

# circa<sup>TM</sup>AI

The hearing aid that tracks  
body and brain health



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

# At NuEar®, we're reinventing the hearing aid



## Introducing **Circa AI**

Discover the world's first hearing aid to provide both superior sound quality and the ability to track body and brain health. As the first-ever hearing aid to feature integrated sensors and artificial intelligence, Circa™ AI is a multi-purpose device that redefines what a hearing aid can do.

Until now, there has never been a device that tracks physical activity and cognitive health as measured by hearing aid use in social situations.

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



**circa**<sup>™</sup>**AI**

# Artificial intelligence in hearing aids



**Artificial intelligence** is the development of computer systems that can perform tasks that normally require human intelligence. Using artificial intelligence in hearing aids helps us optimize your experience with:



Body and brain health tracking



Tap control



Language translation

# What superior quality sounds like

Thanks to a new technology we call **Hearing Reality™**, Circa AI is designed to be effective in even the noisiest environments, comfortable in loud settings, and quiet in quiet settings. It also provides newly enhanced clarity of speech.

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

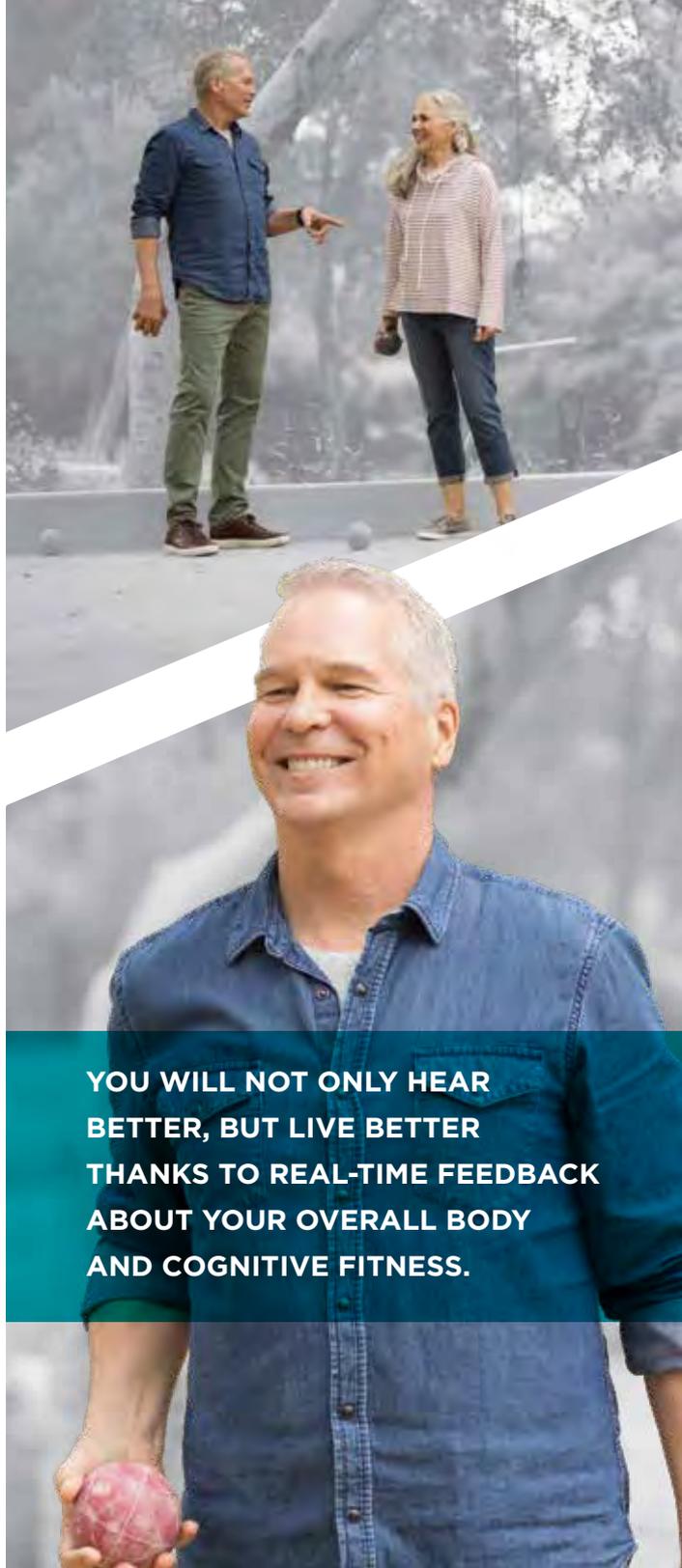
# The connection between health and hearing

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 like cognitive decline and dementia\*.

