

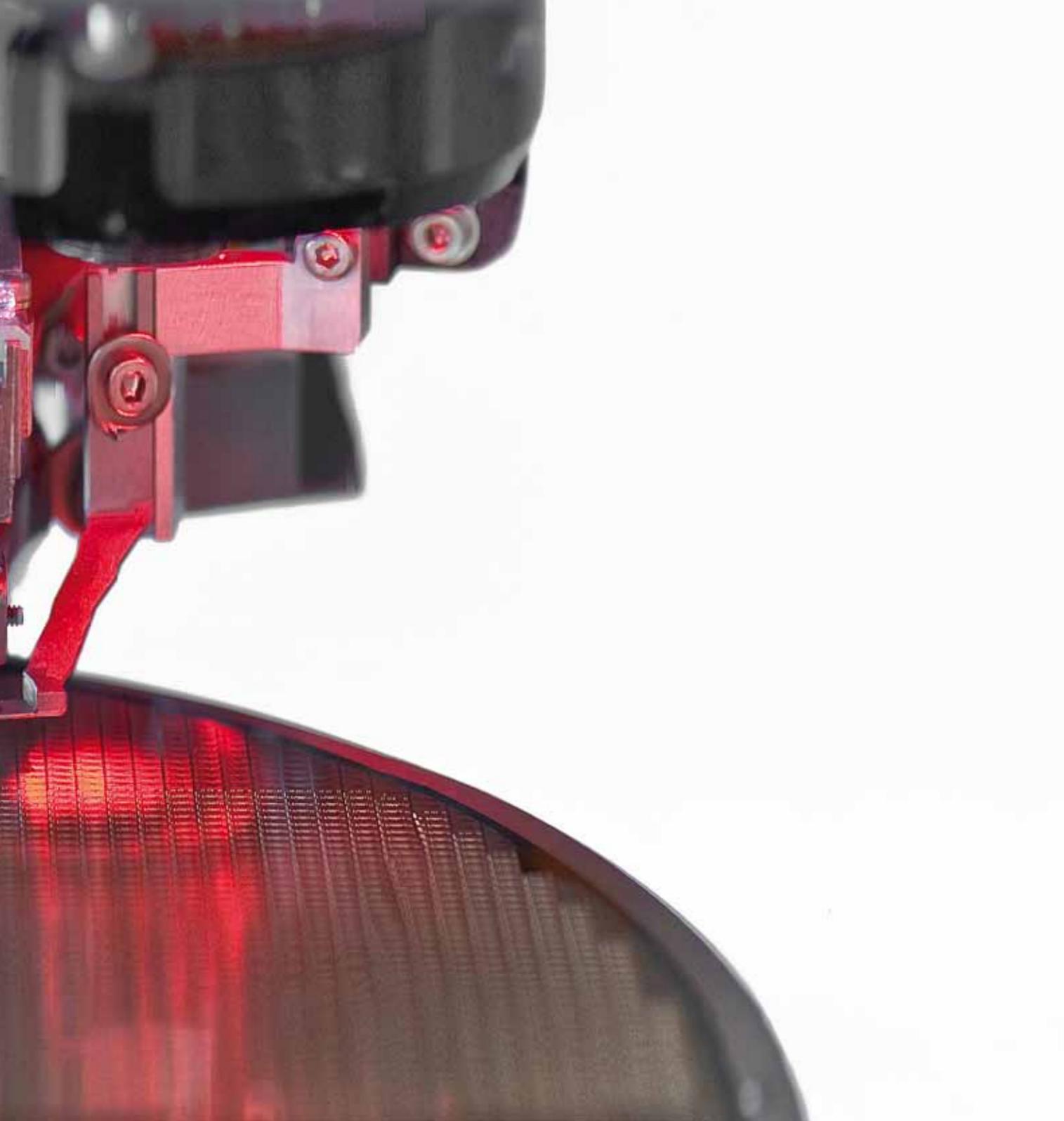


THE
NATURAL
CHOICE™



DESIGN
TECHNOLOGY
ENVIRONMENT

WIDEX®
HIGH DEFINITION HEARING



THE **NATURAL** CHOICE

TECHNOLOGY

Widex has made a promise to the hearing impaired. It is to develop 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.

One of the most vital aspects of delivering on this promise is the use of state-of-the-art technology. Widex invests millions so that the latest science, coupled with its own research, works to deliver the most natural and enjoyable listening experience.

