



SoundBites

December 2019



MESSAGE FROM MANAGING DIRECTOR

Dear Business Partners,

I wish you all the happiness and good health in this festive season. I hope the Festival of Lights was filled with happiness and cheer for you and your families.

We closed our fiscal year 2019 with a robust business, outgrowing the market and maintaining the number one position in India. This has been achieved only due to the unparalleled support from each one of you and I thank you for supporting us in this fruitful journey.

One of the most coveted events of 2019 was the Annual Customer Seminar at Phuket, that provided us a platform to bring many members of the Signia family together. Thanks to those of you who participated, for taking time out of your busy schedule and making this event a grand success.

At this event, we celebrated the launch of the new Xperience platform that introduced the world's first combination of advanced acoustic sensors with a built-in motion sensor. We also expanded our Signia Nx portfolio by adding more products in the essential segment. We are sure that the expanded portfolio would give you a large choice to offer to your patients.

We introduced Shoebox Audiometry, a completely new and efficient diagnostic tool designed to be a screening/diagnostic audiometer that produces accurate results, even when used outside of a traditional sound booth.

Simultaneously, our flagship BestSound Center 2.0 concept continues to grow at a fast pace across the country. In order to increase the penetration of our operations to semi-urban and developing rural regions of our country, where access to quality services are non-existent and making life difficult for the hearing impaired people, we have launched a new initiative BestSound Center Lite (BSC Lite) to address the demands in Tier III and Tier IV towns in India. We encourage our centers to join us in this initiative.

Our New Zealand Trip earmarked for outstanding sales targets received an overwhelming response. We will continue to offer such lucrative schemes to mutually grow our business.

We are on the verge of completely transitioning from the Siemens brand to the Signia brand. The journey from Siemens to Signia itself says a lot.... from Legacy to Innovation.

If you have any feedback, please feel free to write to me at avinash.pawar@sivantos.com

Warm Regards,
Avinash Pawar

Technological Update



Hear what matters to you

Our new **Signia Xperience platform** uses the most advanced technology and information to analyze and understand every wearer's environment, hearing situation and hearing preference. This allows for the most intelligent hearing aids that scan and process the soundscape with complete spatial accuracy, delivering sound that's clear and detailed even in the noisiest situations.

A moving experience

All existing hearing aids choose between hearing what is directly in front of the wearer or hearing their general surroundings. Signia Xperience is the first hearing aid platform ever that doesn't make that compromise. It can do both at the same time.

This allows the wearer to understand speech from any direction and in any situation - even when they are moving.

As a result, everything sounds natural and wearers hear what matters to them, wherever they are, wherever they go.



The world's first acoustic-motion sensors

Using powerful acoustic sensors combined with a revolutionary motion sensor linked to sound processing, YourSound technology measures more aspects of sound in real time than ever before, including how the wearer's movement affects their hearing.

Motion sensor

In a world's first, this is built into the hearing aids to provide crucial information about the wearer's movement through his or her acoustic surroundings. Based on this data, the sound processing can be optimized to deliver sound as nature intended, whether running in the park or sitting in a meeting.

Acoustic sensors

Sound localization, own voice detection, signal-to-noise ratio, and much more: By collecting more information and characteristics about the hearing aid wearer's acoustic environment than ever before, the soundscape is brought to life far more precisely and in much greater detail.

Mastering the perfect personalized sound

Drawing on the unique acoustic-motion sensors' precise input, YourSound adapts to wearers' changing personal needs as they move throughout their day. It always understands where they are and what they are doing.

Dynamic Soundscape Processing

Delivers natural sound and speech in every situation even when moving.

Own Voice Processing

Optimizes the wearer's natural-sounding own voice. As a result, YourSound predicts and highlights what truly matters to Signia Xperience hearing aid wearers in any given situation.

Performance levels

7X/5X/3X



Pure 312 X



Pure Charge&Go X with the Inductive Charger II

All your clients' needs, all together.

Signia app: greater convenience

Simpler all round, more convenient for all, the new Signia app combines all Signia's existing apps into one unified environment for all the user's needs. And because it includes TeleCare, it integrates seamlessly into your fitting process, making it easier for your customers to stay in touch with you when they are away from your premises. Suitable for use with all Signia hearing aids, its smart user interface only shows the user functions applicable to their own devices.

