

Work Smarter, Not Harder to Achieve Natural Sound

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Widex, USA

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WORK SMARTER, NOT HARDER TO ACHIEVE NATURAL SOUND

PRESENTED BY: LINDSAY LIVENGOD, AU.D.



LEARNER OBJECTIVES

- 1 After this course, learners will be able to describe three challenges hearing aid wearers typically face.
- 2 After this course, learners will be able to describe two benefits achieved by the groundbreaking design of the newest hearing solution from Widex.
- 3 After this course, learners will be able to list two recent Widex accessories that truly enhance the wearer's ability to focus on what matters most to them.

SPEAKER DISCLOSURE

- Relevant Financial Relationships:
 - Presenters are employees of Widex USA and receive financial compensation.
- Relevant Nonfinancial Relationships:
 - There are no nonfinancial relationships.

YOUR PRESENTER

Lindsay Livengood, Au.D.

With Widex for 7 years

Clinical Education Program Manager



WHY DON'T PATIENTS LIKE HEARING AIDS?

WHY DON'T PATIENTS LIKE HEARING AIDS?

THEY MAKE ME
LOOK OLD

THEY DON'T
SOUND CLEAR

THEY ARE
UNCOMFORTABLE

WORRIED
ABOUT BATTERY
LIFE

I CAN'T
UNDERSTAND IN
BACKGROUND
NOISE

TOO NOISY

WIDEX SMARTRIC™
SMARTER BY DESIGN



WIDEX

SMARTER BY DESIGN

EXCEPTIONAL FOCUS



Smart Sound



Smart Directionality

ULTIMATE CONVENIENCE



Smart Power

UNPARALLELED AESTHETICS



Smart Design

WIDEX

SMARTER BY DESIGN

EXCEPTIONAL FOCUS



Smart Sound



Smart Directionality

ULTIMATE CONVENIENCE



Smart Power

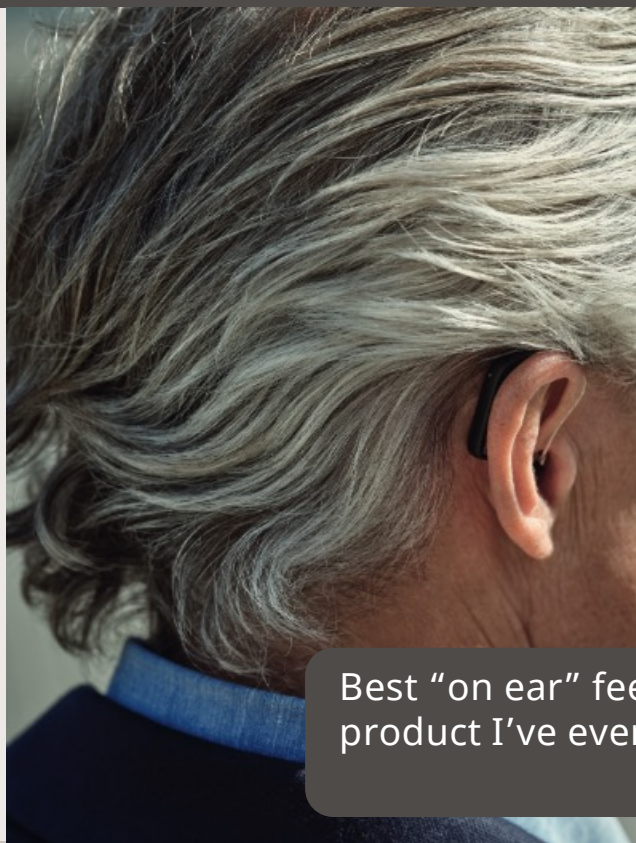
UNPARALLELED AESTHETICS



Smart Design

WIDEX

SMARTRIC: THE PERFECT BALANCE OF FORM AND FUNCTION



Hardware meets software meets design

Looks sleek, stylish, modern

Provides significant audiological benefits

Best "on ear" feel of any
product I've ever experienced
- Ben

UNDERSTATED ELEGANCE

NEW



Rose Gold



Silver Grey



Honey Blonde



Dark Cherry



Tech Black

NEW LED INDICATOR

NEW LED light
indicator



Confirmation of powering on and
Bluetooth pairing

Convenient “continuous” option for easy
status check

SMARTER BY DESIGN

EXCEPTIONAL FOCUS



Smart Sound



Smart Directionality

ULTIMATE CONVENIENCE



Smart Power

UNPARALLELED AESTHETICS



Smart Design

WIDEX

SMART POWER

WIDEX SMARTRIC

Ultimate convenience with our **LONGEST** lasting
lithium-ion rechargeable RIC yet

