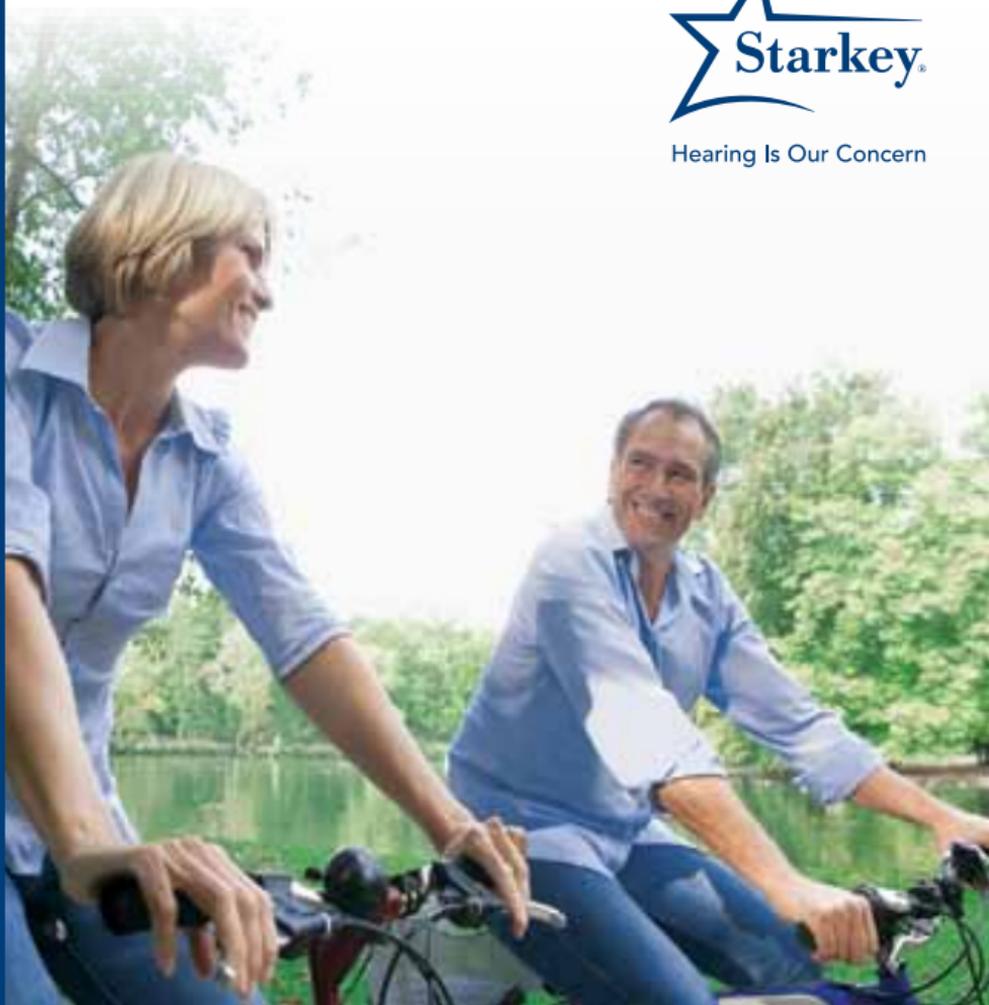


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S Series iQ Family of Products



Hearing Is Our Concern



# S Series iQ – The smartest, most advanced hearing aids available.

Welcome to S Series – the world's top-selling line of hearing aids. Featuring Drive Architecture,<sup>™</sup> Starkey's state-of-the-art, integrated circuit platform. S Series has made unprecedented leaps in technology enhancements – particularly in the areas you care about most.



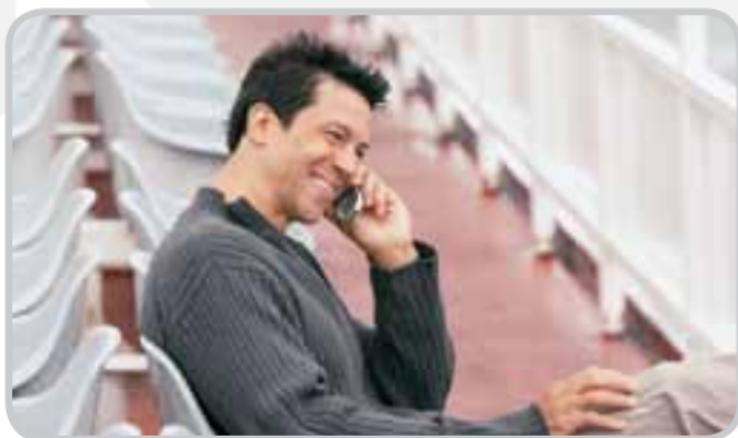
Starkey was the first hearing aid manufacturer to virtually eliminate feedback. And now, with the introduction of S Series iQ, we've designed a solution to address the biggest problem hearing aid wearers have had to date — hearing comfortably in noise.

