

Starkey's 'AI framework' set to transform Middle East's US\$660 million hearing aids marketplace

Company develops the world's first hearing aid, utilizes integrated sensors and artificial intelligence to improve hearing



Dubai, Mar 4, 2019 ([Issuewire.com](http://www.Issuewire.com)) - [Starkey® Hearing Technologies](http://www.Issuewire.com), the company that developed the world's first hearing aid supported by an artificial intelligence (AI) framework, is set to revolutionize the US\$660 million hearing aids marketplace in the Middle East. According to WHO, around 466 million people worldwide have disabling hearing loss, and 34 million out of these are children.

The company has invested millions of dollars in AI technologies that make it possible for machines to learn from experience and adjust to new inputs. These new age AI hearing aids use machine-learning technology and directional microphones to identify a wearer's listening environment and then adjust based on the detected environment's acoustics.

Giscard Bechara, Director, Starkey MEA FZCO stated that "Close to 16 million people in the Middle East suffer from disabling hearing loss. Artificial intelligence, coupled with advanced sensing devices, is rapidly changing the world around us, we have invested millions in the research and development with regard to these hearing devices. Starkey will be shortly introducing these transformational technologies into the world of hearing aids to both optimize the user's hearing experiences and enable them to continuously monitor and improve their overall health".

It is estimated that by 2050 over 900 million people will have disabling hearing loss. Genetic causes, complications at birth, certain infectious diseases, chronic ear infections, the use of particular drugs,

exposure to excessive noise, and aging are the contributing factors.

“Unfortunately, unlike any other health condition hearing disabilities are left untreated till the person loses his complete sense of hearing in most cases. We are here to support them and generate the right level of awareness so that they lead a more fulfilling and happier lifestyle,” added Giscard.

“These new devices seek to put to rest the stigma of hearing aids as last-resort medical devices and introduce them as powerful wearables for the tech-savvy crowd. These devices have a superior sound quality, listening clarity, more natural hearing, and effortless transitions. From home to the store to a crowded restaurant. These new hearing aids preserve peace and quiet while amplifying the important things like speech to help you better understand conversations in any environment,” added Giscard.

50 years ago, USA based Starkey Hearing Technologies started with a mission and a vision: ‘So the world may hear’. The company focused its research to make the journey to ‘better hearing’ achievable for all people around the world.

Media Contact

White Water Public Relations

prem@whitewaterpr.com

00971504537253

Oud Metha, Business Venue

Source : About Starkey Technologies: Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. Founded in 1967, Starkey is known for its innovative design, development and distribution of comprehensive digital hearing systems. As the only American-owned and operated provider of hearing technologies, Starkey has more than 5,000 employees, operates 22 facilities and does business in more than 100 markets worldwide. For more information, visit www.starkey.com.

See on IssueWire : <https://www.issuewire.com/starkeys-ai-framework-set-to-transform-middle-east-us660-million-hearing-aids-marketplace-1626990722656362>