Mobile Device Audio Personalization

A Cost-Effective Alternative to Captioned Telephone Service and Traditional Amplifiers

December 6th, 2017

RAZ Mobility®

TuneFork
It's much more than it sounds

MOBILE TECHNOLOGY IS ENRICHING OUR LIVES.

IT PROVIDES A VOICE AND INDEPENDENCE TO THOSE WITHOUT.

- Hearing is an individual experience. Each of us has a unique hearing "earprint". This is why no sound system is optimal for everyone.

- So how would you know the exact right balance for you?
- And how can you get this great sound to go with you everywhere?

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PRODUCT

- **TuneFork** is an audio personalization technology software that helps you find your unique "earprint", giving you the optimal hearing experience anywhere you go.

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TUNEFORK & RAZ MOBILITY

- TuneFork is working with RAZ Mobility to make its solution available to State Equipment Distribution Programs.

- TuneFork solution combined with mobile devices enables hard of hearing consumers to communicate without captioned telephone service, or traditional amplified home phones.

- RAZ Mobility and TuneFork will be conducting a self-funded Trial with the Virginia Department for the Deaf and Hard of Hearing in 2018.
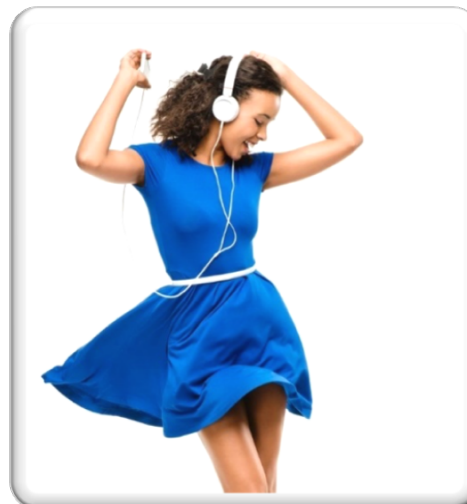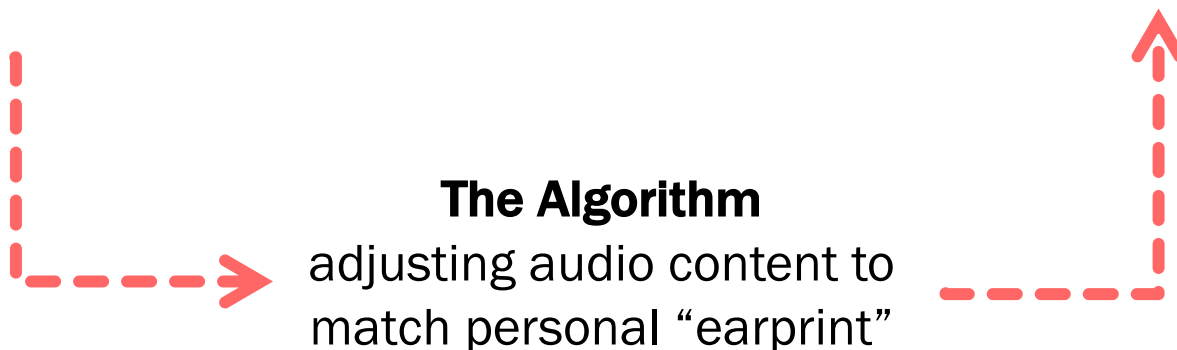
Self Hearing Test

Requires only the app and personal earphones

Tailor-made Sound

Including phone calls, videos, music etc.

The Algorithm
adjusting audio content to match personal "earprint"

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HEARING SELF-TEST

Requires only a smartphone and regular headphones

Users will get clinical accuracy with almost every pair of functioning headphones

The test have to take place in a quiet environment (such as a bedroom)

