



# SoundBites

June 2018  
Sivantos. The Hearing Company.



## Message from Managing Director

**Dear Business Partners,**

At the end of the first half of our financial year (2017-18), we have witnessed a strong growth, backed up with significant improvement in our share in the premium segment which can be attributed to the successful launch of Signia Nx. We thank you for the overwhelming response to Signia Nx.

The year 2018 brings us to the new milestone of 20 successful years of operations in India with undeniable leadership in the Indian hearing aid industry. We have upheld the number one position in the country only with your constant support and timely feedback. Over these years, our customer base has increased substantially and we are proud to be the one serving maximum number of customers across the country.

We aim to continue offering you advanced technology supported with exceptional services. Last month we launched a unique product, the Pure Charge & Go Nx, the first Bluetooth rechargeable hearing instrument for the most natural own voice (OVP) with the convenience of rechargeability. In due course, we will be strengthening our portfolio with more additions to the Signia Nx family.

In a recently concluded survey, we were very happy to receive a positive response for our Lab services. Most of you acknowledged the superiority of the Rapid Shell Manufacturing process over the conventional UV method. We appreciate your active participation in this survey.

At Sivantos, it's our constant endeavour to offer quality products, innovative technology and reliable services at all times in order to create a strong brand value for you and your business in the Indian market.

Please feel free to write to me at [avinash.pawar@sivantos.com](mailto:avinash.pawar@sivantos.com) for any suggestions and/or feedback.

Thanking you,  
Sincerely,

Avinash Pawar  
Managing Director



## Technology Insights, Taking It UP A Notch



As the world moves online, Digitising transactions with efficient execution, how can the hearing care industry fall behind?

3D impressions that can be digitally enhanced and altered for an optimum fit are now used around the world.

Sivantos now brings you the technology to move forward.

It will change the way you work, in no time at all. With iScan, the first in - office impression scanner, you can scan impressions right at your desk.

View 3D images onscreen. And order online with just a click. In fact, total integration with our online ordering system lets you complete a fully validated order in minutes; all with unparalleled digital accuracy. Now you'll have more flexibility, more productivity and more satisfied patients.



Redy to print

There are about 300 layers that the printer executes to produce the final shell.

Once Printed, the shells are removed from the printer.



Tumbler Equipment

The shells are now buffed using a Tumbler Equipment with abrasive material. The Buffing unit is a separate machine that holds the shell which sits in a capsule filled with special abrasive media.

The abrasive media is designed specifically for the shell material to get the fine finish on the surface which is comfortable to the user and is visibly appealing.



Rupender Singh

At Sivantos we have always been striving towards perfection and proven to have better quality and German precision in our products. I am sure you must have experienced the same with our state of art RSM Custom products. With the RSM technology we are able to deliver the most comfortable and discrete fit of the shell and which has clearly given us an upper edge over the UV handmade products available in market. With new and most advance production technology with 3D modelling and state of art Digital 3D printing of shells with accuracy of a tenth of a millimeter, we have been able to satisfy millions of users worldwide to their unique and customized needs. With this we have made comfort of wearing a hearing instrument to a different level. Our globally standardized production facility with stringent quality standards, running in Bangalore has been catering to various Indian markets for complete product range of customized hearing instruments right from premium to basic ranges.

We look forward to having you as a part of this unique and innovative product solution to those unique customer needs because being innovative is our tradition.



Printed Shells

Out of the printer comes a shell of the hearing aid, which is pre - fitted with vents paving the way for the addition of the electronics and other components.



Laser Engraver

The shells are now engraved with the serial numbers using a laser engraver and finised with red / blue colour.



Testing for acoustic performance

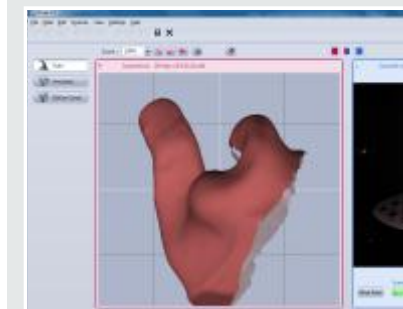
The shells are then fitted with the electronics by the fitter exactly as planned during the modelling of the instrumentation. The orientation and placement of the electronic component is followed exactly as per the model to get the optimum acoustic efficiency with no feedback. The units are then tested for acoustic performance and listening check done by quality check.

