

# **REXTON ASSIST AND MY VOICE: REAL-WORLD ASSOCIATIONS WITH LOWER RETURN RATES**

WHITE PAPER

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**REXTON**

## INTRODUCTION TO REXTON FEATURES

Rexton hearing aids are built to last with robust Lifeproof technology designed to withstand everyday challenges and harsh environments. The Lifeproof concept supports durability, extensively tested under real-world conditions for long-term reliability.

Beyond physical robustness, Rexton also focuses on features that make listening easier and more comfortable. Even with a good first fitting, users face many listening situations that cannot be fully predicted in the clinic.

This white paper focuses on two Rexton features that may be associated with lower return rates during trial periods.

- Rexton Assist via app: Instant AI-driven fine-tuning via the Rexton App <sup>1,2</sup>
- My Voice: Reduces the amplification of the user's own voice for more natural self-perception <sup>3</sup>

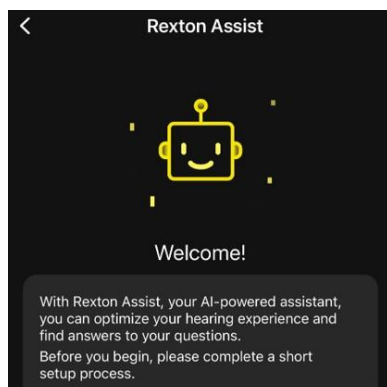


Figure 1. Rexton Assist is available for Bluetooth® enabled hearing aids from M-Core platform onwards; performance levels 20 and above.

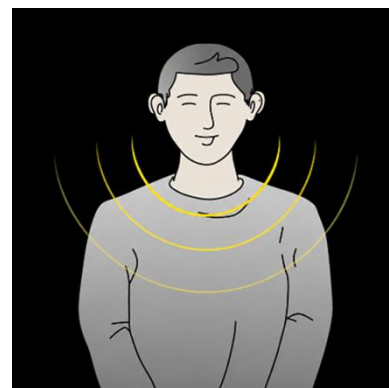


Figure 2. My Voice. Reduces the amplification of the user's own voice for more natural self-perception. Available for bilateral fittings from MyCore platform onwards, including BTE, RIC, SR hearing aids and BiCROS fittings; performance levels 40 and above.

Analytical data shows that when these features are enabled, users may be less likely to return their hearing aids.

## RESEARCH METHODOLOGY

A data analytic study was conducted to assess the impact of Rexton Assist and My Voice after prolonged real-world use.

- Participants received hearing aids with a 60-day return-for-credit period
- Pseudonymized fitting data was cross-referenced with returned device serial numbers, ensuring user confidentiality
- Data collected across multiple WSA retail facilities
- Initial fittings: January 2025 – December 2025

Two independent analyses were performed using different study populations: one for Rexton Assist, including users fitted with performance levels 20 and 30, and one for My Voice, including users fitted with performance levels 40, 60, and 80.

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## REXTON ASSIST: AI FOR IMMEDIATE SOLUTION

### ANTECEDENT

Hearing aid fittings are usually optimized in controlled clinical environments. However, real-life listening situations change constantly. Wearers may struggle in specific moments, such as in restaurants, meetings, or social settings, that are difficult to recreate during a fitting session. When these situations are not resolved quickly, users often need extra follow-up visits. This can lead to frustration, reduced satisfaction, and in some cases, device returns.

### SOLUTION

Rexton Assist is a virtual, AI-powered assistant in the Rexton App that lets users adjust their hearing aids in real time, not just volume, but personalized fine-tuning for the listening situation they are in.

Through a guided chat interface, users describe their current listening situation. Based on this input, Rexton Assist automatically fine-tunes relevant parameters, including:

- Noise reduction
- Directionality
- Level-dependent gain distribution (for soft, moderate, and loud sounds)
- Own-voice settings

This enables wearers to adjust their sound instantly to feel comfortable in the moment. For the hearing care professional (HCP), all changes made via Rexton Assist are recorded in the fitting software and can be reviewed, adopted, or reverted during future visits.

## STUDY SCOPE

- 2,069 users
- Performance levels 20 and 30
- Bluetooth-enabled hearing aids
- All participants were verified Rexton App users

## RESULTS

The results suggest a potential reduction in return rates when Rexton Assist was actively used. Return rates were reduced by 17% compared to fittings without Rexton Assist.

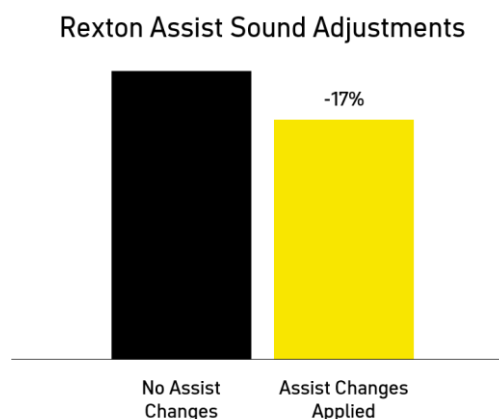


Figure 3. A 17% reduction in return rates was observed among users who applied sound adjustments via Rexton Assist.

The data indicates that Rexton Assist may be associated with a lower likelihood of device returns. Improved user autonomy and faster problem resolution may be contributing factors.