6-7 minutes for the full test
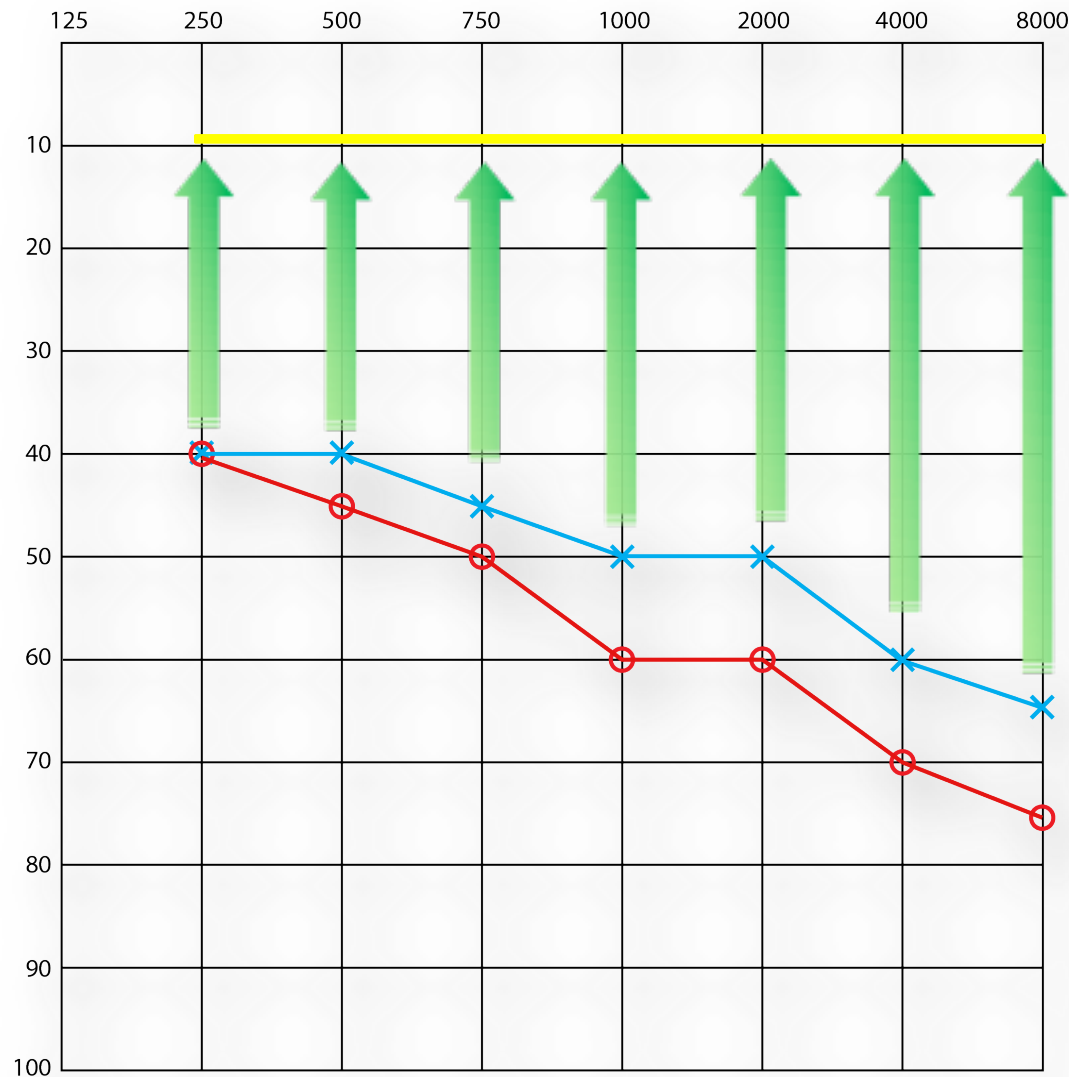
Option for a shorter version

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HOW DOES IT WORK?

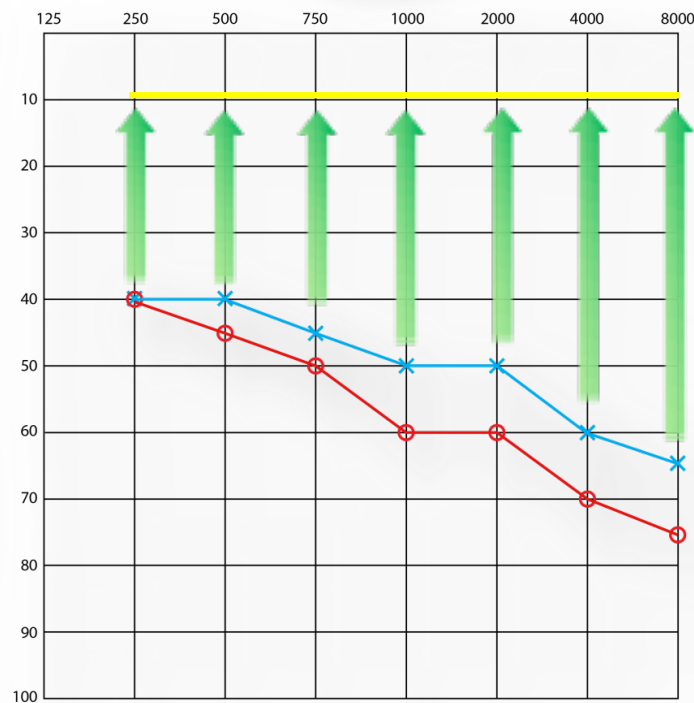• Audio personalization example.