## How does one use the iScan ? It's this easy!



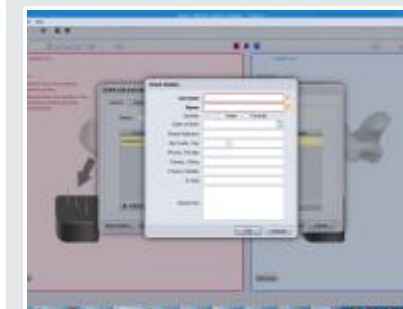
### Scan

Secure the ear impression to the scanning plate in the iScan and start the programme. Thanks to the high-resolution scanner technology, the scan results are accurate to within one tenth of a millimetre.



### Check

After a maximum of two minutes, the precisely reconstructed impression will appear on the screen as a 3D scan. Now you can check it from all angles and, if necessary, use the software to add comments for making adjustments.



### Send

With just a few clicks your order is online and on its way to us. Your orders are processed simply, efficiently and from a time perspective, completely flexibly.

## RSM 3D printing method for customized hearing aids, with iScan : Hi-tech



Using the Scan

The impression received from the center is scanned using the iScan from Sivantos. The scanning of the impression may also be done by the center having iScan scanners. This scanned image can be sent by email to Sivantos to place a custom product order. With high advancement in technology, a result of comprehensive research and tests, a new, faster and more efficient method with 3D printing has been developed.

"According to Phil Reeves, author of a report on the 3D printing industry, there are more than 10,000,000 3D printed hearing aids in circulation world wide."\* (Source: Forbes) Sivantos., is the first to introduce 3D scanning of impressions in India. Sivantos is also the first to use the impressions scanned image to edit and modify templates. At the Sivantos Hearing Instruments headquarters sits the Rapid Shape 3D printer S60 LED mini.

This 3D scanner creates highly accurate digital 3D images of the impression. Its performance perfectly matching with applications in digitization for reproduction. The scan records an overwhelming 150,000 points of reference using digital cameras that help make a 3D template.



Rapid Shape 3D printer S60 LED Mini

### Automated rapid prototyping preparation of the shells for the production

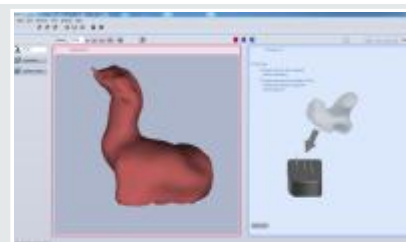
Once modified the template is rendered to create a "Job" that is fed into the 3D printer.

A smart software then slices the 3D image into layers and sends to the printer. The printer prints the shell slice by slice with the precision of 100 micro meter.

The 3D print technology is a spectacularly accurate and efficient technology.



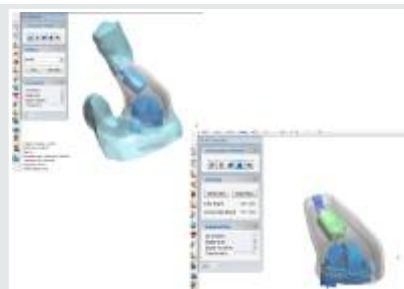
Work in progress



Scanned Impression

Here is the process, in screenshots, followed to customize the design, fit and components.

The scanned image is then processed using smart software and virtually all the electronic components are



Scanned Impression

placed into 3D image to calculate the optimum space required and plan the best possible setup of the components to get the smallest size with optimum performance.

Every cubic mm inside the shell is panned for the fitter to get the best possible result in the smallest possible size



Finished shell Design with Visible Component positioned

The vents' volumes are calculated to pin point accuracy based on the audiogram and are incorporated in the shells to form acoustically optimised vent volumes and path "OPTIVENTS"

Many geometric patterns and combinations undergo testing before printing the final shell .

The superior product that is created is so efficient and high in quality that the individual will benefit from this in the long haul.