37

Hours of use on a single charge

27

Hours of use with a FULL DAY of streaming



SMART POWER

WIDEX SMARTRIC PORTABLE CHARGER

Compact size supports an on-the-go lifestyle

Over a week of freedom

Sleek and stylish look and feel

Efficient galvanic charging



WIDEX

RECHARGEABILITY REDEFINED



5 full hearing aid charges



7 days of use before charging the charger

ULTIMATE CONVENIENCE WITH FLEXIBLE CHARGING OPTIONS



USB-C cable



USB-C
connection



Qi-certified Charging Pad

USB-C cable and wall plug included with purchase

WIDEX SMARTRIC PORTABLE CHARGER QUICK GUIDE (CRM01WS)

WIDEX SMARTRIC PORTABLE CHARGER (WPP401)

QUICK GUIDE

The Widex SmartRIC™ is a fully rechargeable hearing aid, using a sleek and stylish portable charger for charging on the go. A fully charged Widex portable charger allows for five full hearing aid charges, providing the wearer over a week of freedom.

CHARGING THE WIDEX SMARTRIC HEARING AIDS



From 0% battery status, a full hearing aid charge will take about four hours.



If the hearing aid battery is less than 40%, **fast charging** is activated and a 30-minute charge will provide up to **eight hours of hearing aid use**.



Hearing Aid Light Indicators:

- Solid green The hearing aid is fully charged.
- Flashing green The hearing aid is charging.

Note: If the charger is not connected to a power source, short press the on/off button on the bottom of the charger to check the battery status. The light indicators will turn off after 12 seconds.

Other light indications that may appear:

- Fading green After a long press of the on/off button - charger is turning off.
- Flashing orange When charging via Qi-certified charging pad, high hearing aid temperature. Charging will continue when temperature reduces.
- Flashing red When charging via USB-C, high hearing aid temperature. Charging will continue when temperature reduces.

Each hearing aid will charge independently, e.g. if one hearing aid is fully charged and the other is not, only the hearing aid with low battery will charge. Hearing aids will charge with the charger lid open.

WIDEX
SOUND LIKE NO OTHER

WIDEX SMARTRIC PORTABLE CHARGER (WPP401)

QUICK GUIDE

CHARGING THE PORTABLE CHARGER



Fully charging the charger will take four hours (via USB-C) or 6 hours (via Qi-certified charging pad).

Light Indicator

There are three LED light indicators at the bottom of the charger, showing power and battery status of the charger.



When the charger is charging:

-
-
-
-

Charger not connected to a power source:

-
-
-
-

Three + full hearing aid charges available.

Minimum two full hearing aid charges available.

Minimum one full hearing aid charge available.

Less than one hearing aid charge left.

Internal battery is discharged

Note: If the charger is not connected to a power source, short press the on/off button to check the battery status. The light indicators will turn off after 12 seconds.

Other light indications that may appear:

- Fading green After a long press of the on/off button - charger is turning off.
- Flashing orange High temperature, charging paused (Qi-certified pad charging). Charging will continue when temperature reduces.
- Flashing red If using a Qi pad for charging, a charger error may have occurred, and the voltage is out of range. Remove the charger from Qi pad and try again.
The internal battery temperature is too high or too low, charging stopped. Charging will continue when charger returns to room temperature.

For more information on charger use, please refer to the User Instructions booklet provided with the product.

www.widex.com

WIDEX
SOUND LIKE NO OTHER

CRM01WS-0124
Widex is a registered trademark of WISAG A/S.

WIDEX

SMARTER BY DESIGN

EXCEPTIONAL FOCUS



Smart Sound



Smart Directionality

ULTIMATE CONVENIENCE



Smart Power

UNPARALLELED AESTHETICS



Smart Design

WIDEX

HELPING WEARERS LISTEN SMARTER, NOT HARDER

NEW microphone cover minimizes distractions by reducing bothersome wind and touch noise



REDUCED DISTRACTIONS ALLOW FOR EXCEPTIONAL FOCUS

Smart Sound:

Up to

20 dB

improvement in wind noise

Up to

88%

reduction in touch noise



Balling L, Radoslav D, Meister, B, Parker D, Scheeper, P, and Tiana-Roig E. (2024) Introducing The Widex SmartRIC: When Design Meets Performance. WidexPress, 54.

