



# EarMetrics<sup>®</sup> for hearing aid manufacturers

Enhance your hearing aid technology with in-ear innovation

We want to transform the future of healthcare through in-ear innovation. Become part of our journey by enhancing your hearing aid devices with EarMetrics<sup>®</sup>, our inclusive sensor technology designed to empower people with data.

[Learn more about our mission on our website.](#)





# Turn in-ear insights into **real-world opportunities** with EarMetrics®

## What is EarMetrics®?

EarMetrics® is our in-ear sensor technology that can record racially inclusive, multi-biometric and real-world health data.

It's more than a product. It is proprietary technology with limitless potential. By licensing the EarMetrics® IP and incorporating it into your devices, you have the chance to empower your wearers, differentiate your offering and be part of a more inclusive future of healthcare.

Here's how it works:

### 01

You integrate EarMetrics® into your hearing aids during manufacture, turning an already invaluable device into an opportunity for your wearers to monitor their health metrics and understand themselves better.

### 02

EarMetrics® begins to build a full digital phenotype of the wearer by recording biomarkers from within the ear.

### 03

If elected by the wearer, it can store this data securely within our clinical-grade cloud architecture, EarMetrics® Cloud, with the wearer always retaining full control over who can monitor it and how.

[\*\*Learn more about EarMetrics®\*\*](#)





## What makes EarMetrics® **unique?**

Data is everything. With EarMetrics®, you could allow your consumers to access an untapped source of information – simply by wearing their hearing aid. EarMetrics® can record synchronised and contextual data by monitoring wearers’:



By recording this data from a site closer to the brain and heart than wrist-worn devices, EarMetrics® could ensure a level of accuracy that we don't believe any wearable on the market currently offers.

In-ear oxygen readings are also less vulnerable to the racial inequalities of those from current devices, such as common finger-clip oximeters.



## What happens to EarMetrics® **data?**

Integrating EarMetrics® into hearing aids offers wearers a simple and secure way to record real-time and real-world health insights.

If wearers choose to pair their device with our responsible EarMetrics® Cloud architecture, they can monitor their personal health by authorising third parties – such as the NHS – to access these metrics. These individual and population-level insights could also support a range of applications, from the early prevention of diseases to more effective clinical trials, by applying machine learning.

It's key to note that your wearers will always be in control. Integrating EarMetrics® technology into their hearing aids gives them the choice to monitor their data, introducing them to opportunities rather than making any decisions on their behalf.

[Learn more about EarMetrics® Cloud](#)

## Augment **human-to-environment experiences** with Ear-Switch®

Integrating our EarMetrics® technology into your hearing aids allows you to go above and beyond for your wearers, transforming an already essential product into a lifestyle enhancement. Here's how:

## Extend your **device capabilities**

Improving hearing quality may be the primary objective of your devices, but what if they could also enable wearers to better understand their wellbeing? Your wearers could build a fuller picture of their health through EarMetrics® synchronised data, simply by wearing a product that is already part of their day-to-day life.

What's more, enhanced hearing aids are just one use case for our sensor technology. You can apply our solutions to almost any device, removing barriers to innovation and ensuring that your products continue to evolve alongside your consumers' needs.





## Differentiate your hearing aids

Through in-ear innovation and biometrics, we hope to provide a key differentiator for hearing aid devices. We're proud to present EarControl™ alongside our EarMetrics® technology, which we see as the key to the next generation of hearables. By tensing the tensor tympani, a muscle within the ear, users wearing hearing aids fitted with EarControl® can effectively 'click' – just like flicking a switch.

The applications of EarControl® could be huge, particularly within hearing aids. For instance, controlling directional hearing could help to overcome the 'cocktail party problem'. Hearing aids could also be used as hands-free controls for people with motor neurone disease or other neurological impairments, while also recording contextual health data.

## Become a MedTech industry leader

Incorporating EarMetrics® into hearing aid devices also presents a much more inclusive approach to health monitoring. While many popular wearables – such as smartwatches – might not cater to less technologically savvy markets, the EarMetrics® IP allows you to enhance the hearing aids that your consumers are already wearing.

We envision a more inclusive and less overwhelmed healthcare system. By giving your consumers the opportunity to record racially inclusive health insights for applications of their choice, such as Hospital at Home services or at-home monitoring, you could help to drive this journey.

Become a MedTech industry leader and open a world of possibilities.

## Seize the EarMetrics® opportunity

If you're as inspired as we are, we'd love to hear from you. All you need to do to begin your EarSwitch™ journey is to contact us to explore opportunities or apply for your evaluation unit to test and trial our technology.

Let's collaborate for a brighter future. [Contact us](#) or [apply for your evaluation unit today.](#)

### Contact us

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