



# GENESIS<sup>AI</sup>

**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 most meaningful in life. Did you know studies show it can also 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've got the experience to help you hear and live better.

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





**No one will know**  
Gary is wearing  
discreet Genesis AI  
hearing aids.

## Don't settle for ordinary

While all hearing aids amplify sounds to help you hear them, Genesis AI features cutting-edge technology designed to help you understand them, too.

Hearing loss might start in the ears, but it happens in the brain. Starkey's patented Neuro Sound Technology mimics our cerebral cortex — processing sounds the way a “normal” auditory system does and filling in the gaps produced from years of hearing loss.

It does all this up to 80 million times per hour, automatically, without you needing to do a thing.

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.



## Easy on the ears

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



### **Waterproof\*, sweatproof, everyday-proof**

Pro8 HydraShield™ technology helps ensure they can withstand sweat, dirt, dust, drops, and dunks.



### **All-day rechargeability**

Be confident you won't run out of power, with long-lasting rechargeable options, including the industry's longest-lasting RIC (up to 51 hours on a single charge).



### **Styles that won't cramp yours**

From custom in-the-ear styles to sleek behind-the-ear ones, they're comfortable to wear all day and barely noticeable to others.

\*Up to 3 feet depth. Rechargeable styles only.

# Stream, connect, and engage

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



## Edge Mode+

Uses AI to optimise sound quality on-demand for either clearer speech or improved listening comfort.



## Binaural streaming

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



## 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.



GENESIS<sup>AI</sup>

The reviews are in



**THE BEST**  
HEARING AIDS I HAVE EVER WORN

Tony L. / WA



**THIS HAS BEEN A  
LIFE-CHANGING  
EXPERIENCE**

Georgia M. / WA



**#1**  
RECHARGEABLE  
RIC OF 2023!

Hearing Tracker



**I AM  
UNDERSTANDING  
VOICES  
BETTER THAN  
EVER**

Wayne M. / OK



**PHENOMENAL**

Mike R. / IL



**WOW!** **HOW DID  
STARKEY  
DO THAT?**

Dan G. / FL



**SIGNIFICANTLY  
BETTER  
THAN ANYTHING  
I HAVE EVER  
WORN BEFORE**

Michael V. / NM



**ABSOLUTELY INCREDIBLE**

Michelle R. / MI

What will **you say**  
when you try Genesis AI?

# GENESIS<sup>AI</sup>

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.co.uk** to learn more.



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