WIDEX

REDUCING BOTHERSOME WIND NOISE

1 Digitally



SmartWind Manager
8.4 dB SNR improvement¹

2 Mechanically

Newly designed
microphone covers
and placement



Up to 20 dB improvement in
wind noise attenuation²

1. Korhonen P, et al. Evaluation of a wind noise attenuation algorithm on subjective annoyance and speech in wind performance. J Am Acad Audiol. 2016

Balling L, Radoslav D, Meister, B, Parker D, Scheeper, P, and Tiana-Roig E. (2024) Introducing The Widex SmartRIC: When Design Meets Performance. WidexPress, 54.

MINIMIZING TROUBLESOME TOUCH NOISE

Newly designed microphone covers and placement



Up to 88%
improvement for
touch noise
perception¹

1. Balling L, Radoslav D, Meister, B, Parker D, Scheeper, P, and Tiana-Roig E. (2024) Introducing The Widex SmartRIC: When Design Meets Performance. WidexPress, 54.

THE SMART SOLUTION

EXCEPTIONAL FOCUS



Smart Sound



Smart Directionality

ULTIMATE CONVENIENCE



Smart Power

UNPARALLELED AESTHETICS



Smart Design

WIDEX

GROUNDBREAKING L-SHAPE
IMPROVED DIRECTIONALITY



WIDEX

MICROPHONE ANGLE AND SPEECH-IN-NOISE PERFORMANCE



Traditional RIC



Widex SmartRIC –
A stylish design with good speech-in-noise
performance in mind

IMPROVED MICROPHONE ANGLES IN THE SMARTRIC



Microphones are at a more horizontal angle than other hearing aids

More horizontal angle improves SNR

Improved SNR is linked to improved speech intelligibility and understanding

Balling L, Radoslav D, Meister, B, Parker D, Scheeper, P, and Tiana-Roig E. (2024) Introducing The Widex SmartRIC: When Design Meets Performance. WidexPress, 54.

AUDIOLOGICAL IMPORTANCE OF DIRECTIONALITY



EVERY dB matters

1dB SNR improvement = 10-12%
INCREASE in speech understanding

WIDEX SMARTRIC: FORMS INFLUENCE FUNCTIONS



Regular RIC



SmartRIC

The SmartRIC – a stylish design with good speech-in-noise performance in mind

1. Comparing microphone angles

2. Comparing SRT50 scores using HINT

Kuk F, Slugocki C, Korhonen P, Peeters H. (2024). Forms influence functions: Importance of microphone angle and speech-in-noise performance. (Pending publication)

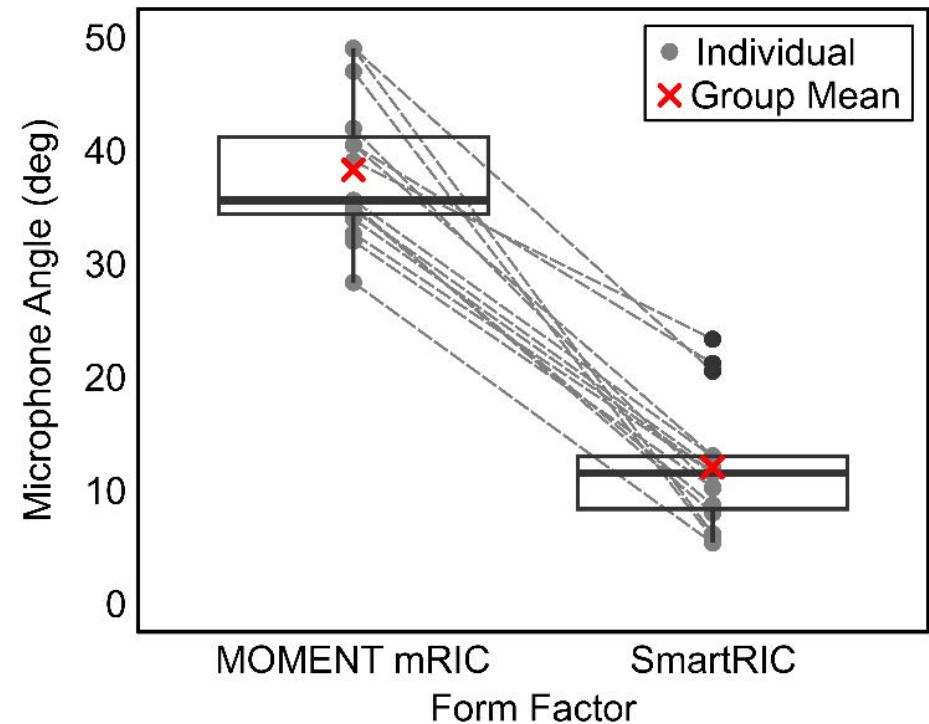
ANGLES BETWEEN MOMENT MRIC AND SMARTRIC

The lower the number, the better
(indicates more horizontal angle)