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TAYLOR-MADE SOUND – Concept

Hearing without TUNEFORK technology
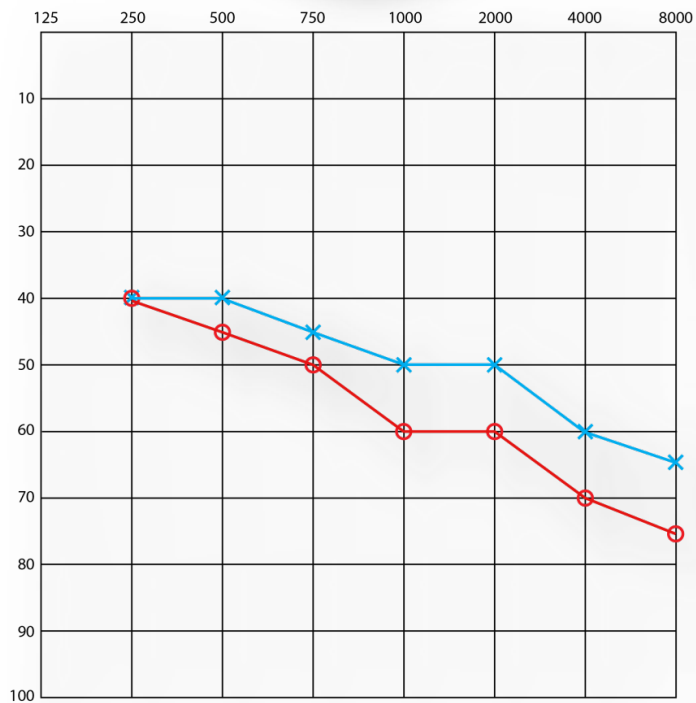
Hearing with TUNEFORK technology

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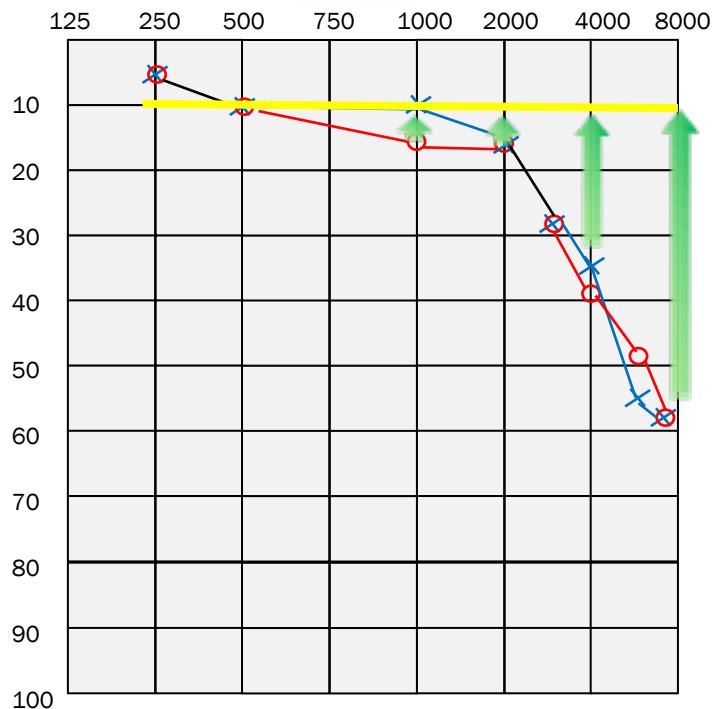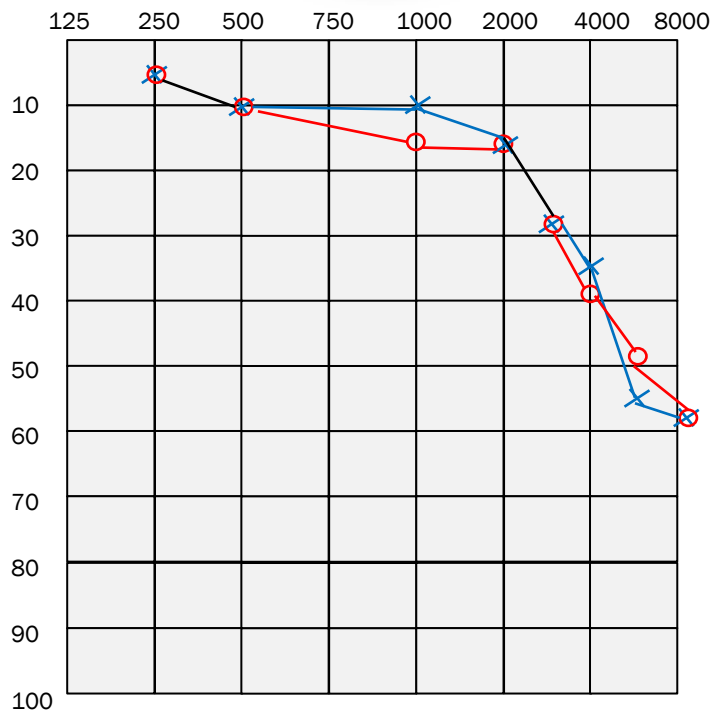
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**Hearing without
TUNEFORK technology**

