

**Wear & Hear**  
*Life Sounds Better*



**The Freedom to Hear Better**

# Hearing Loss is a Major Worldwide Health Problem

**World population: 7.7 billion**



**16%**  **1.2 billion with hearing loss**

**6%**  **460 million with disabling hearing loss**

# The Curse of Untreated Hearing Loss

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## ☹️ **Loneliness and Isolation**

- People communicate less when they can't understand conversation partner(s)
- Embarrassment about hearing inability leads to withdrawal from social activities

## ☹️ **Frustration, Fatigue and Depression**

- Asking people to repeat themselves and attempts to understand are exhausting
- Seniors with untreated hearing loss are 30% more likely to suffer from depression

## ☹️ **Cognitive Decline and Dementia**

- Withdrawing socially means less brain stimulation, leading to cognitive decline
- Even moderate untreated loss is associated with 3x higher risk of dementia

## ☹️ **Learning Abilities and Work Productivity**

- Poorer comprehension leads to decreased learning skills acquisition
- Inability to participate fully at work results in bad performance, reduced income

**Cost of untreated hearing loss to society: \$750 billion**



# The Failure of Hearing Aids

**Worldwide, less than 5% of those who could benefit from them use Hearing Aids**



 **1.2 billion with hearing loss**

 **460 million with disabling hearing loss**

**<5%**  **<60 million use hearing aids**

# Why Aren't People Using Hearing Aids?

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- **High cost** - \$2000-3000 per ear for basic models
- **Inconvenience** – requires repeat visits to hearing specialist
- **Social stigma** – people don't want to appear old or handicapped
- **Limited functionality** – mainly used for ambient hearing; not for phone calls, TV watching, or music listening



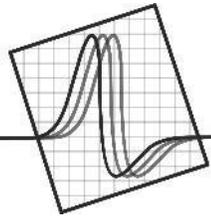


# Alango's Vision

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*“The future of hearing health is based on consumer electronics: affordable, wearable audio devices combining personalized hearing amplification with all the bells and whistles of Bluetooth headsets and TWS earbuds. Bundled with smartphone applications, they will give users full control of their hearing, including automatic optimization of all sounds to specific hearing loss types.”*

Alexander Goldin, Ph.D.  
Founder & CEO – Alango Technologies, Ltd.



**A L A N G O**

Technologies and solutions



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

# About Alango

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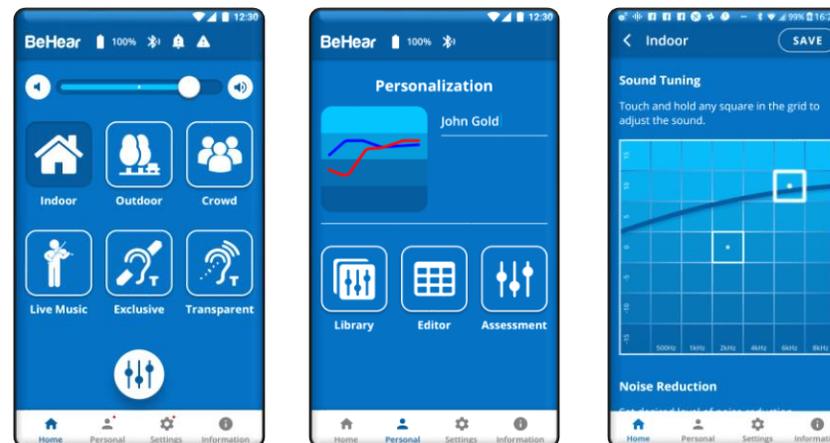
- Established in 2002
- Leading developer of DSP sound enhancement technologies for voice, audio and hearing enhancement
- Used in automotive, mobile, conferencing, and assistive listening products
- Over 50 million product licenses sold worldwide to date
- Headquarters in Haifa, Israel; additional R&D in St. Petersburg, Russia
- Representatives in the U.S., Europe, China, and Korea



# Alango's Actions

1. 2x2 low-noise microphones
2. 2x telecoil receivers
3. 13mm HiFi speakers
4. Powerful 120MHz DSP
5. Large, rechargeable battery

