



WHY CHOOSE WIDEX?

**WIDEX**

SOUND LIKE NO OTHER



## BECAUSE THE DIFFERENCE IS IN THE DETAILS

Hearing aids make communication easier by reducing the amount of effort required to understand speech. This reduced effort is what Widex calls Effortless Hearing, a patented fitting rationale where every hearing aid feature is designed so people with hearing loss — regardless of cognitive capability — use the least amount of effort. Guided by this philosophy, Widex designs our hearing technology to produce a clearer sound by considering all aspects of real-life hearing. We believe the difference is in the details.

## 10 MORE REASONS TO CHOOSE WIDEX

From technological advancements that deliver exceptional sound quality, to new features that make it easier than ever to fit and fine-tune your patients' hearing aids, here are ten ways Widex can help you set yourself apart:

1. Widex created the first hearing aid that doesn't sound like a hearing aid
2. The most advanced, accurate sound reproduction across all price points
3. Extraordinary hearing in noisy conditions
4. A better, more customized fitting
5. Personalized hearing experiences
6. Flexible, patient-centric connectivity
7. Consistent audibility in different environments
8. Superior music representation
9. Effective, revolutionary tinnitus management
10. The widex commitment to patient needs and lifestyles

# 1. THE FIRST HEARING AID THAT DOESN'T SOUND LIKE A HEARING AID

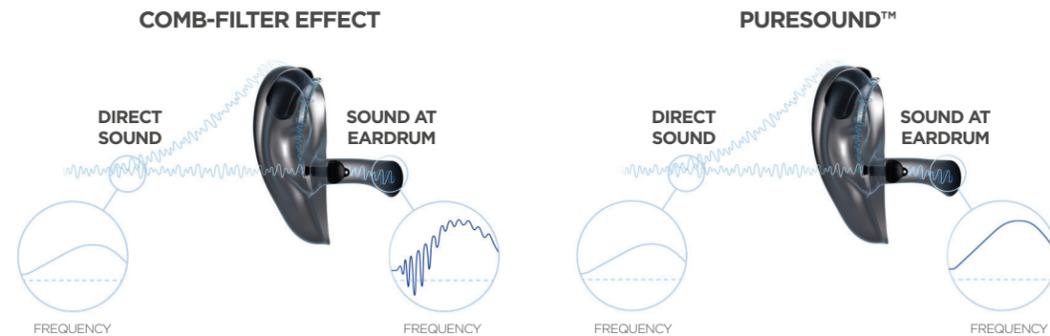
Hearing aid wearers have long accepted that no matter how good their hearing aid was, it would always sound like a hearing aid – tinny, mechanical, artificial.

With WIDEX **MOMENT™**, that is no longer the case.

The Widex **PureSound™** listening program processes sound so fast the distortion experienced due to the sound processing delay is eradicated, leaving a more natural sound for the hearing aid wearer.

## PureSound powered by ZeroDelay™

**ZeroDelay** technology makes this achievement possible by powering the ultrafast **PureSound** signal processing pathway – delivering clearer, crisper sound to hearing aid wearers' ears in under 0.5 milliseconds, shattering industry standards that are typically in the four to eight millisecond range.



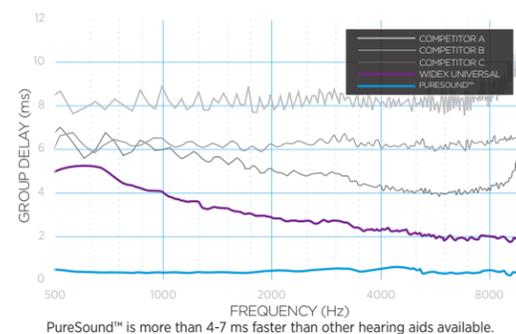
## TruAcoustics™

Thanks to **TruAcoustics** customizing the sound to every individual's hearing loss and ear canal physiology, WIDEX **MOMENT** doesn't sacrifice fitting precision in return for this revolutionary speed.