**Hearing with
TUNEFORK technology**

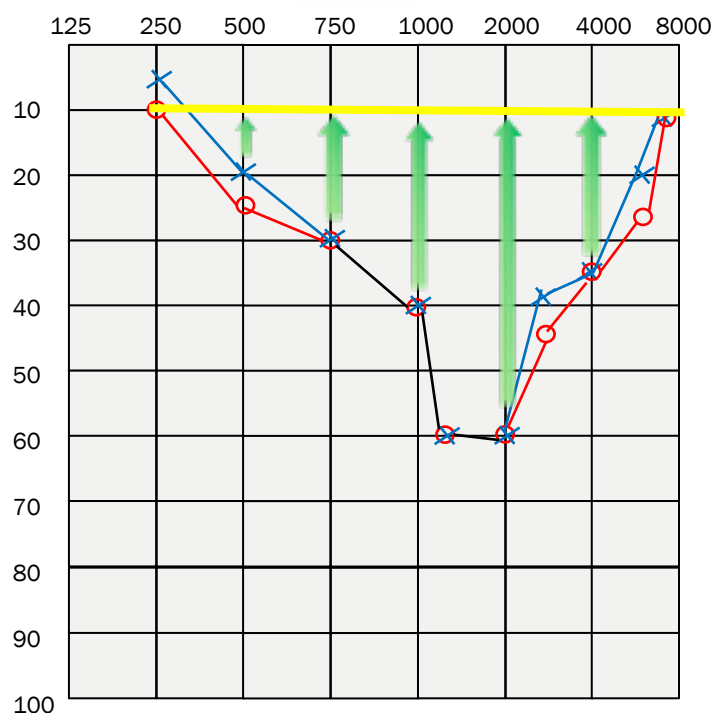- User #1 – "Ski slope". Common hearing loss profile among elderly.