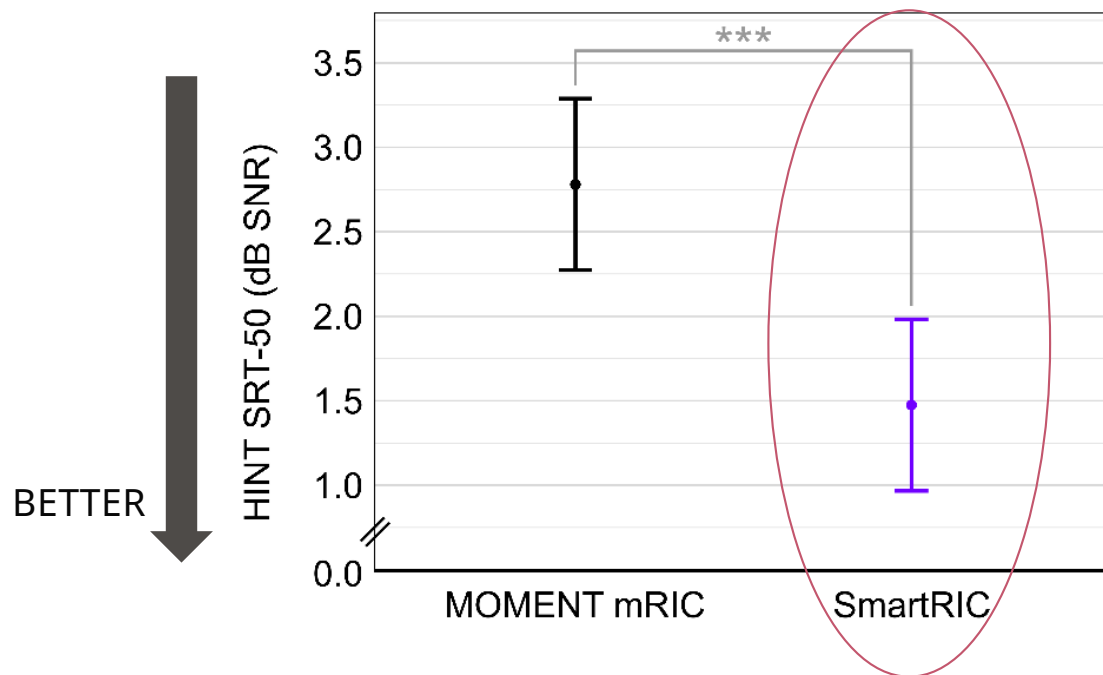
Every single participant saw a reduction
in microphone angle with SmartRIC

