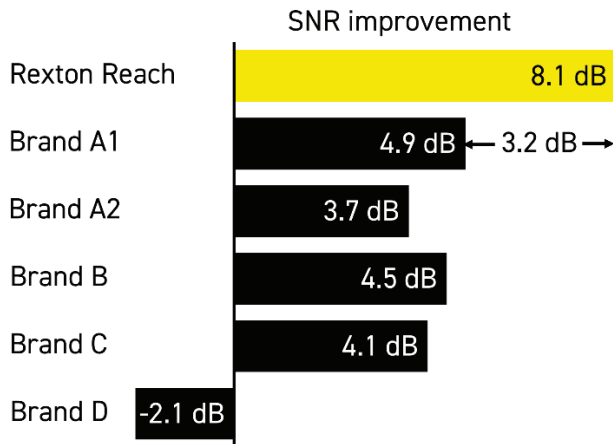


# STUDY UPDATE

## More Talkers, Less Noise

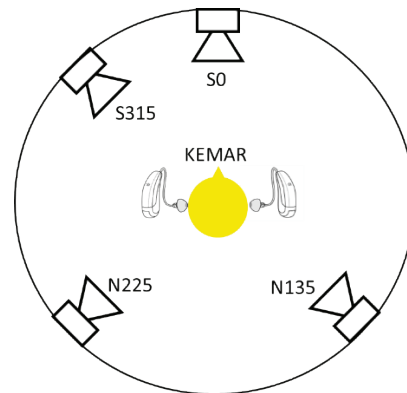
Rexton Reach delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest other manufacturer, including AI co-processor-driven platforms, with a remarkable 3.2 dB SNR improvement over the closest other manufacturer.



Rexton Reach was compared to premium hearing aids from different manufacturers (Brand A, B, C and D). Brand A, which offers an AI co-processor-driven platform, was measured with its DNN noise reduction enabled (A1) and deactivated (A2).

One of the largest challenges for hearing aid wearers is group conversations in noise. Understanding speech from multiple talkers in background noise can lead to low satisfaction with amplification. Rexton Reach was designed to make listening in these challenging situations easy.

We simulated a noisy, group conversation scenario to investigate performance relevant to real-world conversations. Using speech alternating from two separate speaker locations amidst background noise, we measured the Rexton Reach benefit in SNR improvement on KEMAR compared to unaided listening and premium technologies in the market.



The results showed that **Rexton Reach delivers more than twice the speech enhancement benefit in a noisy group conversation than the closest manufacturer, including AI co-processor-driven platforms<sup>2</sup>**.

This benefit is powered by Multi-Voice Focus which analyzes and processes speech from **multiple conversation partners**. Wearers can feel confident engaging in a dynamic group conversation.

<sup>1</sup> A 3 dB increase in signal-to-noise ratio (SNR) corresponds to a doubling of the ratio between the intensity of the speech and the intensity of the noise, see, for example, <https://pressbooks.pub/sound/chapter/decibels-the-math>

<sup>2</sup> Magnusson, O. 2024. Rexton Reach: More Talkers, Less Noise. Rexton White Paper.

### Reach for Rexton

This study showed that with Multi-Voice Focus, hearing aid wearers can enjoy an easy listening experience with improved access to multiple conversation partners in noise, even if they aren't facing them directly, when compared to premium hearing aids from other manufacturers.

**Rexton Reach is the technology that wearers can rely on and trust, even in challenging listening situations.**



For more information, scan the QR code.