## Dual Signal Processing Pathway

The benefits of the **PureSound** pathway are most obvious for wearers with mild to moderate hearing loss. Therefore, WIDEX **MOMENT** also offers the Classic Widex signal processing pathway. In effect, every WIDEX **MOMENT** is two hearing aids in one, offering both the classic Widex sound and Widex **PureSound** to best meet the needs of each individual wearer.

THE FASTEST SOUND PROCESSING IN THE INDUSTRY



# 2. ADVANCED, ACCURATE SOUND REPRODUCTION AT ALL PRICE POINTS

Widex True Input Technology enables our hearing aids to accurately capture the soundscape of any environment, even at high sound levels, in a natural way.

The powerful True Input Technology processing platform preserves the fine details of incoming signals by maximizing the sheer amount of sound—the headroom—that passes through to the wearer, so the output sounds natural. This fuller, more accurate sound is achieved by:

## Dual Core Technology

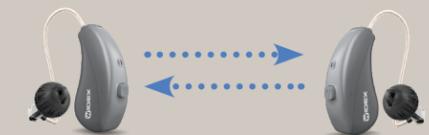
Through an innovative dual-chip design, Widex integrates the efficiency of a closed, accelerated core with the flexibility of an open core to provide industry-leading processing power without sacrificing performance.

## Four Analog-to-Digital (A/D) Converters

Widex is the only manufacturer that utilizes four A/D converters – each with the highest linear input range in the industry at 113dB SPL and an unmatched linear input dynamic range of 108dB – to preserve the integrity of input sounds and allow for a cleaner listening experience.

## WidexLink Binaural InterEar Communication

Facilitated by WidexLink wireless technology, binaural InterEar™ communication provides instantaneous synchronization by communicating 21 times per second between hearing aids and resulting in a more complete listening experience even in complex listening situations



# 3. EXTRAORDINARY HEARING IN NOISY CONDITIONS

Communicating in a noisy environment is one of the most challenging situations for hearing aid users. Widex solutions offer the best speech intelligibility and listening comfort wherever the user happens to be.

## Real-Time Interaural Speech Enhancer

By assessing real-time acoustics and using the Speech Intelligibility Index (SII), the Speech Enhancer algorithm identifies the need for additional gain and noise reduction. InterEar Speech Enhancer compares input between hearing aids and delivers more accurate, comprehensive, and instantaneous binaural adjustments to help ensure speech audibility.

## High-Definition Locator Directional Microphone System

The Widex High-Definition Locator is a multi-channel, fully adaptive directional system with low frequency compensation. By focusing on speech in each individual channel while adapting to non-speech noise, the High-Definition Locator emphasizes speech from all directions, minimizing the risk of missing important speech cues.

## 4. A BETTER, MORE CUSTOMIZED FITTING

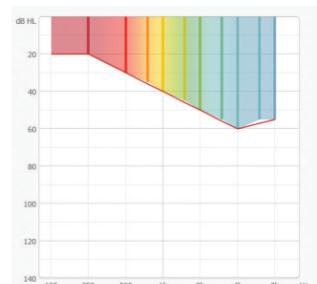
The sound quality of WIDEX **MOMENT** hearing aids requires a personalized fitting experience, and **Compass™ GPS** delivers. With more granularity, control, and transparency, **Compass GPS** makes it easy for Hearing Healthcare Professionals to make the right choices for their patients.

### TruAcoustics Gain Optimization Algorithm

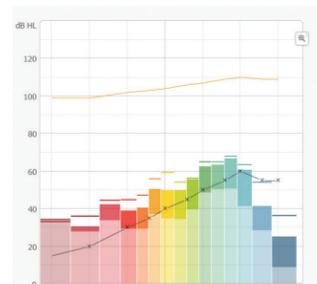
With **TruAcoustics**, our automated in-situ acoustic optimizations technology, **Compass GPS** provides a more personalized fitting experience, accounting for individual patients' hearing loss and ear canal physiology to deliver the right level of gain.