This feature supports users in bridging the gap between the initial fitting and real-life listening demands.

## MY VOICE: NATURAL OWN-VOICE PERCEPTION

### ANTECEDENT

Everyday conversations include our own voice. If it doesn't sound natural, comfort drops and communication suffers. Even people with normal hearing can experience a similar effect when they have a cold and feel congested, causing their own voice to sound unfamiliar.

For hearing aid wearers, this altered own-voice perception can cause discomfort and distraction, particularly during the first weeks of use. This discomfort is one of the most common early rejection factors and can make it harder to focus on conversations and environmental sounds.

### SOLUTION

My Voice is a dedicated own-voice processing feature in Rexton hearing aids designed to:

- Detect the wearer's voice in real time
- Process it independently from other voices and environmental sounds
- Attenuate the own-voice signal to create a more comfortable and natural perception

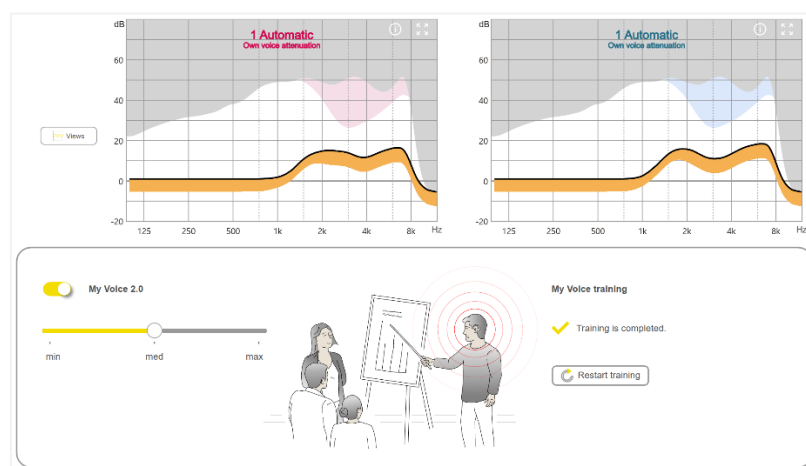


Figure 4. Example of My Voice adjustments displayed in the fitting software.

By separating the wearer's voice from all other sound sources, My Voice allows targeted adjustment without affecting environmental perception. This targeted processing of the user voice helps support a comfortable and natural own-voice

experience from the very first fit, increasing the likelihood of immediate wearer acceptance <sup>4</sup>.

## STUDY SCOPE

- 3,692 users
- Bilateral fittings
- Performance levels 40, 60, and 80
- BTE, RIC, and SR styles
- No in-the-ear devices
- No demographic or audiometric filtering applied

## RESULTS

The results show a significant reduction in return rates when My Voice training was completed, compared to fittings where the feature was available but training was not performed. Return rates were reduced by 24% compared to fittings without My Voice feature.



Figure 5. A 24% reduction in return rates was observed for fittings where My Voice training was completed.

The strongest effects were observed in first-time hearing aid users, and users with preserved low-frequency hearing.

The data suggests that My Voice may be associated with improved user satisfaction and reduced returns. By addressing own-voice discomfort at the first fitting, My Voice helps addressing one of the most common barriers to successful hearing aid adoption. Rexton Assist usage was observed in both My Voice groups. The proportion of users applying sound adjustments was comparable between the My Voice Training Not Done group (10.63%) and the My Voice Training Done group (12.44%). While some users in

both groups used Rexton Assist, the difference was relatively small (1.81 percentage points). The similar proportion of users applying sound adjustments in the two groups reduces the likelihood that differences in Rexton Assist usage alone account for the observed difference in return rates between the My Voice groups.

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## RESEARCH CONCLUSION

The use of Rexton Assist real-time AI support, and My Voice natural comfort delivers measurable benefits for users. Research shows that when these features are enabled they may be linked to a reduced return rate.

For users, this may support greater fitting acceptance by providing a natural own-voice perception from the beginning; and additional confidence as Rexton Assist supports independent management of everyday challenges.

For professionals, it brings also advantages. The insights provided by the Rexton Assist bring clarity on the requirements of the users during the trial period.

My Voice may provide a fitting advantage when selecting the acoustic coupling. Closed fittings can be used to enhance amplification precision, microphone focus, and noise reduction, as external noise is not mixed with the processed sound.

Overall, these features may support more precise fittings with fewer adjustments needed. Together, they position Rexton hearing aids as reliable, adaptive solutions for real-world listening, not just in the clinic.

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## REFERENCES

1. Magnusson O. *Rexton Assist: Achieving the Perfect Fit with AI*. January 2025.
2. Magnusson O. *Get Started with Rexton Assist*. February 2025.
3. Rexton. *My Voice 2.0 Handbook*. August 2022.
4. Powers T, Froehlich M, Branda E, Weber J. *Clinical study shows significant benefit of own voice processing*. Hearing Review. 2018;25(2):30–34.

# RELY ON REXTON

We believe that nothing hearing related should ever be left to chance, both for the people with hearing loss, and those who depend upon them. We understand their challenges and we meet them with proven hearing technology that is made Lifeproof so it can be counted upon to perform reliably in even the harshest environments. At work, at home, during leisure time, exercise and in all weather, you can always **RELY ON REXTON**.

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