We also offer the first and only custom-fit invisible-in-the-canal hearing aid. Called OtoLens™, it is completely invisible, and, like all S Series instruments, totally designed to fit your lifestyle.

Whether you've been waiting for a hearing aid that significantly reduces listening effort, an option that's completely invisible, or simply one that delivers more performance, comfort and personalization than ever before, your wait is over.



# S Series iQ hearing aids – engineered to deliver maximum





### **Performance –**

3x more powerful with multi-core processing for virtually no whistling, better hearing in noise and telephone compatibility.



### **Comfort –**

Comfortable, high-resolution sound with smoother, seamless transitions between quiet and loud environments. Automatically adapts to the environment you're in.



### **Personalization –**

Our individualized hearing and lifestyle assessment ensures your hearing aids match your exact hearing loss and listening needs.

***Experience S Series iQ for yourself today.***

# S Series iQ – industry-leading features.

## Hear conversations, not commotion.

Starkey's proprietary noise reduction and speech preservation system, Voice iQ, is designed to significantly reduce listening effort.\* So fast and smart, it can reduce noise between syllables and ensure you experience maximum comfort and the clearest speech possible even in the noisiest environments.

## Hold a conversation anywhere.

Chances are in quiet environments you can hear the voices in front of you, but have trouble in noisier surroundings. InVision Directionality filters out unwanted background noise. Combined with Voice iQ, it's designed to preserve speech understanding in noise.

## Say goodbye to feedback.

One of the most common complaints from hearing aid wearers is the annoying whistling referred to as feedback. PureWave Feedback Eliminator is a solution to this problem, which is why it's known as the best feedback management system in the industry.

When you get an S Series iQ hearing aid, you get the industry's most leading-edge, patient-proven technologies.

### **Make simple adjustments with your phone.**

Starkey's breakthrough T<sup>2</sup> technology allows you to use your cell or touch-tone phone to conveniently and remotely switch modes or adjust volume on your S Series iQ without the need for additional hardware.

### **Control your hearing with the sweep of your finger.**

With Starkey's innovative Sweep™ Technology, small buttons and dials have been replaced with the industry's first touch control surface. Now volume and memory adjustments on your behind-the-ear hearing aid can be made easily and discreetly with a simple sweep or touch of your finger.

### **Don't sweat a little moisture.**

Thanks to Advanced HydraShield®, Starkey's proprietary moisture protection system, not only is S Series iQ the most advanced and powerful hearing solution on the market, it's also 100% resistant to water, humidity, perspiration and corrosion — both inside and out.

Hearing aids  
designed to  
keep up  
with your life.



Every hearing aid in the S Series iQ family has been designed to perform in the most challenging listening situations. Whether you're active and on the go, or living life at a more leisurely pace, there's an S Series iQ hearing aid that fits with the way you live.

See the Lifestyle Guide on the next page and consult your hearing professional to experience the unrivaled performance, comfort and personalization of S Series iQ for yourself.



LIFESTYLES

CROWD



CAR



MUSIC



PARTY



INDUSTRIAL  
SOUNDS



MALL



MEETING



RESTAURANT



OUTDOORS



WORSHIP



TV



ONE-ON-ONE



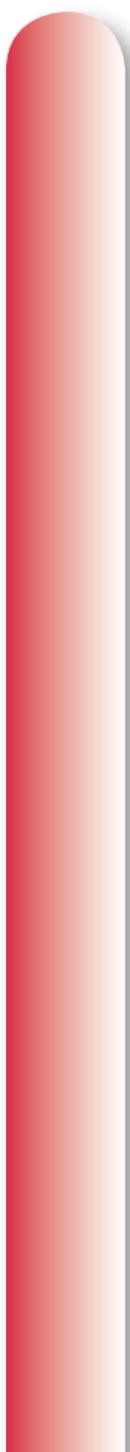
HOME





## S Series iQ: Lifestyle Guide

**S** series iQ<sub>9</sub>  
Active



**S** series iQ<sub>7</sub>  
Social



**S** series iQ<sub>5</sub>  
Calm



# S Series iQ – hearing instruments



## **Invisible-In-The-Canal (IIC)**

- Completely invisible
- For mild to moderately severe hearing loss
- Custom-made for you
- Only available in S Series iQ 11



## **Completely-In-Canal (CIC)**

- Virtually invisible
- For mild to moderately severe hearing loss
- Custom-made for you



## **In-The-Canal (ITC)/Half Shell (HS)**

- For mild to mildly severe hearing loss
- Variety of technology level choices that previously required a larger aid
- Custom-made for you