The steeper the line = the more
significant the improvement

Average mRIC angle = 37 degrees
Average SmartRIC angle = 12 degrees



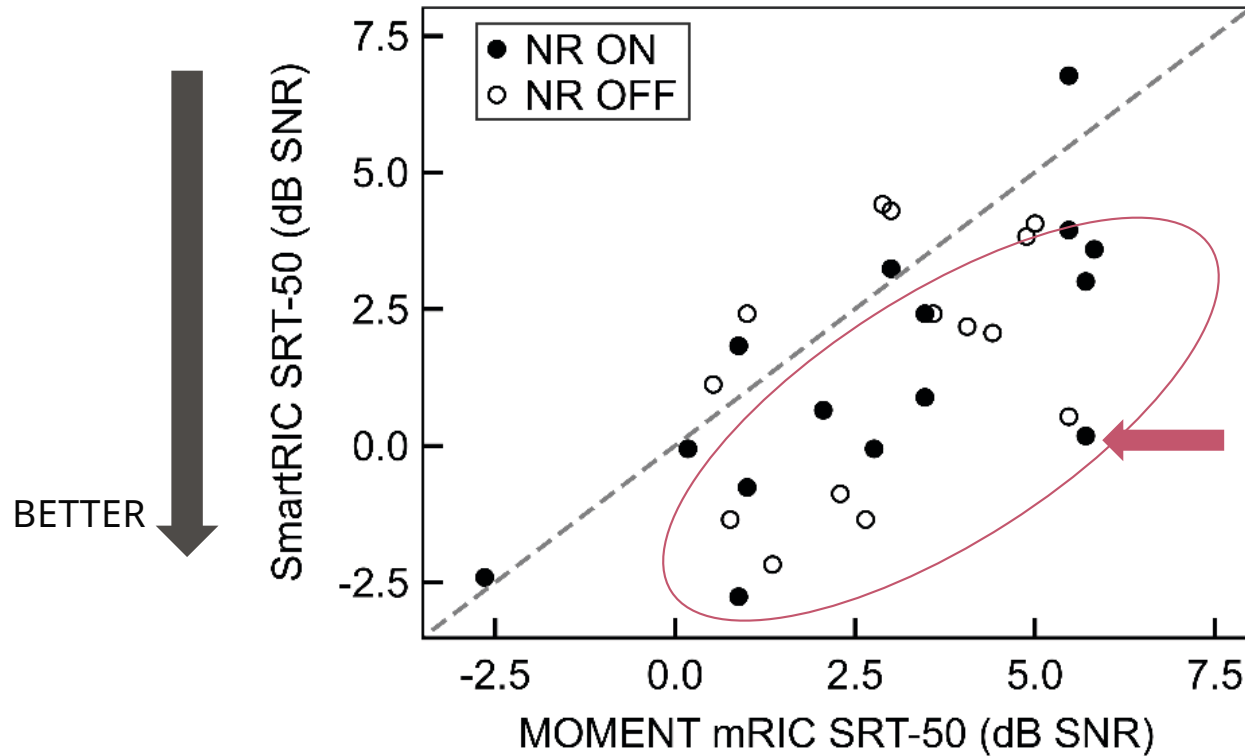
AVERAGE SRT50 SMARTRIC