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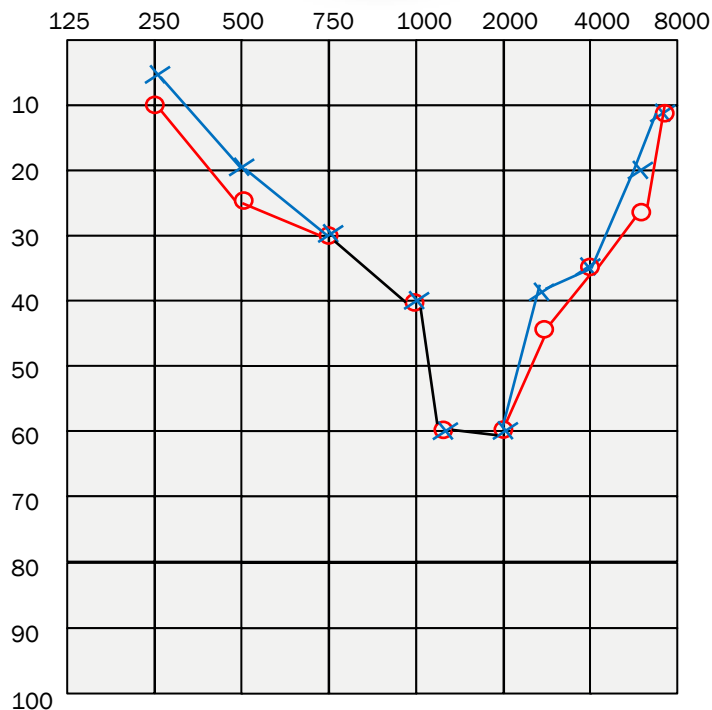
- User #2 – "u-shape". Common hearing loss profile due to noise.
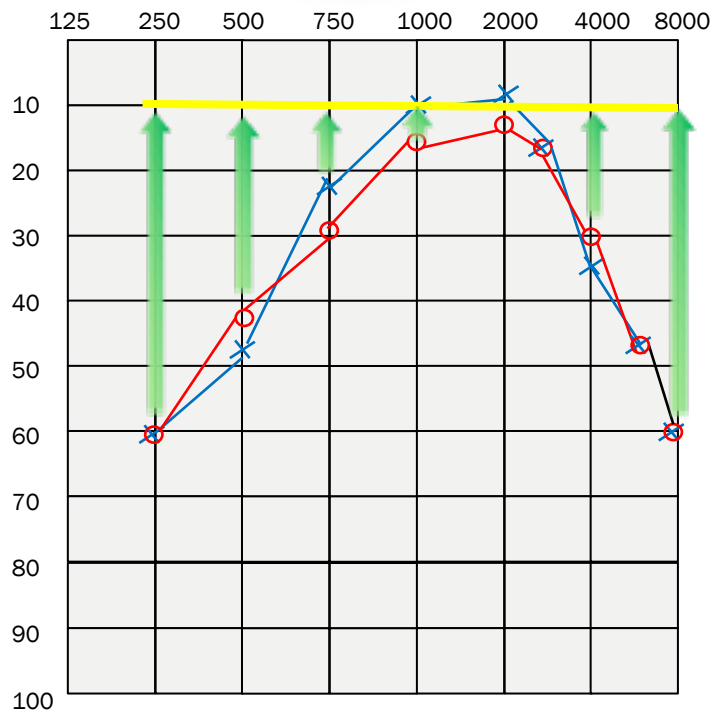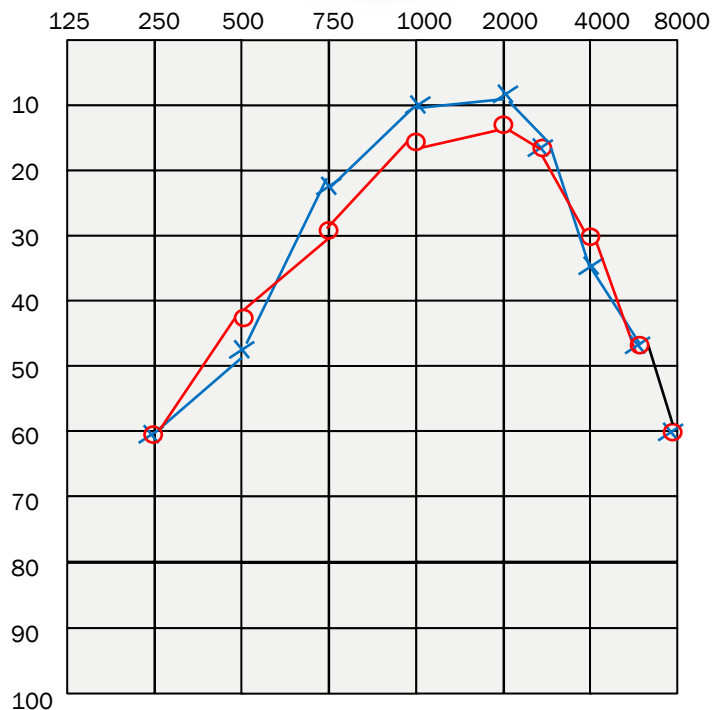
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Hearing without TUNEFORK technology

Hearing with TUNEFORK technology

- User #3 – "n-shape". Rare hearing loss profile.