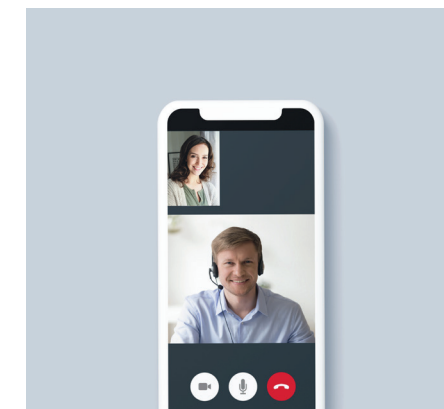


The app is compatible with Android and iOS. Their download on the Apple App Store or Google Play Store is free of charge.



Functionality at a glance

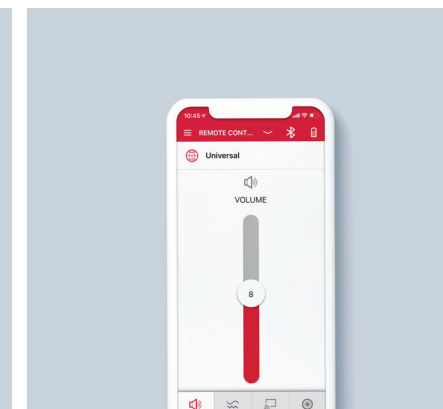
TeleCare



Stay in closer contact with your customers:

- Real-time contact via text message, voice call or video call
- Intuitive monitoring of your customers' daily satisfaction
- Set virtual appointments for the precise remote adjustment of the hearing aids

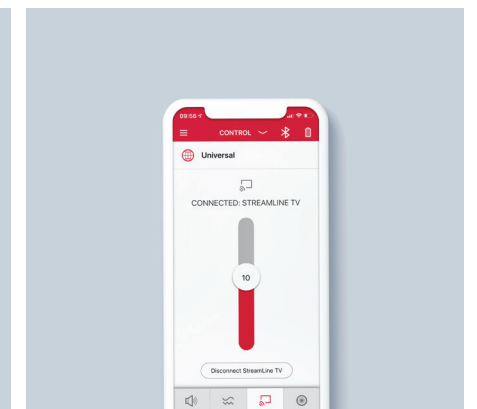
Remote Control



Personalize your customers' hearing experience further:

- Hearing program and volume control
- Sound Balance Adjustment
- 360° Spatial Configurator for individual adjustment of directionality
- Continuous monitoring of the hearing aids' connection and battery status

Connectivity & Streaming



- Easy management of audio streaming accessories (e.g. StreamLine TV, StreamLine Mic) as well as CROS devices
- Volume level control while streaming
- Adaptive streaming volume

New performance levels for even more outstanding soundscape processing.

The sophisticated chip technology of Signia Nx packs even more performance into even less space. Its leading technology enables advanced connectivity in the smallest sized hearing aid with Ultra HD e2e and Bluetooth.

Performance levels

Signia Nx is now available across all performance levels from 7 to 1 in six additional devices, so you can offer all your customers outstanding hearing performance.

Performance levels

7Nx
5Nx
3Nx
New 2Nx
New 1Nx



Pure 312 Nx, 13 Nx and 10 Nx hearing aids together with the Motion 13 Nx, Motion 13P Nx and Silk Nx have been extended to cover all performance ranges from performance levels 7 to 1, expanding the range of devices available with Nx technology. That means more choice for your customers, more opportunities for you.

BestSound Lite

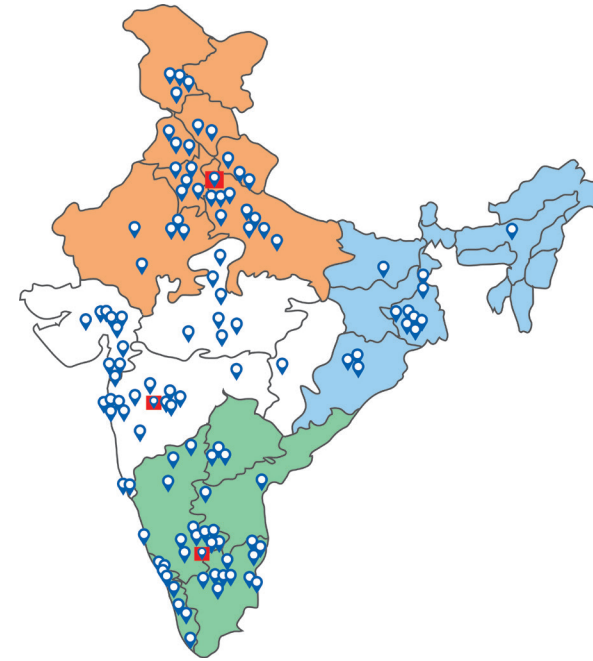
In 2012, Sivantos India Pvt. Ltd. introduced BestSound Center initiative which is a semi-franchise model in India and is providing an opportunity to all existing and new business partners to set up BestSound Centers in various parts of the country.