Widex the NATURAL choice. The ONLY choice.

THE MOST **NATURAL** SOUND

We are renowned for our sound – the Widex Sound.

Delivering such natural, comfortable and intelligible sound is achieved through a combination of complicated technical processes – some of which are unique to Widex. One of these features, the Widex Audibility Extender, perfectly illustrates how we use science to improve the listening experience.

Many people with hearing loss find it hard to hear high frequency sounds such as women's and children's voices, sounds from nature like birdsong, the ping of a microwave oven.

It took years of research and development to come up with the answer – the Audibility Extender. This takes high-pitched sounds and moves them down into lower frequencies that are in the user's hearing range.

Many Widex hearing aid users have told us what they think of this revolution in hearing technology. Audrey Falconer, from Melbourne Australia says: "It reminds me of the 'extendable ears' in Harry Potter...There were all sorts of sounds that suddenly appeared. I am definitely hearing the birds singing in the morning..."





“WidexLink allows two hearing aids to work together
– just like two ears do”

WIRELESS - NATURALLY

When it comes to technology, Widex is relentless in pursuit of the perfect solutions. So when it came to developing our unique and revolutionary wireless aids – CLEAR440 – we created our own system.

This new system is called WidexLink. It allows data to be transmitted between hearing aids extremely quickly, securely and with no detectable delay. It also gives users wireless access to television, phones and music (with our DEX assistive listening devices) and makes fitting hearing aids easier and quicker.

This radical technology is at the heart of CLEAR440 and ensures that hearing aids are coordinated and synchronised. WidexLink allows two hearing aids to work together – just like two ears do – instantly and constantly.

According to Thomas Kyhn, part of the team behind WidexLink, this technology sets new standards. “WidexLink is ahead of all the existing leading technologies we see from other hearing aid manufacturers,” he says. “It will take a long time before our colleagues in the business will catch up.”



THE **BABY** OF ALL **HEARING AIDS**

In 2010, Widex launched the world's first hearing aid designed and manufactured especially for babies – WIDEX BABY440. This cements the company's position at the cutting edge of audiology technology.

Why? Well for starters, it is one of the smallest hearing aids in the world; so it's perfect for the special needs of babies. But more importantly, it has an extended bandwidth of more than 10 kHz – better than any other hearing aid on the market.

Access to this extra bandwidth is vital for babies. Not only does it provide better sound quality but also lets them hear higher pitch speech sounds – which various research studies have identified as being those of female speech. And it can also help their speech and language development.

But the groundbreaking technology in WIDEX BABY440 doesn't stop there. The Speech Enhancer helps babies better understand the spoken word, while our TruSound compression system forms the basis for unsurpassed sound. And a unique ear-tip is specially designed to be soft, comfortable and reduce feedback.

All in all, WIDEX BABY440 is a natural when it comes to letting babies interact with the world around them.

INVESTING IN THE FUTURE

With knowledge comes responsibility – especially social responsibility.

As Widex has been at the forefront of hearing aid technical expertise, it has been the company's responsibility to lead the industry in many aspects – not least in the sharing of groundbreaking technology.

A number of Widex' technical advances have been patented so that other manufacturers can use them and pass on the benefits to all hearing aid wearers.

One of the key technologies shared in this way is a system for producing near-perfect fit hearing aid shells that go right in the ear. Called Computer Aided Manufacturing of Individual Shells for Hearing Aids (or the snappier CAMISHA), it uses the latest computer and laser technology to produce hearing aid shells and earmoulds.

Widex' groundbreaking NanoCare wax guard system, which provides hearing aids with long-term resistance to moisture and earwax, is also used by other manufacturers with great success.

For Widex, continuing to invest in new technology to bring the best and most natural sound reproduction to the hearing impaired is only natural.

WIDEX **ROLL OF HONOUR**

Unsurprisingly, with such efforts and resources invested in technological developments, Widex has led the hearing aid industry in launching features that have brought some of the biggest benefits to hearing aid users.

- 1988: Quattro Q8: first digitally programmable hearing aid with its own remote control
- 1995: Senso: world's first fully digital in-the-ear hearing aid
- 2005: Inteo: world's first 'tailor-made' hearing aid
- 2007: Passion: world's smallest RIC hearing aid – only 22 mm in length
- 2010: WIDEX BABY440: world's first hearing aid designed especially for babies

THE NATURAL CHOICE™



Printed by KLS / 2011-01
9 502 2332 001 #01