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.

\*Bassuk et al., 1999; Béland et al., 2005; Marioni et al., 2015; Zunzunegui et al. 2003



**YOU WILL NOT ONLY HEAR BETTER, BUT LIVE BETTER THANKS TO REAL-TIME FEEDBACK ABOUT YOUR OVERALL BODY AND COGNITIVE FITNESS.**



### BODY SCORE

The combination of activity, steps and overall movement is used to provide a **Body Score** (100 points possible). Easily track and access your score daily in the Thrive app.



### BRAIN SCORE

Circa AI measures the brain benefits of wearing hearing aids and provides a **Brain Score** (100 points possible). This includes hours of daily use, social engagement and the tracking of active listening.



### THRIVE WELLNESS SCORE

The combination of your body and brain scores delivers a good overall assessment of your health and well-being. This is your **Thrive Wellness Score** (200 points possible).



### HEARING CARE ANYWHERE

All scores can be saved via a cloud connection. This also enables remote communication between you and your hearing care professional who can deliver programming adjustments to your smartphone and hearing aids with no need for an in-office visit.

# You're in control with the Thrive Hearing app

Now you have the power to easily monitor your body and brain health with your smartphone and the full-featured Thrive™ Hearing 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**.

# 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 app.

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



## BODY & BRAIN HEALTH TRACKING

Sensors are integrated into your Circa AI hearing aids so you can set daily wellness goals and easily track them via the Thrive app.



## REMOTE PROGRAMMING

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.



## 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 Microphone + is required for Android devices.



### 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.



### LIVE MICROPHONE

Simply set your smartphone nearby, turn on the microphone feature and stream conversations directly to your Circa AI hearing aids. You can also record, play back and email audio as it happens or save recordings to listen to later.



### PERSONALIZED MEMORIES

You can create multiple custom memories in the Thrive app by using any of the customize options.

You can even geotag memories.

A geotagged memory will use GPS and cellular towers to recognize where you are and automatically adjust your Circa AI hearing aids when you enter that space. For instance, a geotagged “coffee shop” memory will automatically activate when you walk into your favorite coffee shop.



### 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.



### APPLE WATCH COMPATIBLE

Use the Thrive app for Apple Watch® to control volume, change memories and mute your hearing aids right from your wrist.\*



### 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.



### REAL-TIME NOTIFICATIONS

Notifications for phone calls, texts, emails or other apps can be streamed directly to 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.

\* Only available with Apple devices.

# Enjoy universal connectivity with new accessories

Our new hearing aid accessories are powered with wireless connectivity to help users fully engage 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.



## | Remote |

Our new 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. You'll also enjoy newly enhanced speech clarity.

## The convenience of adjustments on the go:

You can easily make adjustments to your Circa AI hearing aids any time, anywhere with the Thrive app.

