

Field trial news

From Unitron's Audiology Centre

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Truly hands-free direct connectivity

Mobile phone adoption and use has been increasing over the years in all age groups with the Android mobile phone operating system by far the most common worldwide. However, most hearing instrument manufacturers offer direct connectivity only for iPhones, which represent a small percentage of the global mobile phone market.¹

Regardless of the operating system used, people prefer truly hands-free phone calls and most consider this a key technological 'must-have' when deciding between the hearing aid options currently available on the market.

Moxi™ All is Unitron's first direct connectivity hearing instrument which provides truly hands-free phone call functionality on all phones² with no streamer or accessory required. Truly hands-free conversations with direct connectivity means the hearing aid wearer's voice gets picked up by the microphones in the hearing aid, so they do not have to hold the phone up to their mouth or touch it at all.

As part of the field trial validation process for Moxi All, conducted at Unitron Global Headquarters, a question was asked of participants to determine their direct connectivity preferences. This is the type of question that could be asked in a clinic environment to choose an appropriate direct connectivity product.

Field trial validation question: If you had to choose between these two hearing aids, which one would you buy?

Option 1

- Made for all phones — Android and Apple
- Sends mobile phone calls to one ear
- Hands-free calling (hearing aid picks up your voice)
- Streaming music requires an accessory

Option 2

- Made for iPhone only
- Sends mobile phone calls to both ears
- Requires phone close to mouth (no hands-free calling)
- Can stream music to both ears without an accessory

89% of field trial participants who enjoyed direct connectivity preferred Option 1 primarily due to the hands-free benefit

Thirty participants in the Moxi All field trials were asked this question after an initial period of use. The mean age of the participants was 64 years (range: 42-85 years old). They included amplification owners and non-owners who had varying degrees of familiarity with their mobile phones. Of the 30 participants, 28 wanted a direct connectivity solution and their responses are shown in Figure 1. Roughly half of the participants had Android and half had iOS phones.

Listening on the phone with a truly hands-free solution had benefits for participants, such as:

- Not having to find your phone to answer a call
- Not getting a ticket for distracted driving
- Being able to leave the phone upstairs where there is better phone reception and watch TV downstairs
- Easily taking down notes while on a phone call

Moxi All field trial results clearly showed that truly hands-free phone functionality was the key “must-have” feature for the majority of our field trial participants. Regardless of the type of phone they used for direct connectivity, truly hands-free phone calls made the decision truly easy.

For further details on Moxi All and all it has to offer, please visit unitron.com or contact your local representative.

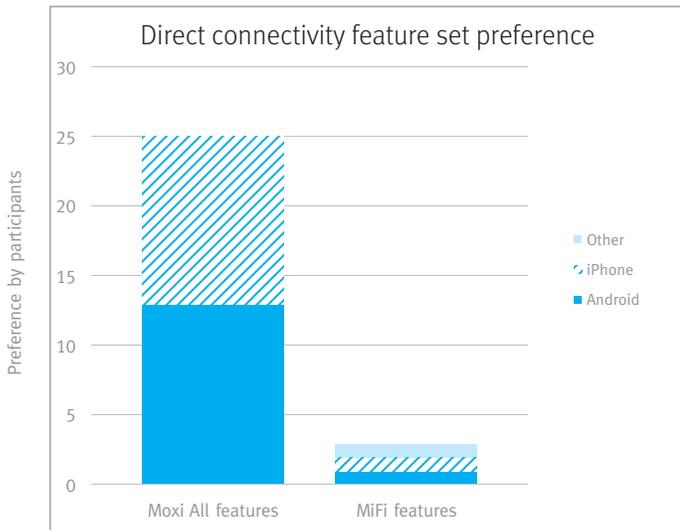


Figure 1 Number of field trial participants choosing each direct connectivity feature set by phone type.

After the participants had worn the research Moxi All hearing instruments with direct connectivity, 89% chose Option 1 (listed on previous page), which is the feature set provided by Moxi All. This was found to be primarily due to the ability to have truly hands-free phone calls, followed by the ability to work with all phones.

Author

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Favorite sound: 80's music

Principal Investigator

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Favorite sound: The heartbeat

1. “Global Mobile Landscape 2016: A Country-by-Country Look at Mobile Phone and Smartphone Usage,” Jasmine Enberg, eMarketer, Nov 16, 2016
2. Smartphones and traditional mobile phones with a compatible Bluetooth Hands-Free Profile

At Unitron, we care deeply about people with hearing loss. We work closely with hearing healthcare professionals to provide hearing solutions that improve lives in meaningful ways. Because hearing matters.

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