The results of this study show an average of 1.25 dB improvement in SNR....

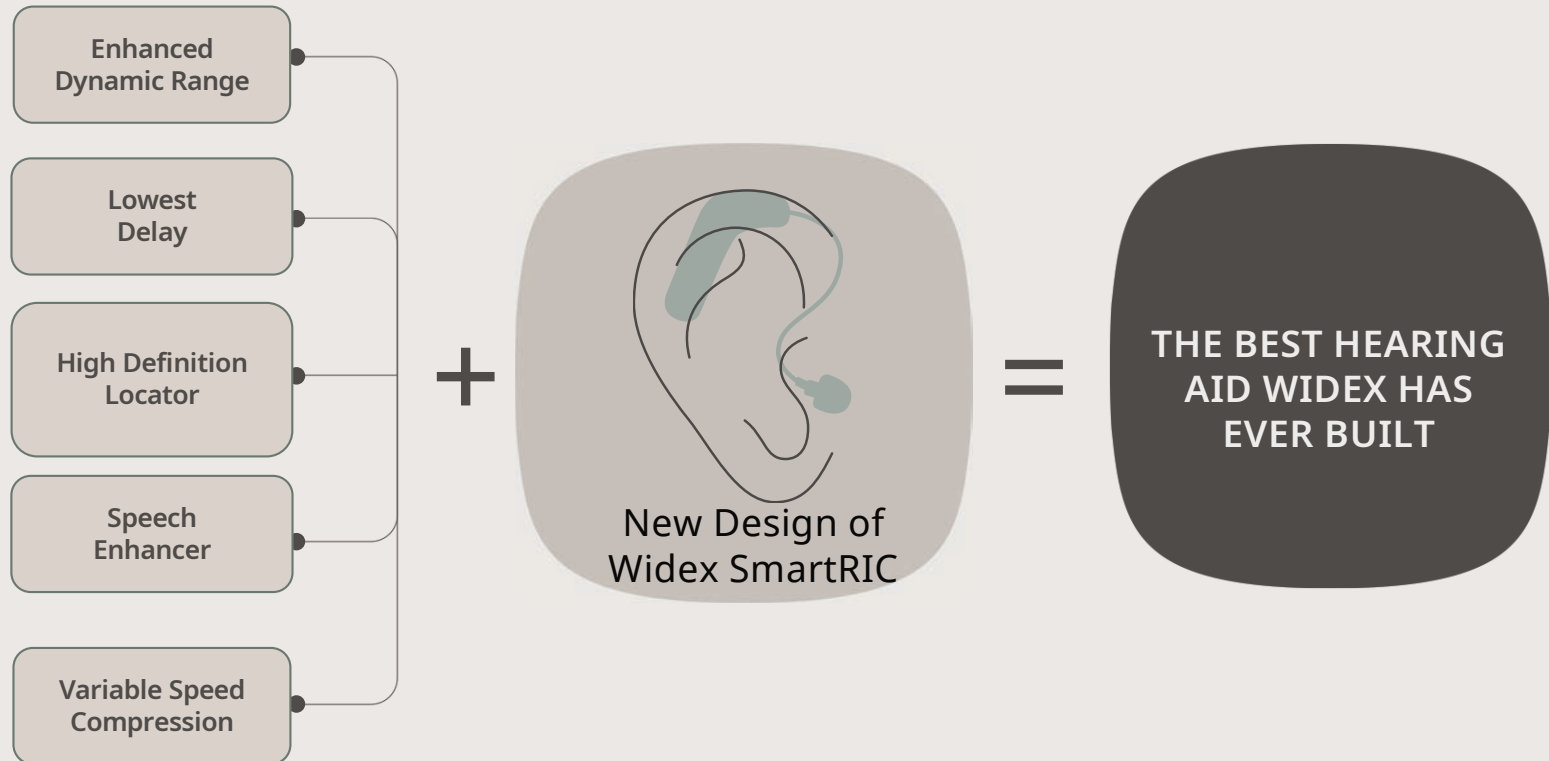
Which corresponds to about 12.5% improvement in speech understanding