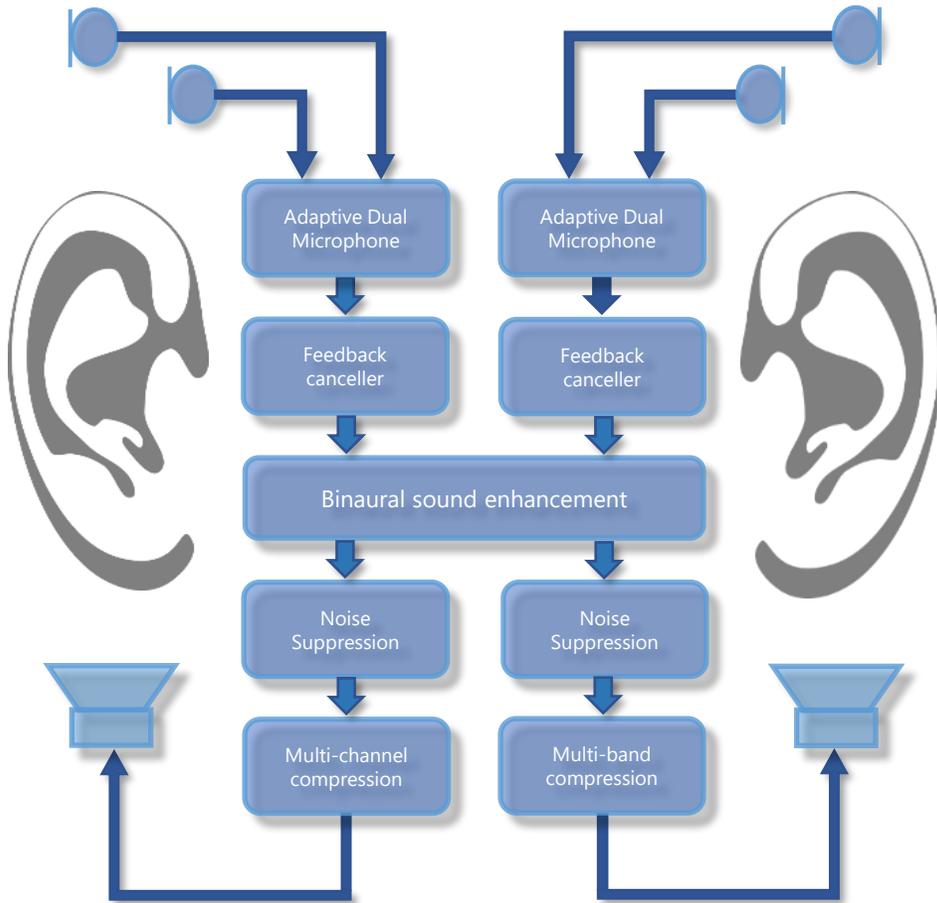
- Instead of developing another hearing aid, we added hearing aid functionality to a familiar and accepted consumer electronic device: **the Bluetooth headset.**
- The result: a **Personalizable Hearing Amplifier** that is stylish, multi-functional, self-tunable, and affordable.



# Current Product Offering

Product Name	Product Photo	Stage	Launch Date	MSRP	Customers
<b>BeHear</b> Now		Commercial sales	October 2018	\$249	Age 40+
<b>BeHear</b> ACCESS		Commercial sales	January 2020	\$349	Age 70+
<b>HearLink</b> PLUS		Commercial sales	January 2020	\$69	All ages
<b>BeHear</b> <sup>®</sup> PROXY		Product launch	Q1 2021	\$189	All ages
<b>BeHear</b> <sup>™</sup> BUSINESS		Product launch	Q2 2021	\$179	Age 35+ (for the work environment)

