

# circa<sup>®</sup>AI

Reimagining what a  
hearing aid can do



**NUEAR<sup>®</sup>**  
POWERED BY Starkey Hearing Technologies

At NuEar,<sup>®</sup>  
we're reinventing  
the hearing aid

## Discover Circa AI

The world's first hearing aid that monitors brain and body activity, provides heart rate\* information, and can detect if you've fallen and send an alert to your selected contacts. Using integrated sensors and artificial intelligence, **Circa<sup>®</sup> AI** is a multi-purpose device that redefines what a hearing aid can do.

Most fitness tracking devices use the wrist, but the ear provides far more accurate data<sup>1</sup> - in fact, it's the ideal spot for reliable tracking, and Circa AI is the first-ever device to take advantage of that.

\*Coming soon for Circa AI Rechargeable hearing aids with a custom Healthable receiver.

Circa AI also features easy tap control and can translate up to 27 languages. Our voice-controlled Thrive™ Assistant can answer questions about your hearing aids. And if that's not enough, it's also our best sounding and best performing hearing aid ever.



**circa**<sup>®</sup>AI

# What superior quality sounds like



Thanks to a new technology we call **Hearing Reality™**, Circa AI is designed to be effective in the noisiest environments. In fact, a recent independent study gave Circa AI hearing aids the top rating compared to other manufacturers' premium devices for reducing background noise in noisy listening environments.<sup>2</sup>

You'll be able to hear speech more comfortably, even in a busy restaurant or coffee shop, while unwanted noises will be suppressed.

Circa AI hearing aids work seamlessly with accessories and your favorite digital devices to help you connect to your world, and to:

- Deliver superior sound quality, listening clarity, more natural hearing and effortless transitions
- Preserve peace and quiet while amplifying the important things, and help you better understand conversations
- Stream phone calls, music and messages directly from your smartphone to your hearing aids
- Offer remote programming so your hearing care professional can make minor adjustments without an office visit

# The connection between health and hearing

Hearing health is directly connected to overall health and well-being. That's been proven, and it means people who are able to hear can engage with the world around them and live better and healthier lives.

Ever-increasing evidence also shows treatment of hearing loss with hearing aids can improve or limit some serious health issues such as cognitive decline and dementia.<sup>3</sup>

Circa AI lets people of all ages take a proactive approach to their overall wellness. Sensors inside the hearing aids detect movement, activities and different gestures. The hearing aids then communicate with each other, and with multiple accessories, to deliver meaningful benefits beyond traditional amplification.



**You will not only hear better, but live better thanks to real-time feedback about your overall body and cognitive fitness.**





# Better hearing means better brain and body health

Easily monitor your body and brain health with your smartphone and the full-featured Thrive™ Hearing Control app.

Compatible with both Android™ and Apple® smartphones, the Thrive app provides you with a **Body Score**, a **Brain Score** and an overall score combining the two, called a **Thrive Wellness Score**.



## Body Score (100 points possible)

Walking at least 30 minutes a day can dramatically improve overall fitness and even reduce the risk of some serious medical conditions.

- Tracks your daily steps
- Monitors more vigorous activity
- Measures specific movement to encourage activity



## Brain Score (100 points possible)

Get the brain benefits of wearing hearing aids by tracking hours of daily use, social engagement and active listening.

- Tracks how long you wear your hearing aids every day
- Measures time spent in conversation and audio streaming
- Monitors hearing aid usage in a variety of environments such as home, restaurant, outdoors or listening to music



## Thrive Wellness Score

**200**  
points possible

The combination of your body score and your brain score gives you a good indicator of your overall wellness.

# What making better connections sounds like

Circa AI intuitively connects to your Apple and Android devices via Bluetooth® technology and our easy-to-use Thrive Hearing Control app.

Thrive offers features designed to enhance your listening experience anywhere you go, and help you easily enjoy everything you do.



## Body and Brain Health Tracking

Sensors are integrated into your Circa AI hearing aids so you can track your brain and body activity via the Thrive app.



## Thrive Assistant

You can conveniently troubleshoot hearing aid and accessory issues and ask a question like, "How do I customize my hearing aid settings?"



## Fall Alert

With integrated sensors, Fall Alert can detect falls and send alert messages to selected contacts.



## Heart Rate\*

Using the Thrive app you can view your heart rate and see your heart recovery rate.



## Hearing Care Anywhere™

Request adjustments from your hearing care professional who can then make them remotely so you don't need to make an appointment and stop in.



## Self Check

Allows you to perform a diagnostic test of your hearing aid components.

\*Coming soon for Circa AI Rechargeable hearing aids with a custom Healthable Receiver.



### Transcribe

It's like closed-captioning for real life. Conversations are transcribed so you can read what's being said.