### Innovative Tools to Verify Audibility

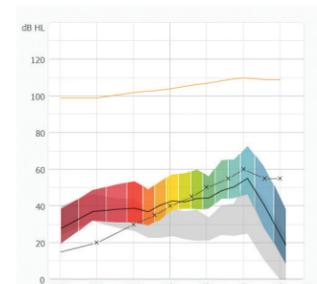
**Compass GPS** improves fitting accuracy by embedding technologies to supplement traditional verification methods. These include, but are not limited to, Sensogram, SoundTracker, and Speech Tracker — all are easy to use and accessible, with no extra equipment needed.



SENSOGRAM



SOUNDTRACKER



SPEECH TRACKER

## 5. PERSONALIZED HEARING EXPERIENCES

Because no two people have the exact same hearing loss, hearing aids should use the best-available technology to create personalized hearing experiences based on context, content, and intent. That can be achieved with the machine learning, artificial intelligence, and data analytics of Widex hearing aids.

### My Sound

**My Sound** combines the capacity of artificial intelligence with the relevance of real-world experience to deliver a new level of automated customization. Through AI modeling and clustering of data collected via **SoundSense Learn**, **My Sound** delivers highly qualified recommendations for the wearer built on the intent, needs and preferences of thousands of real users in real environments.



**SoundSense Learn** continues to use real-time machine learning and input from the listener to efficiently analyze over two million sound comparisons within moments. The more a patient uses this feature, the more the hearing aid learns about how they want to hear.

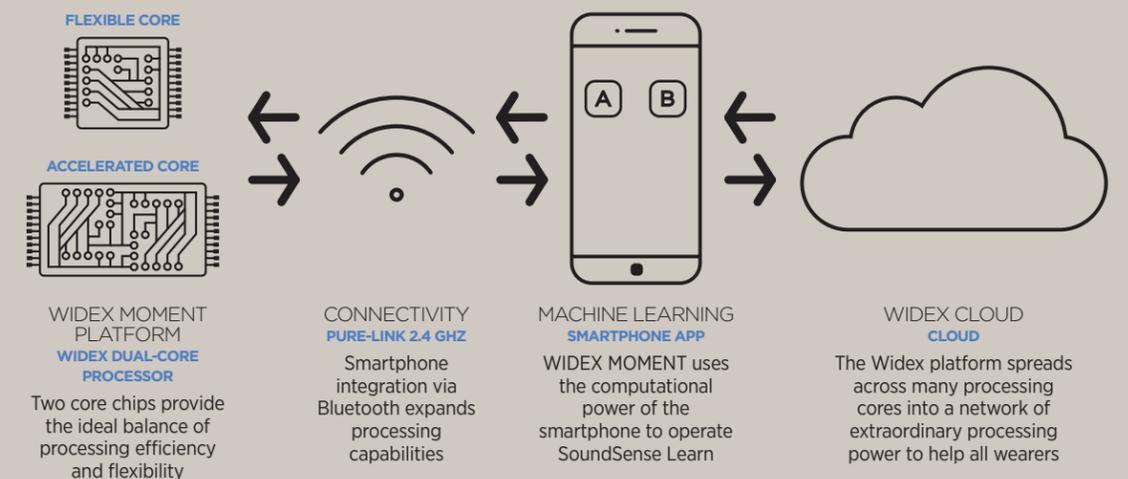
### Real-Life Insights

Rather than relying on patient recollections to inform fine-tuning and counseling, Hearing Healthcare Professionals can use accurate, real-life data. Once patients consent to share their data, Real-Life Insights collects detailed information on how, when, and why they use personalized programs in real-life hearing situations, including:

- Number of personal programs and frequency of use
- Hearing intentions
- Equalizer, Volume, Sound Mixer, and **SoundSense Learn** settings

With all this data available in **Compass GPS**, Hearing Healthcare Professionals can offer more effective and personalized counseling and fine-tuning to patients wearing WIDEX **MOMENT** and **EVOKE™** hearing aids.

