

Product Fact Sheet

Introducing Zepp Clarity

Zepp Clarity, a smart hearing solutions brand owned by Zepp Health (NYSE: ZEPP), a health technology company, is transforming the hearing aid industry by leveraging cutting-edge wearable technology and expert audiology insights. Endorsing the broader mission of Zepp Health, Zepp Clarity aims to empower individuals to live their healthiest lives with the belief that optimal hearing health is integral to overall wellness.

Considering that hearing loss is a common health issue affecting 48 million people in the US and nearly 430 million people worldwide, our mission is critical. Zepp Clarity's meticulously designed smart hearing aids, registered as FDA Exempt Class II medical devices, are intended for adults aged 18 and older with mild to moderate high-frequency hearing loss. Tailoring to all lifestyles, these devices help individuals experiencing hearing loss comfortably and confidently address their hearing health.

Products

Flagship products under the Zepp Clarity brand: Zepp Clarity One and Zepp Clarity Pixie



Zepp Clarity One is a complete high-performance hearing product designed to address the daily challenges of hearing loss. Crafted for easy integration into everyday routines, Zepp Clarity One offers an 18-hour battery life and a rechargeable case for added on-the-go power. It allows users to customize their hearing experience via 12 unique programs through the Zepp Clarity App, including adjustments for treble, bass, and volume. Zepp Clarity One was honored with the [Red Dot Design Award 2022](#), a mark of quality for good design. Zepp Clarity One includes a pair of Size S and M open and closed domes, USB power adapter, USB Type-C power cable, cleaning brush and cloth, and earwax guards.

ZEPP CLARITY



Zepp Clarity Pixie is Zepp Clarity's next-generation solution, offering premium hearing aids for individuals with mild to moderate hearing impairment. The Pixie builds upon the innovative features of Zepp Clarity One, introducing a lightweight durable titanium alloy shell, IPX7 water-resistance rating, and a handy find device feature. With adjustable volume and 8 unique programs on the Zepp Clarity App, it allows for comprehensive customization. It also includes features such as Find Device, Clarity Boost, and Smart Phone Call. The Pixie promises a 17-hour battery life, a rechargeable case, and a 2-year warranty, and it includes a pair of Size S and M open and closed domes as well as replaceable mic caps.

Traditional Hearing Aids vs. Over-The-Counter (OTC) Hearing Aids

OTC and prescription hearing aids serve different needs. OTC devices are suitable for mild to moderate hearing loss, offer a convenient and cost-effective solution, and are available in stores, pharmacies, and online without requiring professional fittings. In contrast, prescription hearing aids cater to all types of hearing loss, including severe hearing loss, and involve specialist assistance for fitting, adjustments, and ongoing care, but come at a significantly higher cost. The average price for prescription hearing aids is around \$4,600 per pair, often including professional fitting, follow-up treatment, maintenance, and troubleshooting visits.

Zepp Clarity Hearing Aids: Key Benefits

When comparing traditional hearing aids with Zepp Clarity hearing aids, many benefits stand out.

Zepp Clarity OTC Hearing Aids

- Offers easier volume and hearing program control via its dedicated app.
- Features hearing aid body and soft, comfortable ear tips.
- Has advanced features to manage feedback and noise.
- Offers rechargeable batteries, and the charging case provides added on-the-go power.
- Are virtually invisible.
- Provides lifetime support.
- Designed with a non-allergenic metal titanium shell and silicone ear tips, which adheres to ISO 10993 biocompatibility standards to mitigate redness, itching, or irritation.
- Offers two models: One is priced at \$1,699 and Pixie is priced at \$1,999.

Traditional Hearing Aids

- Requires manual adjustment on the hearing aid device itself.
- May require custom earmolds recommended by healthcare professionals.
- May require professional programming for hearing aid device.
- Often relies on expensive zinc-air batteries.
- Are larger and bulkier.
- May require consumers to pay for limited service and support.
- Average price is \$4,600, significantly higher than Zepp Clarity OTC hearing aids

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Specifications and Key Features

	Zepp Clarity One	Zepp Clarity Pixie
Design and Aesthetics	Virtually invisible and discreet design, built for comfort Zepp Clarity One: Red Dot Design Award 2022 winner	
Key Features	- Adjust and customize their hearing aids through the Zepp Clarity App 4 presets, which can be determined with Zepp Clarity's 5-minute hearing evaluation 12 hearing programs with customizable treble, bass, volume settings	- Adjust and customize their hearing aids through the Zepp Clarity App 3 presets, which can be determined with Zepp Clarity's 5-minute hearing evaluation 8 hearing programs with customizable treble, middle, and bass, and noise filter settings - Volume adjustable range is 1-11dB - Clarity Boost setting enhances speech frequency and noise filtering for a better conversation experience - Smart Phone Call feature activates your hearing aid at incoming calls, shifting to Phone mode to reduce feedback, enhancing your call experience
Physical Specifications	19.3 x 6.8 x 6.1 mm Weight: 1.05 g Plastic shell	17.9 x 6.8 x 6.8 mm Weight: 1.1 g Titanium alloy shell
Pricing & Availability	\$1,699; US Only	\$1,999; US Only
Certifications	Dust and Water-resistance rating of IP52	Dust and Water-resistance rating of IP27
Technical Specifications	- Working Time: 18 hours - Equivalent Input Noise Level (disabled/enabled): 27 dB/13 dB SPL - Frequency Response: 200-7500 Hz - Full On Gain (HFA-FOG): 27 dB - Harmonic Distortion Output Sound Pressure Level 90 (OSPL90): 109 dB SPL	- Working Time: 17 hours - Equivalent Input Noise Level (disabled/enabled): 26 dB SPL/13 dB SPL - Frequency Response: 200-7500 Hz - Full On Gain (HFA-FOG): 31 dB - Harmonic Distortion Output Sound Pressure Level 90 (OSPL90): 110 dB SPL
Warranty	45-Day Return Policy 1-Year Limited Warranty	45-Day Return Policy 2-Year Limited Warranty

Zepp Clarity is revolutionizing the hearing aid industry with its innovative products, Zepp Clarity One and Zepp Clarity Pixie. These smart hearing aids, designed for mild to moderate hearing loss, offer various benefits, including personalized control, reduced feedback and noise, enhanced comfort, and lifetime support. They feature an almost invisible design and rechargeable batteries, promoting user convenience and addressing the social stigma related to hearing aids.

For more information or to purchase Zepp Clarity One and Zepp Clarity Pixie, visit clarity.zepp.com.

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