INDIVIDUAL SRT50 ON THE HINT



The results of this study show individual improvements of up to 5 dB SNR

SMARTRIC: SMARTER BY DESIGN



SMARTER BY DESIGN

EXCEPTIONAL FOCUS



Smart Sound



Smart Directionality

ULTIMATE CONVENIENCE



Smart Power

UNPARALLELED AESTHETICS



Smart Design



Smart Connection

WIDEX

SMART CONNECTION



WIDEX SOUNDCONNECT

FOR SEAMLESS COMPUTER AUDIO STREAMING



EASY PLUG & PLAY

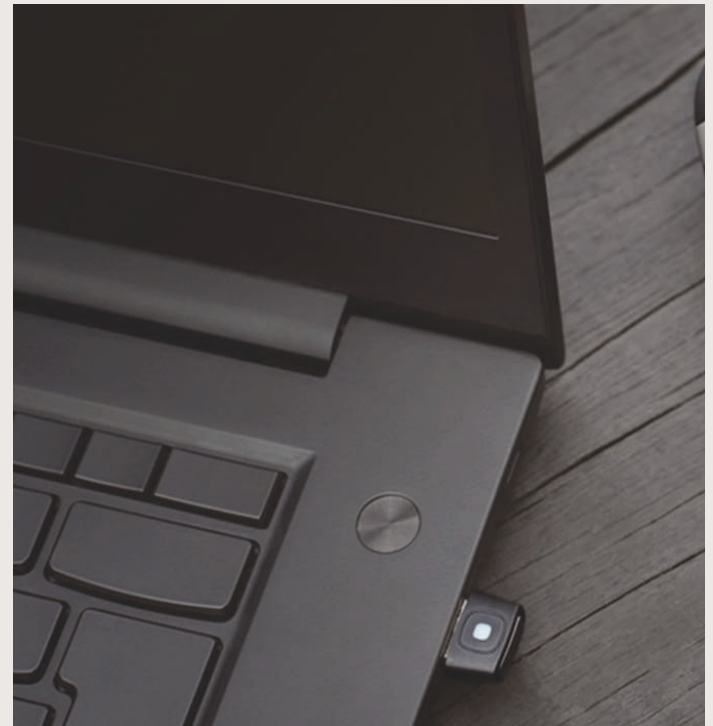
LED light

For pairing and connection status



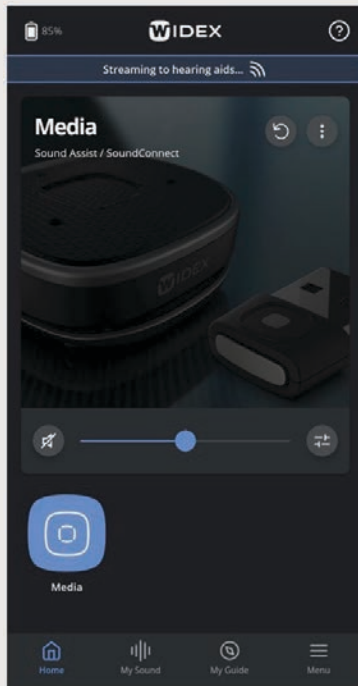
Push button

Establishing a pairing with hearing aids

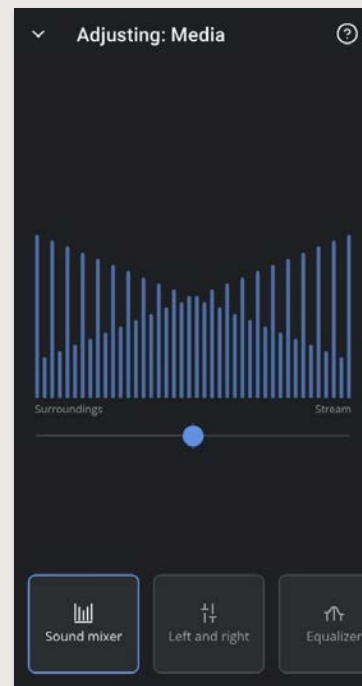


SOUNDCONNECT APP CONTROL

SoundConnect



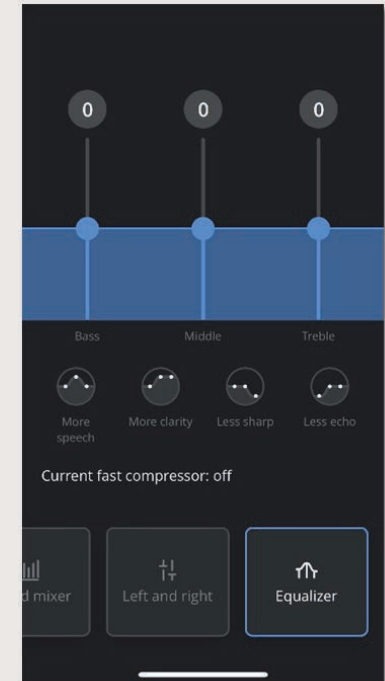
Sound Mixer



Left/Right Control

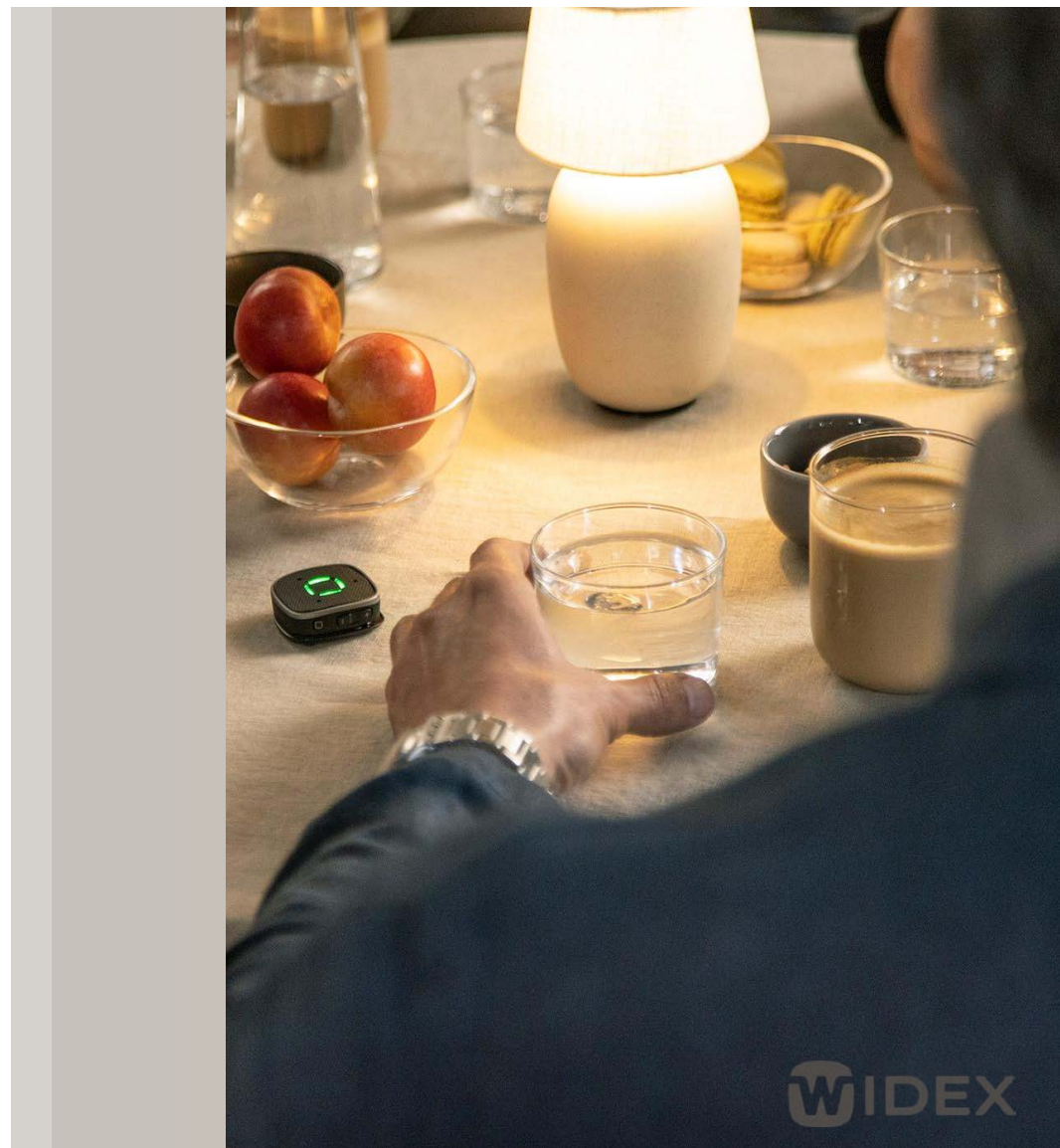


Equalizer

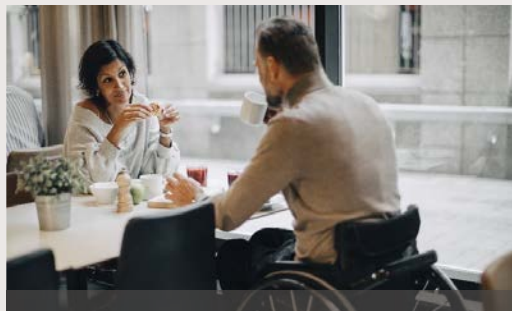


WIDEX SOUND ASSIST™

AN ASSIST FOR ANY SITUATION



AN ASSIST FOR ANY SITUATION



