

# Delivering a Positive In-Store Demo



The demo experience takes place in-store and is designed to allow customers to try the Nuance Audio Glasses. These glasses, equipped with integrated microphones, enhance hearing by reducing background noise and amplifying desired sounds.

## Preparation (Before Starting)



Before starting the demo, ensure:

**Battery Check:** Smartphone and glasses are fully charged.

### Glasses Setup:

- Turn on the glasses by holding the button on the temple.
- Ensure they are connected to the app (Demo Mode must be enabled: **7 taps on the logo + code "1234"**

### Initial Configuration:

- Select **Preset A** and set the **volume to 2**. (*This preset is optimized for quiet environments.*)
- Set glasses to **standby mode** via the app (on/off button at the top right).
- Apply any clip-on lenses as needed
- Customer can try the eyewear for fit and style

## Introduction

Set customer expectations for the experience:

### Suggested Script:

"These innovative glasses are designed to enhance speech perception while keeping your ears free. Let me show you how they work. Just for your awareness, this experience may feel different from your normal hearing—if you notice a slightly "metallic" or higher-pitched sound, that's completely normal. The glasses amplify specific parts of speech (typically higher frequencies) to help you perceive each word more clearly. I encourage you to pay close attention to this feature."

(Optional: Additionally, the performance of these trial glasses is not yet fully optimized, as they are currently in "default" mode and have not been calibrated. "Calibration is a final step that recognizes your own voice to make it more natural, and you'll hear even better."



# Activating the Demo



## Simulate the Environment



- Activate the Neckband and leave it on for a few seconds and experience the feeling
- Activate the speech. Let them focus on the voice of the Speech
- Ask them about their sensation
- Turn on the Eyewear from the Demo App

### Suggested Script:

"Imagine this is a friend sitting across from you having a conversation at the restaurant. It's kind of hard to hear them, right? Pay attention to the voice as I turn on the eyewear. Notice how this is much clearer?"

If the customer does not notice a difference, **gradually increase the volume**

Use an **A/B demonstration** (turn glasses on/off multiple times) to highlight their impact.



## Demonstrating Different Modes



Explain the **"Frontal"** directional technology and **"All-around" mode** for different listening situations.

Key Features to Demonstrate:

- **Frontal Mode:** Reduces background noise and amplifies sounds directly in front of the customer.
- **All-Around Mode:** Captures sounds from all directions, useful for awareness in quieter settings or when not facing the speaker (e.g., in a car).

### Suggested Script:

"Now I've stepped back and am speaking naturally. Notice how my voice sounds clearer. Take a moment to adjust to this new way of hearing."



# Activating the Demo



## Testing the Product without the Simulation and in real-environments

### **Quiet Environment Demonstration**

Have the customer wear the glasses and stand **approx. 6 feet away**, speaking at a normal volume.

#### **Suggested Script:**

"Focus on my voice"

### **Noisy Environment Demonstration**

Move to a **busier store area**, switch to **Preset C**, and adjust the volume.

#### **Suggested Script:**

"Take a moment to adjust to this new way of hearing."

If the customer is engaged, demonstrate **background noise reduction**.

#### **Suggested Script:**

"Right now, you're experiencing regular amplification without noise cancellation—it's quite loud, right?" (Pause for confirmation.)

"Now, let's activate our noise suppression algorithm..." (Switch noise setting to 'Lowered'.)

"...and background noise is now reduced, allowing you to focus on my voice."

## Conclusion: Entire demo should not exceed 5-10 minutes

- **Positive response -> Close the sale! Proceed to frame selection, lens selection and pricing**
- **Unsure/Not sold ->**
- Thank them for trying
- Ask them to think about anyone they know who'd benefit from Nuance Audio and give them some materials to leave with. Continue shopping for their eyewear

## End the Demo:

- Find the Menu button on the bottom right, click End Demo.
- Associate completes survey question