## Touching life's the digital way

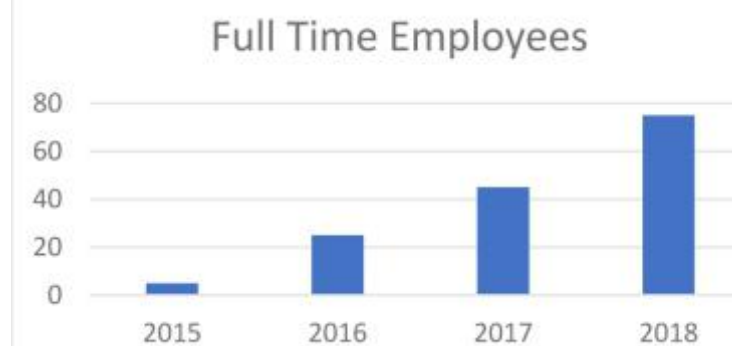
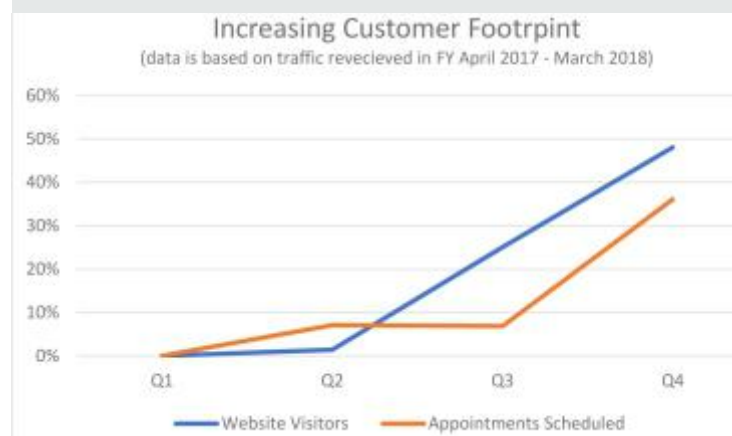
May 2018 marks the 6th year of operations for audibene (internationally known as hear.com). The company that was started by 2 seasoned management consultants - Dr. Marco Vietor & Paul Cruisus out of Marco's home in Berlin is now globally active in 10 countries and has 750 full time employees.

In India, hear.com has seen tremendous growth since its entry in September 2015; today, we have more than 350 partner centers in 150 cities across the country. Our website receives 600,000 visitors per month which touches the lives of around 20,000 persons daily. Our team of trained hearing experts consult with 1000s of customers every month, sharing advice on how they can improve their hearing using hearing aids and help lead a better quality of life. Our success is visible with our sales & customer satisfaction - we have doubled our revenue in just 1 year and expect to grow at 60% -70% CAGR in the next 5 years.

Our sophisticated online marketing approaches using numerous channels enables us to precisely plan, effectively consult & consistently close more customers, month on month; speaking of whom, the average hear.com customer is younger, given their online presence & is willing to invest more in a hearing aid device. In fact, our average selling price is presently INR 42,000/HA, an increase from our previous benchmark of INR 36,000 which is again above industry standards. Working hand in hand with Sivantos, we ensure that our customers are provided information on the latest products & accessories.



Vivek Abraham



Our success story is all about partnerships - we aim to provide the best hearing care services to customers located across the country with the help of the existing audiology community. Together with our joint efforts, customers receive what we call a 'double consultation' and this helps them transition to a better life. Our partners are instrumental to our daily business and we work closely with all of them; starting with the identification of the right partner, onboarding them on our processes, providing customer information and extending beyond the sale by ensuring follow-ups and closure of the patient queries. We are soon launching trade marketing materials to enhance the in-store brand experience and to officially recognize the global brand partnership hear.com offers to hearing care centers.

The hear.com promise is simple- simply good hearing! With our customer centric ideology, we want to send customers to a place where they can confidently discuss their hearing problems and be assured of professional service. Our partner network consists of numerous hearing clinics, including the innovative Best Sound Centers, to whom we share carefully filtered customer leads for further processing. Our hear.com partner centers have witnessed the benefits of working together first hand- be it in sourcing customers of tomorrow or having a dedicated tele sales team reachable just a call away, we are in a way an 'extension of the clinical practice'. Over the past few years of our operations, we have seen numerous live case studies of hearing centers boosting their own business through the unique hear.com partnership. As we continue our journey to be the best hearing care provider, we encourage every hearing center to join the bandwagon as we believe the future of hearing care is here, with hear.com.

Vivek Abraham  
hear.com India



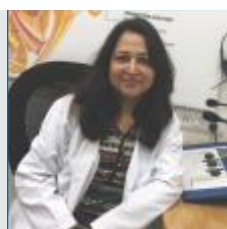
## Voice that matters



**Kalyani Mandke**  
Mandke Hearing Services  
Ph. D, Au. D, CCC-A

Signia Siemens high power BTEs are excellent instruments for geriatric population.

