

June 2021

Dear Costco Hearing Care Professional,

Rexton is excited to launch BiCore, our new hearing aid platform available in two models:

- **BiCore C R-Li** — Rechargeable RIC with travel charger
- **BiCore C R-Li T** — Rechargeable RIC with T-coil and travel charger



Additionally, these hearing aids feature the new **Rexton Assist**, the first live neural network for hearing aids. **This cloud-based, self-programming** feature leverages true Artificial Intelligence (AI) to constantly learn and grow, delivering changes to your members' hearing aids whenever and wherever they need help. Rexton Assist offers easy-to-use, self-guided support and is available in the Rexton App. These hearing aids are also packed with new features that are sure to "check the box" for the needs of both you and your members:

- **Rechargeability** – A full day of wear time — even with streaming
- **Compact Travel Charger** – An additional 3 full days of charges
- **T-coil model** – For members who want access to public loop systems and compatible phones
- **Direct Streaming** – Made for iPhone and compatible with Android
- **New and smaller housing** – Compact design and IP 68 rated
- **More color choices** – Beige, Deep Brown, Black, Pearl White, Silver, Gray, Granite, Sandy Brown, Dark Champagne, Rose Gold
- **EarWear 3.0** – New easy-to-use receivers, domes, sleeves, and more that increase both aesthetics and comfort for the wearer

Innovation is at the core of this new platform:

- **BiCore Processing** – Delivers optimal speech enhancement and noise reduction — meeting the two primary needs of nearly every hearing wearer.
- **Soundpro 2.0 with faster wireless sync** – Provides seamless transitions and excellent sound quality for effortless and automatic adjustment to your members' environment in the Automatic Program and reduces the need for other programs.
- **Mask Mode** – Enhances speech clarity with the push of a button in the Rexton app, making it easier to hear when others wear a mask.

Each booth will receive:

- 2 BiCore C R-Li demo hearing aids
- 1 Travel Charger
- 1 Starter supply of new EarWear 3.0 (receivers, domes, sleeves, wax guards, measuring tool)
- Product Information

In addition, each location will also receive:

- 1 hearing aid and Travel Charger for the display case (non-working)
- 1 Charging+ Station (non-working) to show benefits of charging, drying, and UV-C sanitizing for the BiCore C R-Li/Li T and MCore P/HP BTEs.

This is just a taste of what the new BiCore product contains — your Territory Account Manager will be happy to share all of the details with you.

Our Customer Care and Audiology teams are also available to answer your questions at 866-739-8661.

- 8 AM to 7:30 PM CT — Monday through Friday
- 10 AM to 5 PM CT — Saturday

All materials are also available at [Costco.rexton.com](https://www.costco.rexton.com).

Best Regards,  
Your Rexton Team

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