

THE
NATURAL
CHOICE™



DESIGN
TECHNOLOGY
ENVIRONMENT

WIDEX®
HIGH DEFINITION HEARING





THE **NATURAL** CHOICE

DESIGN

Widex has made a promise to the hearing impaired. It is to produce high quality hearing aids that give people with hearing loss the same opportunities for communication as those with normal hearing.

The company is achieving this by employing the most natural solutions across environmentally friendly working practices, technology and design. The most important element is giving users natural and understandable sound reproduction.

But hearing aids, like other consumer products ranging from iPods to mobile phones, from computers to hi-fi equipment, need to look good as well as work well. And the proof of the pudding is in the eating – with many recent Widex models being nominated and winning world class design awards.

Good design is vital in delivering the most natural and enjoyable listening experience.

Widex the **NATURAL** choice. The **ONLY** choice.

AWARD WINNING DESIGN

Danish companies are renowned for their design excellence – and Widex is no exception. Good design combines functionality and aesthetics to produce the very best hearing aid for the user.

And now product designers, design institutions and design award organisers are recognising that fact; Widex products have been nominated for and won important product design awards in recent years:

The world's smallest receiver-in-the-canal (RIC) hearing aid, Passion, won the prestigious Red Dot design award – a prize that is given only to creative, innovative and high-quality products.

Widex' packaging for hearing aids has attracted international acclaim, winning awards from the German design company iF International Forum Design as well as the American design publication PRINT Magazine.

Our highly successful Inteo hearing aid has been nominated for several awards, most recently the prestigious INDEX: 2007 design awards.



So what defines good design?

Good design is innovative.

Good design makes a product useful.

Good design is aesthetic.

Good design helps us to understand a product.

Good design is unobtrusive.

Good design is honest.

Good design is durable.

Good design is consequent to the last detail.

Good design is concerned with the environment.

Good design is as little design as possible.



reddot design award



WIRELESS BY DESIGN

The new DEX assistive listening devices showcase the best in Widex design. They incorporate completely new wireless technology and a functional look. But just as important is the look and feel of the devices.

The DEX devices complement the best in well designed consumer gadgets.

A great deal of attention was paid to ensuring they are easy and intuitive to use as well as easy on the eye.

For example, the M-DEX for mobile phones is recognisable and looks just as good as any other gadget you would find in your pocket or on the table. That's because for Widex, form and functionality go hand in hand.

After all, choosing a hearing aid or accessory is not just a question of performance but also aesthetics.



ALWAYS IN **FASHION**

Widex hearing aids don't just sound spectacular. They look spectacular too.

To prove this point, Portuguese fashion designer Andreia Lobato teamed up with Widex to produce a spectacular show using Widex hearing aids as fashion accessories.

The idea was to break down prejudice about hearing aids. "Such a show hopes to put an end to existing stereotypes about hearing loss," says Andreia Lobato, "and to show that hearing aids, like glasses, can and should be seen more and more as fashion accessories."

"I wanted to include Widex hearing aids in my show when I saw their stylish design and the attractive colours they come in. This allowed me to combine the colour of the hearing aid with the colour of the dress."

INSIDE AND OUT

Of course, for Widex good design doesn't just apply to the outside of our hearing aids but the inside as well. From the drawing board to the finished article, every aspect of a hearing aid is designed to work, perform and sound as close to perfect as possible.

Good mechanical design is vital in getting the best out of the vast range of features that digital technology allows. And great attention is paid to the design and use of microchips, the control centres of hearing aids. As chips get smaller and smaller, more functions can be added.

As Thomas Troelsen, a Widex engineer explains, the size of the chip has impacted the design. "Because chips take less space and less power, the housing can be smaller and the battery can be smaller. This calls for more attractive designs."

Combining technology with functionality and aesthetics is a typical attribute of Danish design, a movement that has brought the world famous examples of design such as the egg chair, PH lamp and the Sydney Opera House.

Now it is time to add Widex hearing aids to that list.



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