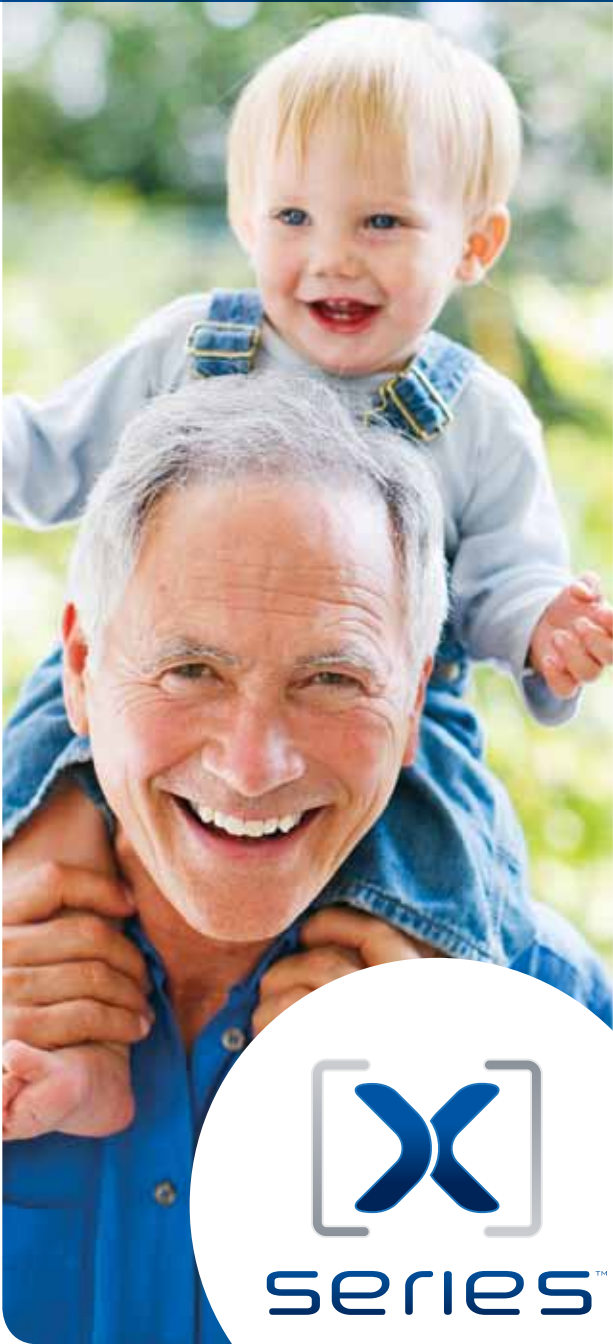


X Series – Digital Hearing Products





series™

Everything you
want in a hearing
aid. And more.

This is X Series, Starkey's latest, most advanced line of traditional, digital hearing aids. Sleek and modern outside, loaded with our innovative technology inside, X Series delivers the benefits you want and expect from the best.

Want to hear better in noise? X Series can help. Featuring Voice iQ², our noise reduction and speech preservation system, X Series is specifically designed to improve speech understanding in noisy environments and make listening easier no matter where you are.


Want a hearing aid that no one else can see? X Series delivers — from SoundLens™, the world's first custom, invisible* and completely digital hearing aid, to Xino™, one that hides virtually undetectable behind your ear.

Whether you're shopping for your first hearing aid, or are looking to upgrade to newer and better technology, X marks the solution that's right for you — X Series by Starkey.



Engineered to deliver maximum




 **Performance** – 3x more powerful with multicore processing: designed for virtually no whistling, better hearing in noise and telephone compatibility.



 **Comfort** – Engineered to automatically adjust to the different sound environments you're in.



 **Personalization** – Our individualized hearing and lifestyle assessment can help ensure your hearing aids match your exact hearing loss and listening needs.

Experience X Series for yourself today.

X series¹¹⁰
Vibrant

Designed to fit your life.