- \* These instruments are sturdy, robust and easy to handle.
- \* These hearing aids have effective feedback management and they are comfortable to use in various acoustic environment.



**Mrs. Sonia Gera**  
Muskan Speech and hearing

Selecting the proper amplification device with the appropriate characteristics has long been a challenge for an audiologist, and it becomes more challenging to work with children/ adults with severe to profound category. Some people falling in this category go for cochlear implant but not everyone can get it done because of financial issues. So we have to depend upon good hearing instruments to develop speech and language in children. The most important thing that a hearing aid must provide for someone with profound hearing loss is sufficient gain without distortion or feedback. Many people with profound hearing loss have very poor speech discrimination and make use of hearing aids for awareness of the sounds around them. It is important that instrument provides enough gain across the frequency spectrum, as many people with profound loss will be able to detect some frequency sounds better than others.

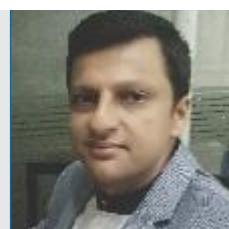
I am happy to share some of the experiences of my patients fitted with Motion SP PX. One child aged 2.5 years fitted with Motion SP showed remarkable improvement in her speech and language abilities. Parents told me that child is learning new words on her own and were very excited to share their experiences.

Other patient of geriatric group having profound hearing loss with very poor speech discrimination, tried many hearing aids earlier, but was not satisfied. When given trial with Motion SP, he was able to hear and answer at least 60% of the conversation. He immediately agreed to buy the product.



**Rama Vaidyanathan**  
Shravan Shruthi Hearing Aid Centre

Motion SP. packs in all the power needed for severe hearing loss along with the finesse of the primax sound processing and all the features of primax that helps in hearing speech without all the unwanted sounds. The icing on the cake is the availability of 5 price points that allows a larger population to enjoy all this.



**Mr. Pravesh C Sampat**  
Eljay Agencies

Signia hearing aids have consistently delivered good outcomes for solutions in power and Paediatrics.

The patient journey begins from a first time comfort user and narrows down to an power user over time. Hence it's essential to have solutions for experienced and power users as they get adapted to the quality of sound. With the latest Primax solutions for Paediatric and power, stability of output has been good with reduced distortion than in the past.

The platform offers solutions for Phone (twin phone), Music (HD music) & Tinnitus (Ocean Wave Therapy)

There have been significant advancements in technology delivering to needs of the patient

## Pure Charge&Go Nx.

The most natural own voice with convenient wireless rechargeability.

The new Pure™ Charge&Go Nx combines all the advantages of Signia Nx with convenient wireless rechargeability. It is intuitive to the high-capacity Li-Ion power cell of Pure Charge&Go Nx, supports top Bluetooth connectivity, allowing wearers to enjoy long-lasting high quality audio streaming.



## Pure Charge&Go Nx FAQs

### For which levels of hearing loss is Pure Charge&GO suitable?

Pure Charge&Go is suitable for all levels of hearing loss (mild, moderate, severe or profound).

### How is the battery runtime of Pure Charge&GO? Can I use it with full charge the whole day long?

Yes. With Pure Charge&Go, we offer a daily runtime of 19h without streaming and 17h with 5h direct streaming via Bluetooth. Considering the fact that an average daily usage of hearing aids is 16h, you can use Pure Charge&Go without any concern about battery life, even with direct audio streaming.

### What is the main advantage of Lithium - Ion battery compared to the other rechargeable solutions in the market?

- Longer daily battery runtime,
- Longer overall battery lifetime,
- Shorter charging time together with fast charging option, and
- Less complexity

### Can I stream from my TV into my Pure Charge&GO hearing aids?

Yes. With Pure Charge&Go, you can use direct audio streaming from iOS (Apple) devices with "made-for-iPhone (MFi) hearing aids" standard. Audio streaming from other mobile devices (Android smartphones, older Apple devices, PCs, laptops and other Bluetooth mobile devices) is possible via our StreamLine Mic accessory

"IT'S just not the target we achieve  
IT'S the relationship we Nurture"



Disclaimer - Offers and benefits if any mentioned in this newsletter are valid for a specific period of time and are open to change at the discretion of Sivantos India Pvt. Ltd. Sivantos will not be liable for any information perceived arbitrarily and without discretion.

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