## **In-The-Ear (ITE)**

- Easy to adjust
- For mild to severe hearing loss
- Custom-made for you

### **Receiver-In-Canal (RIC)**

- Comfortable open fit
- Sleek design barely visible when worn
- For mild to moderate hearing loss
- Variety of color options available



### **Receiver-In-Canal – Absolute Power (RIC AP)**

- Ultimate power & performance
- Replaces large behind-the-ear products for power needs
- For moderate to severe hearing loss
- Custom-made for you
- Variety of color options available



### **Behind-The-Ear (BTE) & mini Behind-The-Ear (mini BTE)**

- First-ever touch control panel
- No hard-to-use buttons or dials
- Discreet, barely visible design
- For moderate to severe hearing loss
- Variety of color options available



# S Series iQ –

Receiver-In-Canal (RIC) and Behind-The-Ear (BTE & mini) color options.



Designed to be discreet when worn, S Series iQ RIC and BTE products are available in a variety of color options to match skin and hair tones.

# Standard Colors

*with chrome mic cover*



*Sterling*



*Champagne*



*Pearl*



*Bronze*



*Slate*



*Onyx*



# Superior technology

## Features:

PureWave Feedback Eliminator

Voice iQ

InVision Directionality

Automatic Telephone Response

Music & Television Processing

T<sup>2</sup> Remote Control

Advanced HydraShield

Sweep Technology

Convenient Intuitive Features

# for a superior hearing experience.

## Benefits:

Industry-leading feedback cancellation system that virtually eliminates buzzing and whistling

Noise reduction and speech preservation system specifically designed to maintain speech understanding in noise and reduce listening effort\*

*Available in select models*

Industry-leading system helps you hear the speech you want while minimizing unwanted background noise

Automatically knows when you're on the phone and adjusts settings for optimal telephone listening

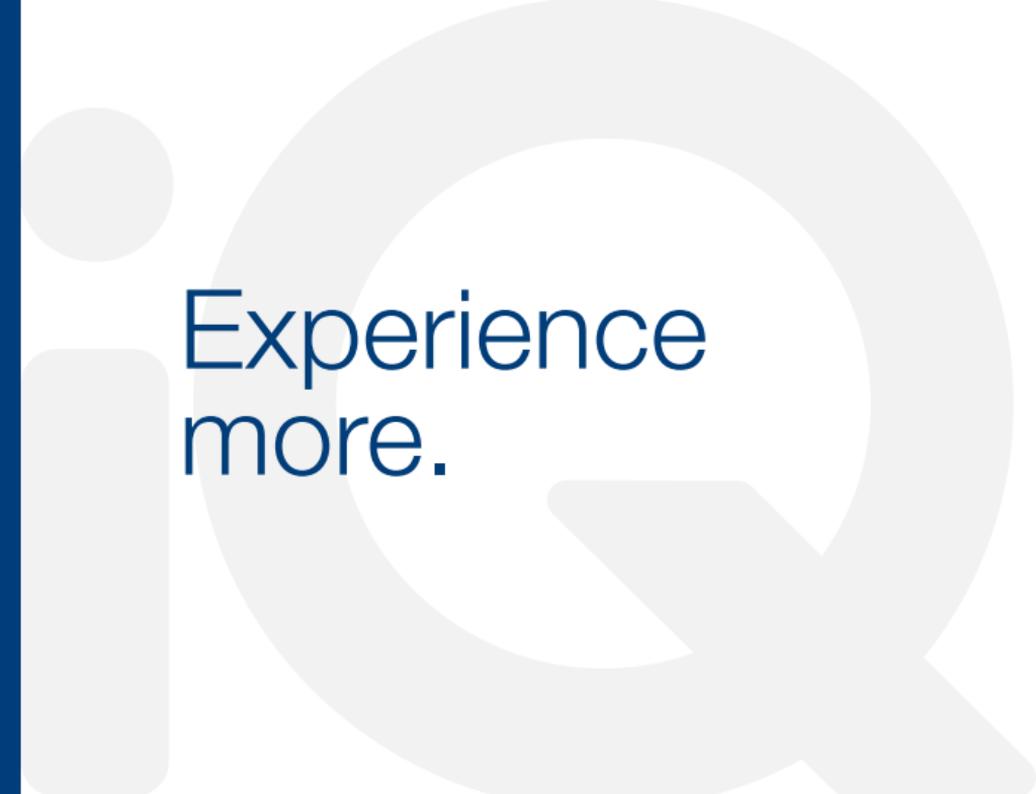
Special memory capability that allows your hearing aids to automatically adjust to the preset music and TV listening settings most comfortable for you

First-ever technology that discreetly and simply adjusts your hearing aid's memory or volume using any touch-tone phone without additional hardware