## To live a more active and healthy life:

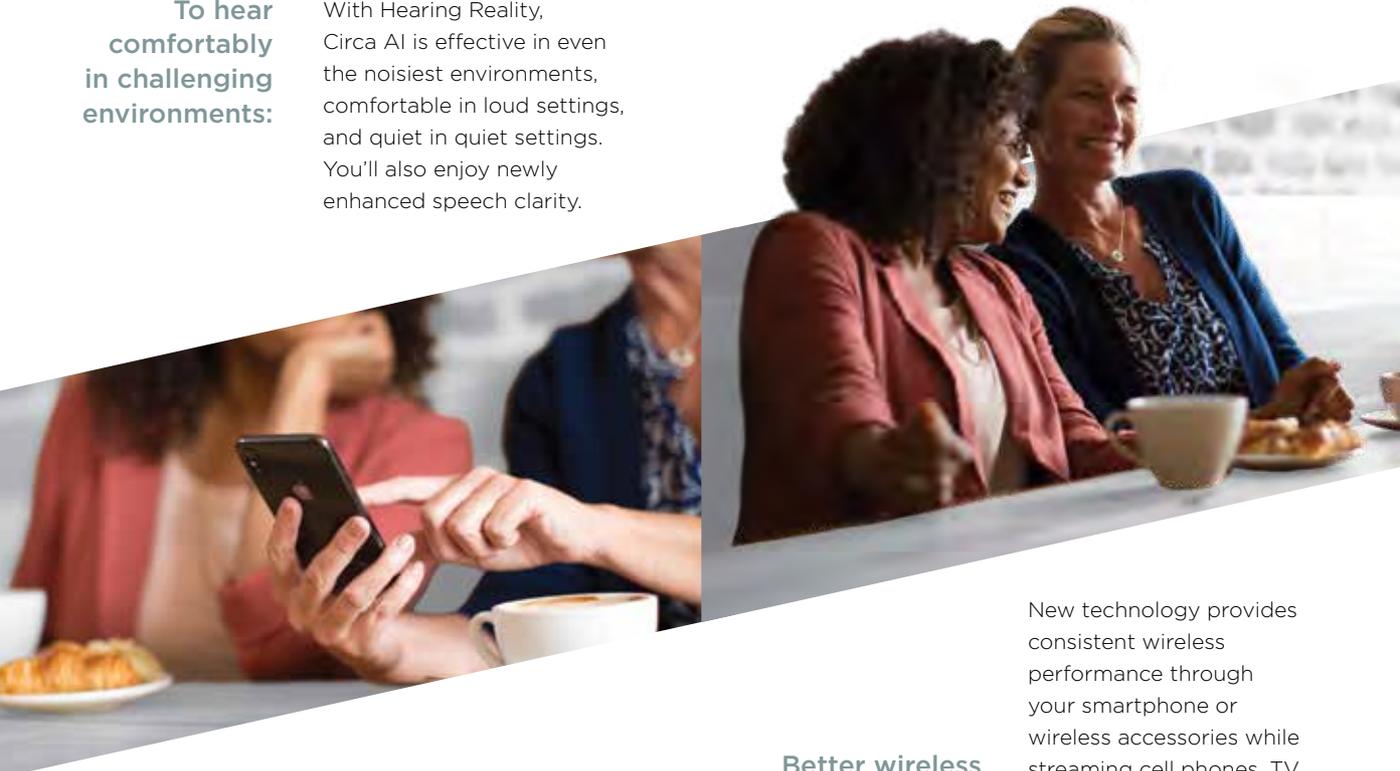
Circa AI is the first hearing aid ever to include integrated sensors so you can set body and brain health goals and easily track your progress.

## 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 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 provides feedback-free, comfortable listening all day long.

**Durable, dependable hearing aids:**

Surface™ NanoShield, our pioneering water, wax and moisture repellent system, to protect and ensure durability and dependability.

**Customizable tinnitus relief:**

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

# Choose your style

Pick your favorite color in one of two popular styles.



## RIC 312

Receiver-In-Canal



## BTE 13

Behind-The-Ear

## Colors



Black



Slate



Sterling



Bright White with Sterling



Espresso



Bronze



Champagne



# Changing lives through the gift of hearing

**Our Founder and CEO, William F. 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.™

Circa AI and Thrive are compatible with iPhone X, iPhone 8 Plus, iPhone 8, iPhone 7 Plus, iPhone 7, iPhone SE, iPhone 6s Plus, iPhone 6s, iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 5, iPad Pro, iPad Air 2, iPad Air, iPad (4th generation), iPad mini 4, iPad mini 3, iPad mini with Retina display, iPad mini, iPod touch (5th generation) and Apple Watch. Use of Apple Watch requires iPhone 5 or later.

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.

Apple, the Apple logo, iPhone, iPod touch, Apple Watch, App Store and Siri are trademarks of Apple, Inc., registered in the U.S. and other countries.

Android is a registered trademark of Google, Inc.

Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.



**NUEAR**<sup>®</sup>

[www.NuEar.com](http://www.NuEar.com)

---

**Global Headquarters**  
6700 Washington Avenue South  
Eden Prairie, MN 55344  
800.626.8327