### WIDEX MOMENT DISTRIBUTED COMPUTING SYSTEM



## 6. FLEXIBLE PATIENT-CENTRIC CONNECTIVITY

It is important for hearing aid wearers to stay connected to the world around them. Widex offers flexible wireless connectivity through a variety of methods, including 2.4 GHz Bluetooth streaming, WidexLink **InterEar™**, and telecoil solutions to help wearers stay connected

To make sure they stay connected, WIDEX **MOMENT**, **EVOKE**, and **BEYOND** smartphone apps automatically update the hearing aids when new releases are available. This reduces the need for additional office visits for updates, saving time for you and your patients.



WIDEX MOMENT APP

### Widex Pure-Link

Widex Pure-Link enhances 2.4 GHz Bluetooth Low Energy (BLE) streaming with separate speech and music templates and a designated A/D converter for direct BLE communication for a pure sound in both WIDEX **MOMENT** and **EVOKE** 2.4 GHz-enabled hearing aids.

And, with the wearer's consent, 2.4 GHz-enabled hearing aids can relay information relating to their personal program use to their records in **Compass** GPS, allowing highly tailored hearing care.

### WidexLink

With **WidexLink™**, our proprietary wireless technology, the hearing aids are in constant communication with each other, as well as with a variety of **DEX™** assistive listening devices—all while using less power and minimizing delays and dropped signals.

Meanwhile, Widex accessories connect through **WidexLink** or over 2.4 GHz Bluetooth to offer additional functionality to Widex hearing aids—such as TV, landline, and smartphone streaming, telecoil connectivity, and remote control over volume and programs.



### Smartphone Apps and DEX™ Accessories

Widex hearing aids can be paired with smartphone apps that offer remote control of volume, directionality, and programs, and 2.4 GHz-enabled hearing aids from the WIDEX **MOMENT** and **EVOKE** families offer additional control and features like direct smartphone streaming and SoundSense Learn.\*\*



TONELINK™ APP

\* Available with Widex MOMENT™ 2.4 GHz solutions with a future firmware update.

\*\* Direct Apple 2.4 GHz streaming. Widex MOMENT™ is prepared for future direct streaming connections with select Android phones.

## 7. CONSISTENT AUDIBILITY IN DIFFERENT ENVIRONMENTS

Preserving the full dynamic range of sound is a fundamental core principle of Widex signal processing. Using a simultaneous variable speed compression system, Widex maintains temporal and spectral characteristics of both soft and loud speech, to make speech more comprehensible and recognizable.

### Soft Level Noise Reduction

Utilizing the lowest compression threshold in the industry, Widex believes if a speech sound is not audible, it will never be intelligible. Widex Soft Level Noise Reduction preserves soft speech while minimizing the negative impact of ambient non-speech sounds for unmatched speech clarity and comfortable listening.

### Speech Enhancer

Operating across 15 frequency channels, our Speech Enhancer algorithm analyzes sound signals for speech patterns and enhances their audibility. Based on the environment, the wearer's hearing loss, and the goal of speech comprehension, Speech Enhancer instantaneously accentuates speech by providing additional gain and reducing disruptive noise in real time.

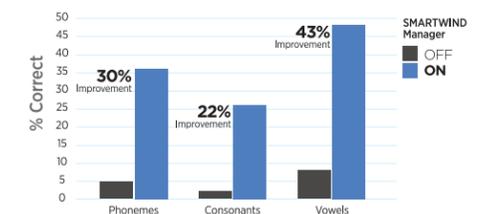


### Sound Class Technology

The Widex sound class technology is a classification system that catalogs listening environments in up to 11 distinct sound classes. An internal controller optimizes feature settings in order to secure the best possible listening circumstances for each sound class.