### Language Translation

Easily communicate with people who speak other languages via the easy-to-use translation tool in your Thrive app. (Requires an internet connection.)\*



### Personalized Control

Make personalized, real-time adjustments to suit your preferences in different listening situations.



### Phone Calls

Answer your calls with the touch of a button and hear an entire conversation streaming directly to your Circa AI hearing aids via Bluetooth technology.\*\*



### Remote Control

Using the remote control feature in the Thrive app, you can change volume and switch memories on your hearing aids right from your smartphone.

\* Only available with Apple devices.



### Personalized Memories

Create custom memories, including geotagged memories where your hearing aids will adjust automatically when you return to those locations.



### Auto Experience Manager

Automatically adjusts your Circa AI hearing aids' loudness over time to help you transition to your new hearing experience in the most comfortable way possible.



### Siri Integration

You can have Siri® read texts and emails directly to your Circa AI hearing aids.\*



### Find My Hearing Aids

Easily locate lost hearing aids using the Find My Hearing Aids feature, with both a location and timestamp. A signal detector sends a stronger or weaker signal based on how close you are to locating your Circa AI hearing aids.



### Adaptive Car Mode

With Adaptive Car Mode, Circa AI hearing aids will automatically change to a setting designed to reduce the annoying sounds of driving and enhance your overall driving experience.

\*\*Remote Microphone + is required for Android devices.

# Rechargeable hearing aids: smart, convenient, reliable

**Circa AI** hearing aids are the only rechargeable hearing aids enhanced with integrated sensors, artificial intelligence and Healthable™ technology.

- Smallest Healthable rechargeable hearing aid
- Delivers 24\* hours of superior hearing on one charge
- The only rechargeable Receiver-In-Canal hearing aids with telecoil, making it compatible with sound systems often found in places with lots of background noise, such as a church or lecture hall

\*Results will vary based on wireless and feature usage.



**Circa AI rechargeable hearing aids are available only in the RIC R style and come with a charger (shown here).**

**A Mini Turbo Charger is also available for purchase (not pictured). Ask your hearing care professional for more details.**



# Enjoy universal connectivity with wireless accessories

Our hearing aid accessories are powered with wireless connectivity to help users fully engage with the world around them.



## TV

Stream audio from your TV or other electronic audio source directly to your Circa AI hearing aids. It offers excellent sound quality, is easy to use and supports both analog and digital input sources.



## REMOTE MICROPHONE +

Easily stream from a variety of audio sources. And thanks to Remote Microphone +, Circa AI is the first hearing aid to feature Amazon™ Alexa connectivity.



## MINI REMOTE MICROPHONE

Enjoy one-on-one conversations in noisy environments with our small, easy-to-use Mini Remote Microphone. Clip it onto the clothing of the person you're talking to, or use it as a TV streamer by placing it near the sound source.



## REMOTE

Our remote includes updated features so you can control memory and volume, mute your hearing aids and turn other special features on and off.

# What living better sounds like

## **To hear comfortably in challenging environments:**

With Hearing Reality, Circa AI is effective in even the noisiest environments, comfortable in loud settings, and quiet in quiet settings. And you'll also enjoy newly enhanced speech clarity.

## **To live a more active and healthy life:**

Circa AI is the first hearing aid ever to include integrated sensors so you can easily track your body and brain health activities.

## **The convenience of adjustments on the go:**

You can adjust your Circa AI hearing aids anytime, anywhere with the Thrive app.

## **A solution for single-sided hearing loss:**

Enjoy great sound quality, clarity and consistency with new CROS technology that allows streaming between your hearing aids.

## **Better wireless streaming:**

New technology provides consistent wireless performance through your smartphone or wireless accessories while streaming cell phones, TV, music and other media.

## **Hearing that happens intuitively:**

Geotagged memories that automatically switch modes when the GPS feature in your smartphone detects you are in a tagged location. For example, a "home" memory activates when you arrive at home.