PARTNER MIC



BLUETOOTH STREAMING



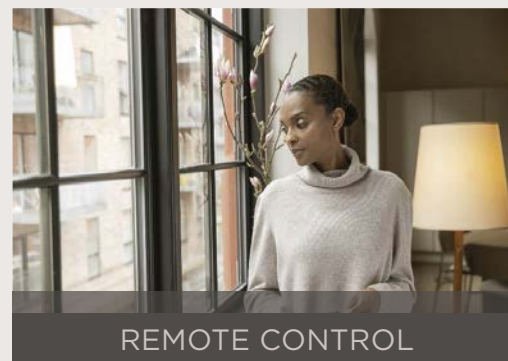
T-COIL



TABLE MIC



HANDS-FREE MIC



REMOTE CONTROL

PARTNER MIC MODE UP TO...

20 dB SNR



11 dB SNR

3 INCHES
SHORTEST DISTANCE MEASURED

9 INCHES
LONGEST LANYARD SETTING

Improvement compared to hearing aid alone

Kuk, F., Korhonen, P., Slugocki, C., & Peeters, H. (2023). Maximizing the efficacy of the widex sound assist™ remote microphone. WidexPress 52

WIDEX

TABLE MIC MODE UP TO...

14 dB SNR

1 foot

6 dB SNR

4 feet

11 dB SNR

2 feet

Improvement compared to hearing aid alone

Kuk, F., Korhonen, P., Slugocki, C., & Peeters, H. (2023). Maximizing the efficacy of the widex sound assist™ remote microphone. WidexPress 52

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WIDEX

TALKING TO PATIENTS ABOUT SMARTRIC

Improved
Focus in Noise

New
Worry Free
Charging

Reduced
Distractions

Sleek and
modern
design



SOUND LIKE NO OTHER