# Hearing Enhancement Based on In-house DSP Technologies



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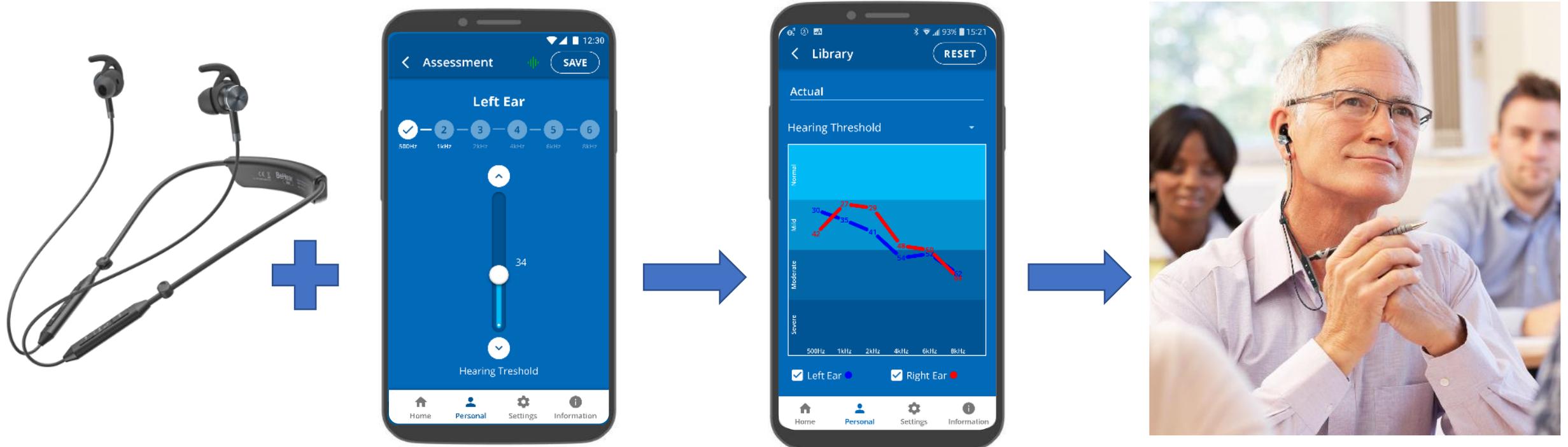
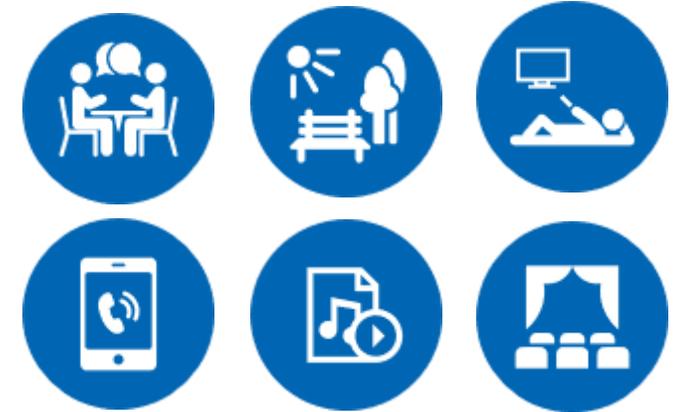
Everything you can find in the most expensive hearing aids:

- Adaptive, binaural beamforming
- Advanced feedback canceller
- Stationary, transient and wind noise suppression
- Multi-channel sound compression, tunable for specific hearing loss and environments
- ...and more...

**Enables seamless implementation of on-going improvements as well as addition of new features in existing products**

# Personalized Hearing Amplification

- Headset pairs with free app for iOS / Android
- User performs hearing assessment
- Headset is updated to match user's hearing
- Sounds from all environments are enhanced as needed



# Wear & Hear Roadmap

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- **Remote Microphone** – Bluetooth-enabled low latency transmission of voice from a distant source (up to 30m) to a personalized BeHear headset
- **Tinnitus Masking** – Generation of user-configurable tinnitus masking sounds
- **CROS** – Solution for single-sided deafness; transfer of sound from “bad ear” side to “good”
- **True Wireless Hearing Enhancement** – hearing enhancement inside lightweight, highly fashionable, true wireless, “Air Pods-like” form factor
- **Solutions for Speech Pathologies** (such as stuttering, or Parkinson’s Disease-related)



# Thank You

Sound Enhancement by Alango Technologies, Ltd.

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