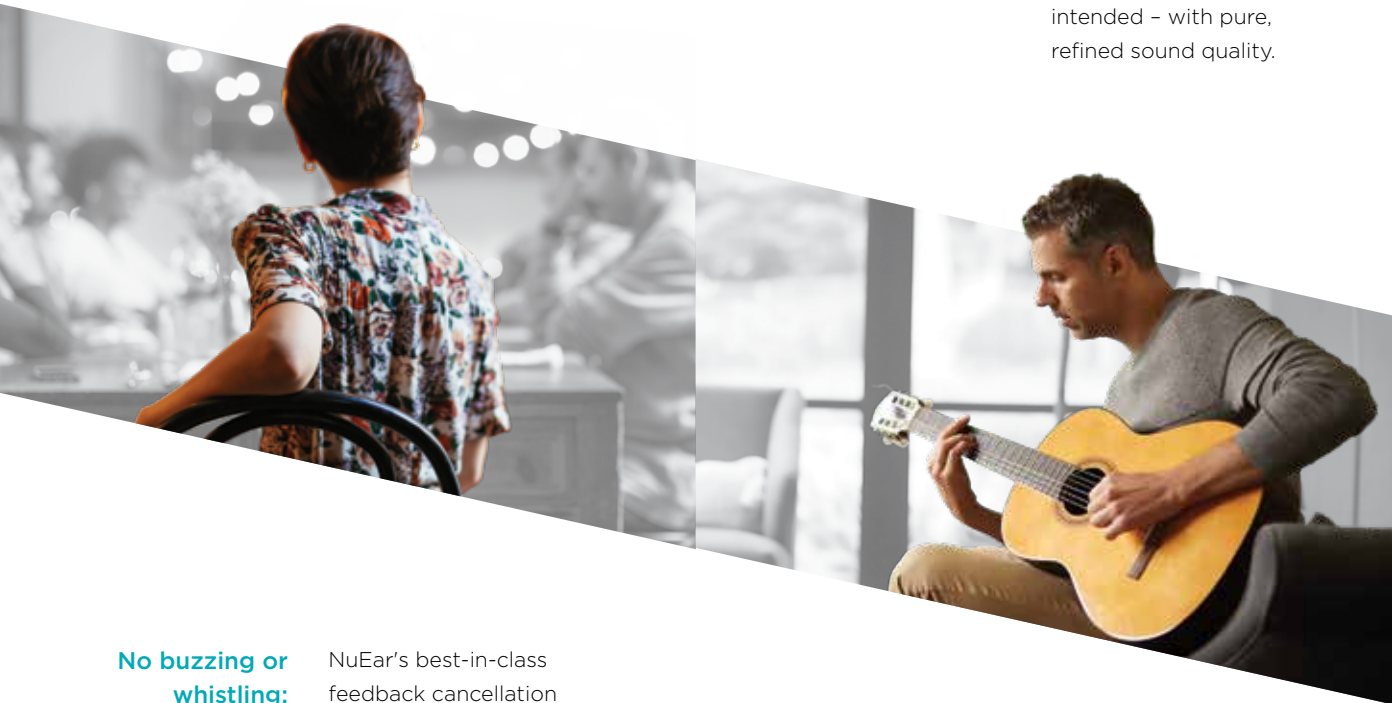


**Hearing that's personalized for you:**

Personalized Control in the Thrive app that lets you make adjustments to suit your preferences in different listening environments.

**Music the way it was meant to be heard:**

A whole new way to experience music — adjustable via the Thrive app. Now you can hear every note the way the artists intended – with pure, refined sound quality.



**No buzzing or whistling:**

NuEar's best-in-class feedback cancellation system providing feedback-free, comfortable listening all day long.

**Customizable tinnitus relief:**

Advanced Multiflex Tinnitus Technology, adjustable via the Thrive app, brings relief to those who suffer from ringing in the ears.

**Durable, dependable hearing aids:**

Surface™ NanoShield, our pioneering water, wax and moisture-repellent system, protects and ensures durability and dependability.

# Choose your style

Pick your favorite color in one of four popular styles.

## Colors



Black



Slate



Sterling



Bright White with Sterling



Espresso



Champagne



Bronze



RIC R

Receiver-In-Canal Rechargeable



RIC 312

Receiver-In-Canal



micro RIC

micro Receiver-In-Canal



BTE 13

Behind-The-Ear

# Changing lives through the gift of hearing

*Our Founder and CEO, Bill Austin, has always held a strong belief that the gift of better hearing results in a fuller and richer life.*

We prove our dedication to this philosophy daily, through our support of Starkey Hearing Foundation.

The gift of hearing opens up new worlds of opportunity. It connects individuals to life and helps them realize they can accomplish more than they ever thought possible. Starkey Hearing Foundation uses hearing as a vehicle to change lives around the world.



## Spreading hope from ear to ear



100+ countries



More than 1 million hearing health care services provided to people in need worldwide



Countless lives changed



## What continuous innovation sounds like

We don't do technology for technology's sake. From the technicians in our labs to the scientists, audiological researchers and every employee at every level, we continually seek ways to better understand the science of hearing loss and its impact on people's lives — so we can continually develop better technologies to improve it.



Hear better. Live better.™

For Circa AI, Circa, Thrive and iOS/Android compatibility information, please visit [NuEar.com/thrive-hearing](http://NuEar.com/thrive-hearing).

Use of the Made for Apple badge means that an accessory has been designed to connect specifically to the Apple product(s) identified in the badge, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards.

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## SOURCES

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<sup>2</sup> FORCE Technology, Senselab. (2018, November). Benchmark evaluation of spatial noise management in hearing aids. FORCE Technology Venlighedsvej 4 2970 Hørsholm, Denmark.

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