A BestSound Center (BSC) is an interpretation of the modern-day hearing care centre which provides one-stop shop for a complete quality hearing care solution for hearing loss. With Signia Hearing Instruments, consumers can be rest assured that they are hearing the best!

Post receiving over-whelming response and support from all our customers, we proudly announce the launch of BestSound Center Lite or BSC Lite in 2019. With this new initiative, Sivantos India looks forward to increase the penetration of quality hearing care to the end-users of Tier - III & Tier - IV cities in India.

We are sure of BSC Lite carrying forward the legacy of BestSound Center to increase awareness of hearing impairment among end-users. The BSC Lite will provide professional services to areas that were heather to not addressed at all.

Sivantos understands the challenges that a professional would face in such a project and is fully willing and prepared to support centers who would like to expand into Tier III towns and beyond.



211 Centers

INTRODUCING

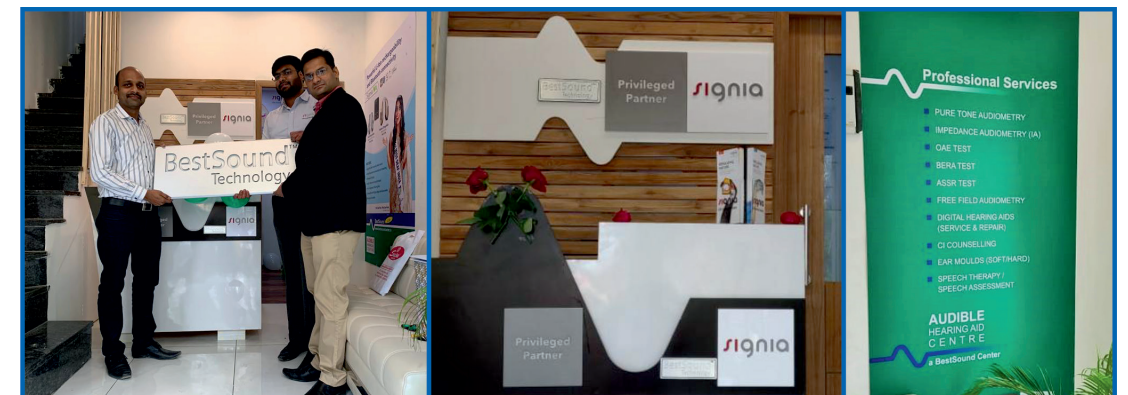


EXPANDING OUR NETWORK IN TIER III & TIER IV CITIES

LAUNCHED 1st

BestSound Lite

AUDIBLE HEARING AID CENTER
HISAR, HARYANA



Testimonials



Born in a family of a leading ENT surgeon, hearing aids were part of my childhood. Brand 'Siemens' has been engrained in my brain right from school days. Right from my childhood I have seen my father fitting and troubleshooting hearing aids at clinic as well as home.

My first official meet with Mr. Sharma, then an MD of Siemens hearing instruments was when I was just 16 years old. Right from the first meet it was evident that the company's philosophy in India was not only to look at innovation in hearing aid technology but also groom and look after the upcoming audiology community.

It has been more than 20 years since my first meet, and I can proudly say that core philosophy of the company hasn't changed. Siemens is now popularly called as Signia but the ethos of the company remains the same.

Having travelled half of the world to gain knowledge and work experience, I am glad to see that Signia as a brand thinks of solutions that address challenges faced by clients and dispensers in developing countries like India.

To name a few things that I have stood out for me are the attempts to have hearing aids programmed via mobile phones, free access to remote control via the touch control app, enabling tele-care for hearing aids at every price point, concept of hear.com to increase awareness amongst the new age internet users etc.

