

Qualcomm

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Supporting Hearing Enhancement Technology

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Key findings

2020 State of Play Consumer Research

Sound quality

#1

multi-year trend as
top purchase driver

On the go use cases

Truly wireless
earbuds
are the preferred
form factor for
use outside
the home



Richer features

54%

likely to purchase
headphones or earbuds that
offer additional
features

such as voice assistance,
fitness biometrics or
hearing assistance
capabilities.

Contextual awareness

40%

interested in earbuds
or headphones that can
automatically switch
on hearing assistance
as needed.

Source: Qualcomm State of Play Report 2020 and 2019

All percentages, consumer behaviors and attitudes stated in this report are based only on the responses of the individuals who participated in our annual State of Play survey.

How well do we “believe” we can hear?

Hearing loss level

Profound

90%

10%

Severe

70%

30%

Moderately severe

50%

50%

Moderate

30%

70%

Mild

10%

90%

Hearing Aids

■ Users

■ Non-users

Bluetooth audio streaming



Bluetooth voice calls



Live conversations



Improving the Bluetooth hearing experience

Jacoti

Making hearing enhancement and personalization technology accessible for all

FDA & CE certified

FDA registered & CE approved

Medical grade

Rooted in decades of clinical research in the field of audiology

Inclusive & Accessible

Platform-independent, Performant SDK's

Resource efficient

Small footprint & miniaturized, low latency, low power, low memory

Flexible & API-driven

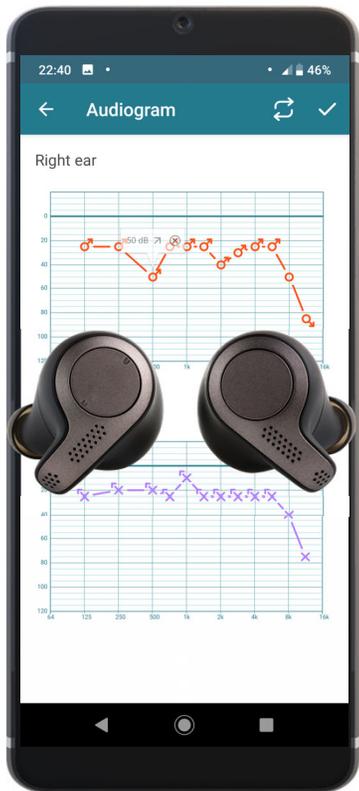
Full hearing aid functionality and much more, for a fraction of the price. Accessible to many more.

Jacoti technology on QCC5100: optimizing the true wireless earbud experience



Personalized sound

Medical grade precision in a Bluetooth SoC



Easy to use

- Self-administered hearing test
- Via easy to use app available for Android & iOS



Classic audiology

- Auditory mapping based on classic audiological principles
- Produces personalized profiles tailored for each ear



Personalized enhancement

- Detects sounds user has difficulty hearing
- Adjusts and Enhances for hearing deficiencies



Embedded in the earbud

- Algorithms & personal profile parameters stored on earbud
- Use with any source device



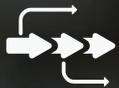


Hearing
without
barriers

Qualcomm® QCC5100 with support for Jacoti technology



Helping to meet increasing consumer demand for hearing enhancement



Hearing algorithms and personal profile parameters embedded in earbud



Available now



Thank you

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