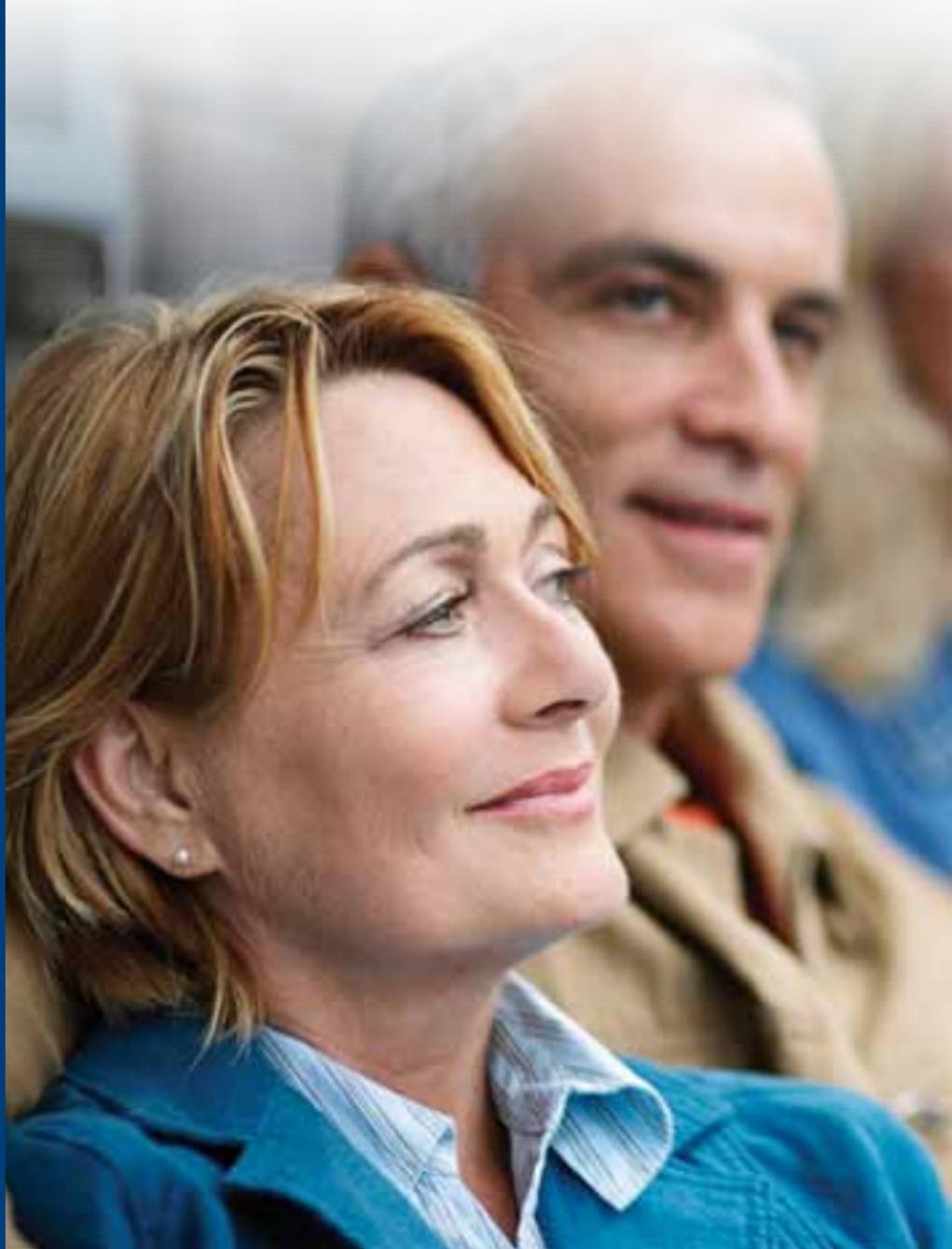
Thanks to Starkey's proprietary Advanced HydraShield technology, your S Series iQ hearing aids are impervious to water, humidity, sweat, rust and corrosion

First-ever behind-the-ear hearing aid with touch control, so volume and memory adjustments can be made with a simple touch of your finger

Automatic voice and tone indicators that tell you the status of your hearing aid, battery and when you need to make an appointment



Experience  
more.



More performance. More comfort. More personalization than ever before. That's what you get when you are fit with S Series iQ. It's the smartest, most advanced hearing technology available, delivering the best possible hearing experience for your needs and lifestyle. So you can experience more of life's best moments.

Consult your hearing care professional and start experiencing S Series iQ for yourself.





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\*Sarampalis, A., Kalluri, S., Edwards, B., Hafter, E. (2009, October) Objective measures of listening effort: Effects of background noise and noise reduction. *Journal of Speech, Language, and Hearing Research*, 52, 1230-1240.