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Starkey Takes Intelligent Hearing to the Next-Level with Introduction of Omega AI+

Powered by Starkey AI, Featuring revolutionary G4 Neuro Processor, Quad DNN Architecture, and a Complete Hearing Technology Family

- *World's first DNN Dual Compressor addresses the delicate balance between improving hearing performance while minimizing distorted sound quality eliminates the traditional tradeoff between speech clarity and sound quality*
- *Breakthrough Quad DNN Architecture delivers faster, more natural hearing through four AI systems working together in real time*
- *Expanded product family includes Auracast™ compatibility, Sleep Quality Tracking, and premium AI performance across more styles*

EDEN PRAIRIE, Minn. (October 1, 2026) — Starkey today announces Omega AI+, its most advanced hearing technology family ever. Powered by Starkey's proprietary Quad DNN Architecture and revolutionary G4 Gen AI Neuro Processor, Omega AI+ introduces the world's first DNN Dual Compressor, all-new feedback management system, expanded AI-powered performance across more products, and adds new wellness and connectivity capabilities, including industry-only Sleep Quality Tracking.

At the core of Omega AI+ is Starkey's G4 Gen AI Neuro Processor, with neural network intelligence built directly into the silicon. Featuring Starkey's proprietary, breakthrough Quad DNN Architecture, Omega AI+ uses four specialized deep neural networks that work in concert to analyze, interpret, and optimize sound in real time. Inspired by how multiple neural systems in the human brain process information, the architecture enables faster, more natural hearing while maintaining exceptional power efficiency.

“Omega AI+ reflects where Starkey is taking hearing technology—and our vision for what it can become,” said Brandon Sawalich, President and CEO of Starkey. “We are not simply building better hearing aids. We are creating intelligent technology that understands, adapts, and responds more like the human brain itself. By bringing together our most advanced AI, exceptional sound quality, seamless connectivity, and health and wellness technology, Omega AI+ moves hearing technology beyond better hearing—helping people connect more naturally, live more confidently, and experience more of life.”

“The human brain relies on multiple neural systems working together to make sense of the world of sound,” said Achin Bhowmik, Ph.D., Chief Technology Officer and Executive Vice President of

Engineering at Starkey. “Omega AI+ applies that same principle through our proprietary brain-inspired Quad DNN Architecture, where four specialized deep neural networks continuously work together to optimize speech understanding, environmental awareness, sound quality, and listening comfort. The result is faster, more intelligent, and more natural hearing.”

AI Performance Redefined

At the center of Omega AI+ is Starkey's proprietary Quad DNN Architecture, where four specialized deep neural networks continuously analyze and optimize listening experiences in real time.

One of the architecture's breakthrough innovations is the world's first DNN Dual Compressor. Traditional hearing technology has long required a tradeoff between speech intelligibility and sound quality. Omega AI+ eliminates that compromise by intelligently determining when to optimize for speech clarity and when to preserve natural sound quality, creating a smoother and more natural listening experience.

Powered by the G4 Gen AI Neuro Processor, Omega AI+ processes sound up to 2.7 times faster than leading hearing aids that market DNN processing capabilities. The platform also introduces enhanced Edge Mode technology, which can remain active continuously to provide ongoing AI-driven optimization without requiring manual activation.

Bringing Advanced AI to More Patients

Omega AI+ extends Starkey's most advanced AI technologies across a broader range of hearing solutions. Custom rechargeable products now feature Starkey's proprietary DNN 360 technology, designed to improve speech intelligibility, enhance spatial awareness, and reduce listening effort.

The Omega AI+ family also expands to include custom non-wireless devices with Automatic Edge Mode, bringing dynamic environmental adaptation and premium AI-powered performance to Starkey's smallest custom hearing aids.

Omega AI+ also supports Auracast™ broadcast audio, enabling wearers to access compatible public and personal audio broadcasts while staying connected to conversations, entertainment, and important information.

Wellness Beyond Better Hearing

Omega AI+ continues Starkey's leadership in combining hearing technology with wellness innovation. Industry-first, new Sleep Quality Tracking provides nightly sleep scores and insights into sleep cycles and body position using onboard sensors, further extending the role of hearing technology beyond hearing health.

By combining a groundbreaking Quad DNN Architecture, the world's first DNN Dual Compressor, advanced wellness capabilities, and seamless connectivity, Omega AI+ establishes a new benchmark for intelligent hearing technology and reinforces Starkey's vision of helping people hear better, connect more fully, and live healthier lives.

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About Starkey

Starkey is a leading global innovator in hearing technology and AI-powered hearing aids, headquartered in Eden Prairie, Minnesota. Since its founding by Bill Austin in 1967 and led today by Brandon Sawalich, Starkey has driven breakthroughs in unmatched sound clarity and machine learning and intelligent hearing technology. As the only American-owned hearing aid manufacturer, Starkey employs over 5,000 professionals across 29 facilities, delivering advanced hearing solutions to customers in 100+ markets worldwide. Explore our smart hearing devices and connected technologies at www.starkey.com.