I have personally enjoyed programming Signia's CROS hearing aids and their Charge&Go products. Rechargeable portfolio makes it so much easier for senior citizens to manage their hearing aids better and it also results in fewer breakdowns. Personally, I also appreciate the fact that the sales managers within the company do not bother me repeatedly requesting for orders. This makes me appreciate the professionalism within the company.

The fact that many companies are trying to imitate strategies innovated by Signia in India, speaks volumes about the impact the company has had within our country.

Dr. Vikrant N. Patil

AuD. MASLP. MAudSA.CCP

Chief Audiologist and Speech Pathologist

Ear Science Centre, Hubli

Testimonials



I feel honoured to submit an article for Sivantos newsletter and I am grateful for this opportunity.

Mrudul and Siemens (Sivantos) have been associated for more than two decades and have developed a bond that is growing stronger and stronger with each passing year. We at Mrudul, believe in providing great and quality service to our patients and Sivantos is helping us address our patients needs with wonderful product portfolio to enhance their experience.

The one thing I like about Signia portfolio is the wide range of digital hearing aids that includes both the programmable and non-programmable types. Due to modernisation, many manufacturers are only concentrating on digital programmable hearing aids limiting their services to the economically stronger group. However, majority of people in India are below the poverty line and cannot afford costly hearing aids. Signia's non-programmable hearing aids are placed at such a sweet and reasonable price point - it makes them the brand for all economic groups.

Recently Signia has also come up with Charge&Go products. Having Rechargeable product with you is big plus in counselling patient as it ensures hassle free hearing aid usage. It also minimises the risk of battery leakages resulting in damage of hearing aids.

Technology wise the R&D team of Sivantos is doing an excellent job. I am really fond of the Nx platform because of its natural sound quality and OVP. Prescribing Nx model to any patient is always a pleasure as it takes fewer efforts to ensure that the patient is satisfied.

I would like to talk about one of our old patients who came to buy new hearing aids. The patient works as a steward in one of the most prestigious hotel in Mumbai. As a steward the environmental as well as background noise really mattered to him. To be aware of environment is very important to him for giving best possible service to his client.

Initially I thought it's one of the difficult patients as sometimes it is very difficult to satisfy a patient in restaurant environment and here, I was dealing with a person who spends his most of his time in a restaurant.

Looking out at his expectations I simply took out Nx demo unit and performed first fit using Nx fit formula. With some further fine tuning and adjusting compression ratio at 80dB curve I prescribed hearing aid for two days trial period. After two days patient came with a big smile on his face saying how much he liked these hearing aids. Such positive feedbacks from patients make you believe in products and motivates my team at Mrudul.

Having Nx products at all price points makes my job easier as an Audiologist. Overall the Nx platform has taken hearing performance at different level and now I am eagerly waiting for the Xperience platform.

Mrudul Raut,

MSc. Audiology

Mrudul Hearing aid Centre, Mumbai.

Annual Customer Seminar - Phuket



Employees of the Month!

Employees of the Month!

August - 2019

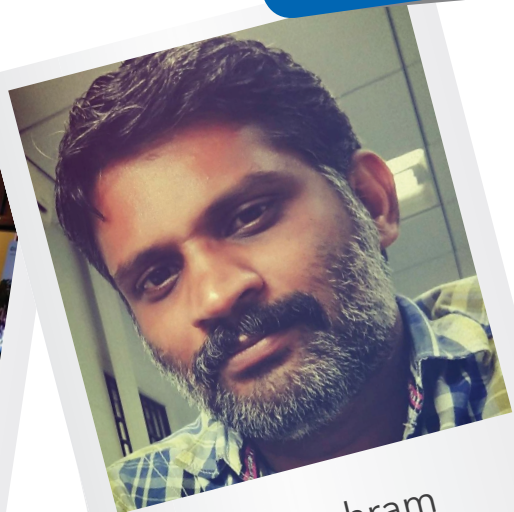


Vijay Amarnath



Amandeep Singh

October - 2019



Ganeshram

September - 2019



Furkhan Shethwala



Contact Information

Sivantos India Pvt. Ltd.

Unit 14, 7th Floor, Innovator
International Tech Park,
Whitefield Road,
Bengaluru - 560 066, India.
Tel: +91 80 2800 3070 0611

Sivantos India Pvt. Ltd. is a trademark Licensee of Siemens AG.

www.signia-pro.in