. This feature reduces the number of control adjustments the patient needs to make.

Upgrade Media Quick and Easy

The Swap Fit function lets you transfer the patient’s settings from their current Starkey product to a new one, giving you more time for counseling and fine tuning.

Upgrades Made Quick and Easy

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Available in a full range of products, Z Series truly provides a solution for every patient. In addition to our standard RIC and BTE products, expertly designed with the patient in mind, Z Series also includes a full range of small and cosmetic custom products from the world leader in custom fittings.
When it comes to solutions, Z Series gives you the most options.

Our founder and CEO, Bill Austin, has always held a strong belief that the gift of better hearing results in a fuller and better life. That vision is what still drives us. For more than 50 years, Starkey Hearing Technologies has been helping people hear better and live better — and so have the people who wear our hearing aids. We prove our dedication to this philosophy daily, through our support of Starkey Hearing Foundation.

Starkey Hearing Foundation travels the globe delivering the gift of hearing to thousands of people each year who would otherwise live in the isolation of a silent world. Starkey Hearing Foundation has provided more than 1 million hearing aids to people in need worldwide.

The Foundation uses hearing as a vehicle to change lives around the world.

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

Hear Better. Live Better.

100+ COUNTRIES
MORE THAN 1 MILLION PEOPLE IN NEED SERVED
COUNTLESS LIVES CHANGED
Help Your Patients HEAR BETTER & LIVE BETTER

Hearing aids can’t help if they’re not worn. That’s why, together with a number of significant upgrades and additional features, Z Series will deliver benefits your patients will notice like performance, personalization and connectivity.
## HEAR BETTER
**CHOOSE BETTER**

<table>
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<tr>
<th>VIBRANT i110</th>
<th>ACTIVE i90</th>
<th>SOCIAL i70</th>
<th>CALM i30</th>
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**Noise Reduction Strength**

- Minimum
- Maximum

**Directionality**

- Dynamic
- Spanish

**Voice IQ²**

- User Experience Manager
- MultiFit Techbix Technology

**Spectral iQ**

- User Experience Manager
- MultiFit Techbix Technology

**SoundPoint**

- User Experience Manager
- MultiFit Techbix Technology

**Self Learning**

- User Experience Manager
- MultiFit Techbix Technology

**Swap Fit**

- User Experience Manager
- MultiFit Techbix Technology

**Surpex Techbix Technology**

- User Experience Manager
- MultiFit Techbix Technology

**Upstream Techbix Technology**

- User Experience Manager
- MultiFit Techbix Technology

**MultiFit Techbix Technology**

- User Experience Manager
- MultiFit Techbix Technology

**Binaural**

- User Experience Manager
- MultiFit Techbix Technology

**Purewave Feedback**

- User Experience Manager
- MultiFit Techbix Technology

**Surpex Techbix Technology**

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- MultiFit Techbix Technology

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