Every hearing aid in the X Series family has been designed to perform in the most challenging listening situations. Whether you're active and on the go, or living life at a more leisurely pace, there's an X Series hearing aid that fits with the way you live.

LIFESTYLES

CROWD



CAR



MUSIC



PARTY



INDUSTRIAL
SOUNDS



MALL



MEETING



RESTAURANT



OUTDOORS



WORSHIP



TV



ONE-ON-ONE



HOME



X series⁹⁰
Active

X series⁷⁰
Social

X Series – hearing instruments



Invisible-In-The-Canal (IIC)

- Completely invisible
- For mild to moderately severe hearing loss
- Custom-made for you



Completely-In-Canal (CIC)

- Virtually invisible
- For mild to moderately severe hearing loss
- Custom-made for you



In-The-Canal (ITC)/Half Shell (HS)

- For mild to moderately severe hearing loss
- Custom-made for you



In-The-Ear (ITE)

- Easy to adjust
- For mild to severe hearing loss
- Custom-made for you

Receiver-In-Canal (RIC)

- Comfortable open fit
- Sleek design barely visible when worn
- For mild to moderate hearing loss
- Variety of color options available
- Available in 312 and 13 battery sizes
- Absolute Power (RIC AP) version available for moderate to severe hearing loss



mini Receiver-In-Canal (mini RIC)

- Comfortable open fit
- Sleek design barely visible when worn
- Touch control panel
- For mild to moderate hearing loss
- Variety of color options available
- Absolute Power (RIC AP) version available for moderate to severe hearing loss



Behind-The-Ear (BTE)

- Touch control panel
- Discreet, barely visible design
- For moderate to severe hearing loss
- Variety of color options available
- Also available in mini, Power and Power Plus options.



Receiver-In-Canal and Behind-The-Ear color options.



Designed to be discreet when worn, X Series RIC and BTE products are available in a variety of color options to match skin and hair tones.

Standard Colors

with chrome mic cover



Sterling



Pearl



Champagne



Bronze



Slate



Onyx

Bright Colors

with chrome mic cover and white push button



Blue Ice



Blue Pacific



Pink Pixie



Fuchsia Fabulous



Red Hot



Purple Pop





comes loaded
with Starkey's
best technology

Technology

Benefits

PureWave Feedback Eliminator

Virtually eliminates buzzing and whistling

Voice iQ²

Designed to maintain speech understanding in noisy environments and reduce listening effort**

InVision Directionality

Enhances Voice iQ² by pinpointing sounds you want to hear and minimizing those you don't

Automatic Telephone Response

Can detect when you're on the phone and adjust settings for optimal listening

Music & Television Processing

Automatically adjusts to the preset music and TV listening settings most comfortable for you

T² Remote Control

Lets you adjust memory modes or volume via any touch-tone phone

HydraShield²

Makes your hearing aids resistant to water, wax, sweat, oil and corrosion

Sweep™ Technology

Lets you adjust memory or volume with a simple touch of your finger

Spectral iQ

Replicates hard-to-hear high frequency sounds in lower frequencies, designed to enhance and expand audibility

Self Learning

Gradually and automatically learns your volume control preferences for less manual adjustments

Convenient Intuitive Features

Automatic voice and tone indicators tell you the status of your hearing aid and your hearing aid battery



Get more of
what you want

More performance. More comfort. More of what you want in a hearing aid. You'll get it all when you're fit with X Series. Ask your hearing professional about this advanced line of digital hearing aids today — and start experiencing more of what you want and love to do tomorrow.





Hearing Is Our Concern

A global hearing technology
company headquartered in
Eden Prairie, Minnesota, U.S.A.

Starkey Laboratories, Inc.
6700 Washington Avenue South
Eden Prairie, MN 55344-3476
800.328.8602

www.starkey.com

*Individual results may vary. Invisibility may vary based on your ear's anatomy.

**Sarampalis, A., Kalluri, S., Edwards, B., Hafter, E. (2009, October). Objective measures of listening effort: Effects of background noise and noise reduction. Journal of Speech, Language, and Hearing Research, 52, 1230-1240.