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COMPARATIVE ADVANTAGE

Comparative Advantage

01 Clinical Accuracy

02 Simplicity

03 Embedded Software Solution

04 Availability

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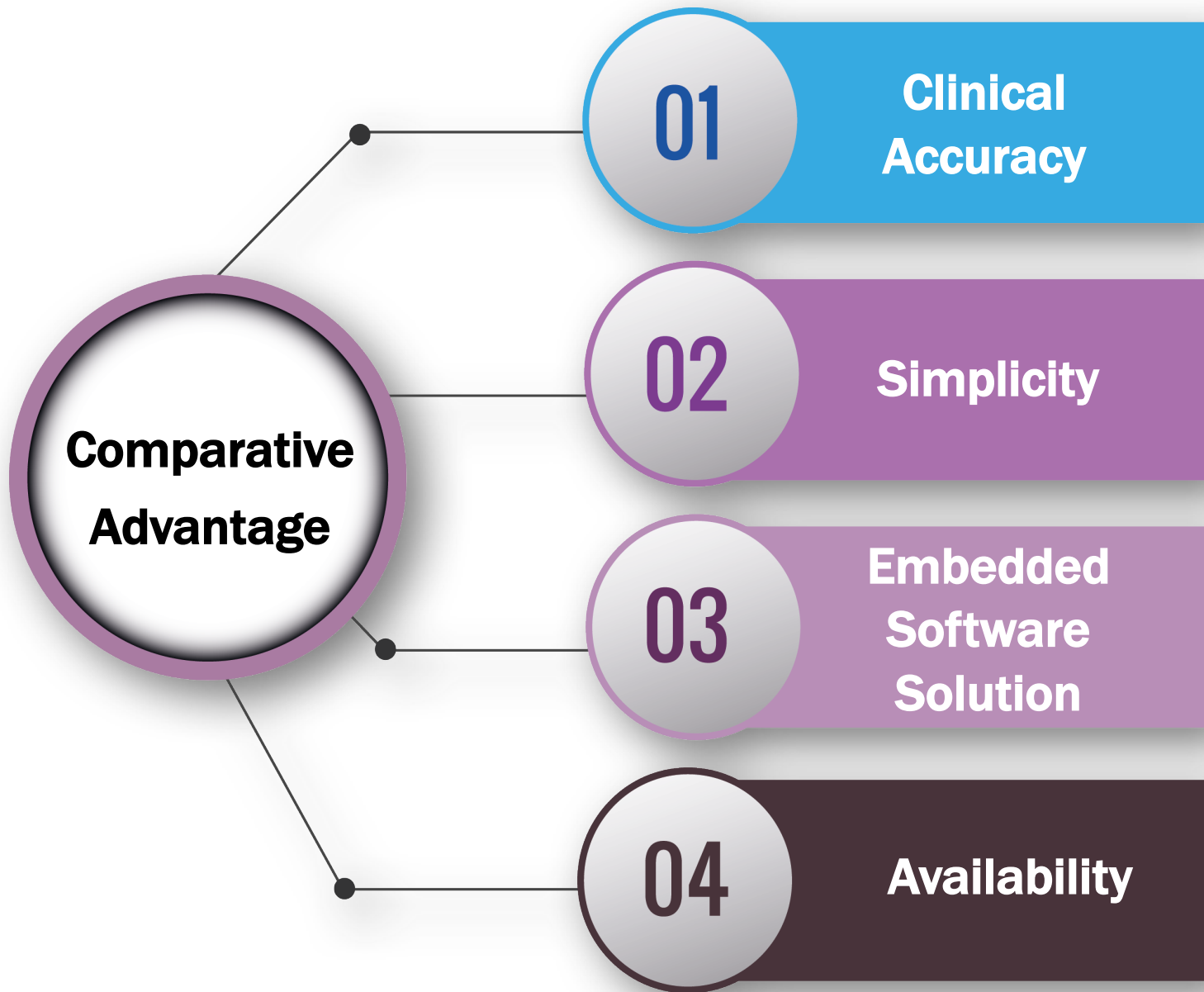
Equipment Distribution Programs and Educating Consumers Regarding Alternatives

- When state equipment distribution programs certify consumers for Relay service, they should educate consumers regarding alternatives such as audio-personalization apps.
- Education should include the names of available audio-personalization apps, how they can be installed and advantages of such apps over Relay service.

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Trial with the Virginia DDHoH

- The trial has two main objectives:
    - Proof of concept.
    - To validate that audio-personalization apps for mobile devices such as TuneFork are an alternative to relay service.
- Trial will be conducted with cooperation of RAZ Mobility, TuneFork, and the State of Virginia Department for the Deaf and Hard of Hearing.
- Trial is self-funded by RAZ Mobility and TuneFork.

FCC Should Create Fund to Support Trials of New Advanced Technology Solutions

- Fund trials for new technology that reduces pressure on TRS fund.
- Trials can be conducted with the co-operation of State Equipment Distribution Programs.
- Trials would accelerate adoption of new solutions by State Equipment Distribution Programs and consumers.

- Suggested annual budget for a period three years:
  - up to $500,000.

Thank you.

RAZ Mobility®

Empowering people to overcome their challenges by providing pioneering mobile assistive technology and services.

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