### SMARTWIND Manager™

Widex **SMARTWIND** Manager helps hearing aid wearers maintain audibility even in wind with an 8.4 dB SNR improvement for phonemes in wind noise. By measuring the correlation between inputs from the front and back microphones or each hearing aid, Widex preserves speech while reducing the annoyance of wind noise.



### Audibility Extender Linear Frequency Transposition

As a pioneer of frequency transposition technology, Widex continues to revolutionize the industry by offering multiple frequency-lowering strategies and modification abilities to best meet the audiological needs of patients with severely sloping hearing loss.

## 8. SUPERIOR MUSIC REPRESENTATION

Musicians love Widex sound. The Widex music program provides a frequency range from 70 Hz to 10,000 Hz\* and a linear dynamic range of 108 dB SPL, the highest in the industry. WIDEX **MOMENT** automatically distinguishes between classical and contemporary types of music, providing more processing precision than ever before.

“*True Input Technology™ from Widex is a novel approach designed to ensure the available dynamic range is fully utilized while keeping the noise floor low. This extends the top range of the A/D conversion process to 113 dB SPL, which is more appropriate for many forms of music.*”

— Marshall Chasin, AuD

## 9. EFFECTIVE, RESOLUTIONARY TINNITUS MANAGEMENT

Widex revolutionized tinnitus management with the introduction of ZEN for tinnitus and relaxation therapy. This includes ZEN harmonic tones for habituation sound therapy as well as ZEN broadband noise and ZEN Frequency Shaped Noise for a full selection of tinnitus management options. This patented technology is available in all levels and styles\*\* of technology, emphasizing Widex’s fundamental philosophy of providing benefit for all patients.

Widex hearing aids offer the widest range of sound sampling, providing the hearing aid wearer with the most acoustically rich sound. These hearing aid characteristics best suit the needs for tinnitus management.



## 10. COMMITMENT TO PATIENT NEEDS AND LIFESTYLES

At Widex, our vision is to give people with hearing loss unlimited access to the world of sound. To achieve this goal, we aim to produce the most advanced digital hearing aids and make them accessible to patients with every type of hearing loss and budget.

Today more than ever before, that includes the ability to provide hearing healthcare safely and effectively through a variety of service models, including telehealth. With Widex **REMOTE CARE™**, Hearing Healthcare Professionals can offer their patients complete fine-tuning from the safety and comfort of their home or workplace, including:

- Counseling patients effectively with full audio and video connection
- Fine-tuning all hearing aid settings easily in **Compass GPS**
- Feedback testing and in-situ audiometry
- Identifying hearing aid issues with ServiceTracker



Our history of innovation puts Widex at the cutting edge of the hearing aid industry in meeting the needs of our customers and their patients. We take the reliability, efficiency, and durability of our products seriously, and are proud of the highest possible IP68 rating our hearing aids have earned in independent testing. And with the WIDEX **MOMENT** mRIC R D, we directly address consumer desires like multi-device connectivity and lithium-ion rechargeability.

All of our products and services reflect Widex’s core values:

- To put customers first
- To be reliable
- To be pioneers
- To be passionate and innovative
- To value team spirit

Our commitments go beyond the hearing aid industry to the sustainability of our shared community, as demonstrated by the **WindMade** certification of our headquarters in Denmark and the fact the Widex is the only CO2 neutral hearing aid manufacturer in the world.



1 Laura Winther Balling, PhD, Oliver Townend, Wendy Switalski, AuD, MBA (2019, January 28) Real-life Hearing Aid Benefit with Widex EVOKE, *The Hearing Review*.  
 2 Chasin M., A hearing aid solution for music. *Hearing review*. 2014: 21(1)[Jan]: 28-31.

For a complete list of references, contact your local Widex representative.

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\* 10,000 Hz available in select receivers. \*\* ZEN is not available in CIC Micro.



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