



GENESIS^{AI}

**Better hearing never
sounded so good**



A sound decision for better living

Can't hear as well as you used to? That can happen to the best of us. But when you can't hear people speaking or birds chirping, it's time to take action.

We all know that hearing loss can make you miss out on the moments that are the most meaningful in life. But studies also show it can lead to **increased risk of falls, depression, anxiety, even dementia.**

If you notice a change in your hearing, seeing a hearing care professional is a smart first step. They know what it takes to help you hear and live better.

Your hearing is important. Trust a professional to help treat it.



A breakthrough in Ear-Brain Technology™

The next smart step is choosing technology that best replicates how our “normal” auditory system works. That would be Genesis AI hearing aids.

Genesis AI mimics the cerebral cortex of the human brain to quickly and more accurately “fill in” the gaps produced when our hearing system falters.

So smart it thinks like we do, and so fast it adapts before we can, Genesis AI automatically makes over 80 million adjustments per hour. It’s designed to help wearers:

- **Distinguish words** and speech more intuitively and naturally.
- **Hear soft sounds** without distracting noise.
- **Reduce the effort** it takes to listen and hear.

No one will know

Both Howard and Bill are wearing Genesis AI hearing aids.



GENESIS AI

Versatile connectivity

Exceptional by themselves, Genesis AI hearing aids deliver even more benefits when paired with our easy-to-use My Starkey app.

Edge Mode+

Optimizes sound quality on demand even in tough listening environments.

Personal health monitoring

Uses the science of the ears to accurately count steps, track engagement and help you achieve well-being goals.

Fall detection

The only hearing aid that can detect falls and alert family or friends.

Binaural streaming

Streams calls, music and more to both hearing aids directly for more true-to-life listening.

Easy on the ears

Crafted from meticulous research to ergonomically fit the ear, Genesis AI hearing aids have been completely redesigned to deliver superior sound, comfort, and durability.

Discreet, contoured design

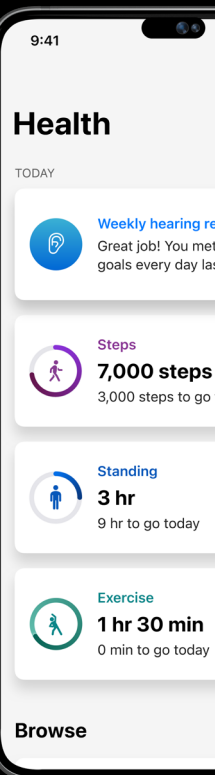
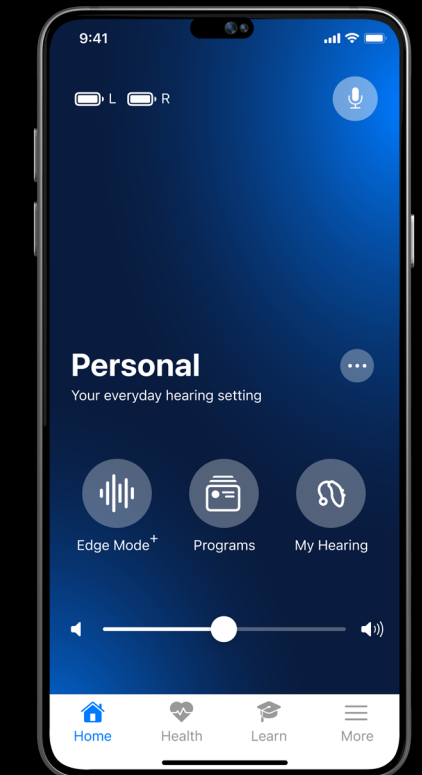
New, geometric design rests snug and conforms naturally behind the ear, making it barely noticeable to others.

All-day rechargeability

Styles that you can charge overnight and wear all day long are one reason why Genesis AI is all the buzz.

Built-tough durability

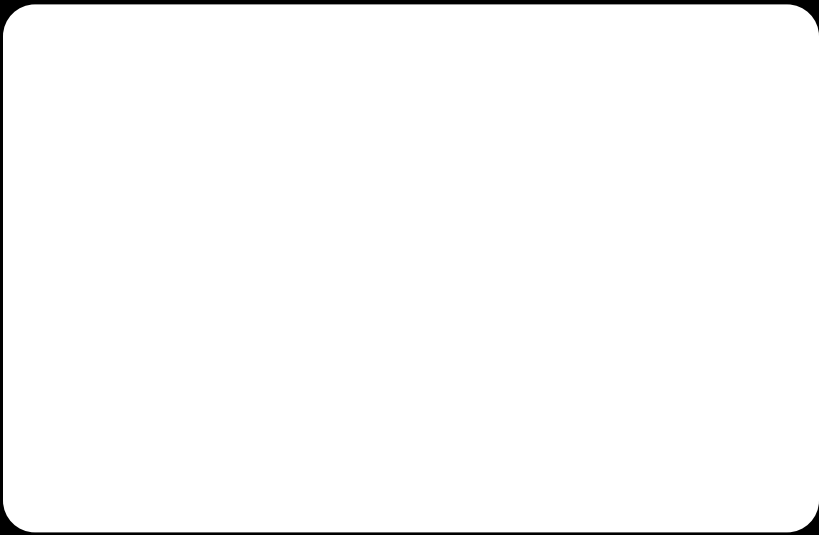
Eight distinct points of protection are designed to help them repel moisture, survive drops and take what life dishes out.



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Your options for treating hearing loss can feel intimidating.

Genesis AI — fit by an experienced hearing care professional — will ensure your hearing is in good hands.



Visit **Starkey.com** to learn more.

