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Widex Allure: Precision Hearing Technology

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Hi everyone. Welcome. Thank you so much for choosing this course. My name is Taylor Meyers and I am a Doctor of Audiology by training and a Clinical Education Specialist at Widex. Please review this slide for information on asking questions, retrieving handouts, viewing captions, earning CEUs and receiving tech support.

Widex is so grateful to have the opportunity to present to you today via Audiology online. We recognize your time is valuable and we appreciate any time you dedicate to learning more about our hearing health solutions. If you have any further questions or would like more information, we would love to hear from you and you will receive information on how to reach out to us later in the presentation.

I have three learning outcomes for us today. After this course you will be able to describe technology enhancements that provide exceptional speech clarity with natural awareness of the environment. You will be able to list different technological advancements that can be easily incorporated into clinical practice to enhance user outcomes. And finally, after this course, you will be able to list ways that cloud based software and app technology can transform fitting practices.

Today's presentation is going to focus on Widex Allure Precision Hearing Technology.

In every generation there are innovations that reshape the way we live. These advancements redefine how we experience the world, reset our standards and raise our expectations.

Widex, a pioneer in hearing solutions, is about to showcase the next step forward. Our latest innovation will elevate the industry to new heights and revolutionize hearing care from end to end. A world first approach to physical fitting software, decades of engineering, unique sound processing knowledge. It all comes together in the perfect marriage of performance and sound quality unlike anything seen before. Join Us the next step is here and the difference is clear.

I want to talk for a moment about innovations. Think of an innovation that has changed your lives. My life. Your life. Where there is the feeling of life before this innovation and life after this innovation.

One big example is the smartphone or specifically the iPhone. But for me, I think it would be curbside grocery pickup. The grocery store is my own personal nightmare. It's overstimulating. They're always moving things around and that innovation, curbside pickup, changed my life.

What about you? What innovation comes to mind for you? Whatever it is, these innovations that change us change our lives and sometimes they change everything.

Widex has been a leader in innovations that have changed hearing healthcare for over 65 years. Not only for Widex, but for the industry as a whole. Thinking about things, where we've led innovation and the industry has followed our lead. To name a few of those innovations, Widex pioneered the original method for 3D shell modeling that changed the industry and remains the industry Standard today. Every 3D printed shell today is modeled by a method that is based on what we designed in 1990.

In 1995, we introduced the world's first fully digital in the ear hearing aid. Again breaking through barriers and setting standards that would reach the industry overall. This was actually on display at the Smithsonian for a while, which is pretty cool. In 2008, we introduced Passion, the world's smallest RIC hearing aid. We were the first to use real time artificial intelligence in hearing healthcare with the introduction of Moment and its AI strategy in the app.

And the industry has followed. The use of AI in hearing care has grown exponentially since that first introduction from Widex. And as you know about Widex, we are also hyper focused on sound quality. And with the launch of Moment, we achieved the lowest signal processing delay by a factor of 10, 10 times faster than our nearest competitor. And that remains the case today.

Sometimes we set a new path for the industry overall. With SmartRich, we changed how we think about aesthetics, battery life and the ways in which you can achieve improved speech and noise performance. We take the road less traveled because we are bold, daring and maybe if we sum it up in one way, we think differently. We think differently and in doing so, we have changed hearing healthcare.

This brings us to 2025. I have the great pleasure of introducing the future of hearing care to you today.

I've talked about our history of innovation and challenging the status quo. And what if we could change hearing health care again? What if we could provide wearers with crystal clear speech, really breaking down the barriers that still exist today, and change how the speech and noise challenge is addressed in a satisfactory way for wearers. What if we could connect wearers to the things they love, providing the connectivity they're looking for, the apps they're able to interface with in the real world and produce positive outcomes in those situations? What if we could make the delivery of hearing care more successful, make it more streamlined, more intuitive?

We can and we will.

The road ahead of us is so exciting. Introducing Widex Allure and all new innovation from Widex, an all new platform. I am truly excited to share this with you today.

I'd like to welcome you to the future of hearing care with Widex Allure. The difference is clear. Building on our history of innovation and challenging the status quo, we set a new path forward. We have fully reimaged the hearing care solution, delivering industry changing innovation that is clear, intuitive and future ready. We bring natural clarity, powered by the entirely new W1 chip, we deliver a confident choice with a new RIC form factor and an all new AI driven app that make Allure quite simply the one to choose.

And we promise success simplified with an entirely new fitting software that shifts the paradigm for hearing care. With the world's first cloud based fitting solution we are making success more intuitive giving you success simplified with the first ever cloud based fitting software in in this industry.

It is the world's first cloud based fitting solution and you may ask why? Why go to cloud based fitting? I think the answer to that is why not? It is the logical choice. It is the natural evolution of software across all industries, not just in the hearing industry.

Today most software we engage with is moving toward or already in a cloud based environment. We can provide greater security and control. We can overcome the limitations of locally installed software by leveraging the power of centralized computing for better outcomes and greater consistency in those outcomes. It sets us on a future path towards greater development, innovation and interconnected benefits in the future.

Compass Cloud allows you to always have the most up to date version of the software. Think about how frustrating it is when you open your software ready for a fitting or a fine tuning appointment and discover that you need to update. So now you're putting a ticket in with it and waiting for them to get back to you. This is no more with Compass Cloud. No remembering to install updates, getting with it to install updates.

Any updates are going to be pushed automatically with those updates. When anything new is added, there will always be a built in tour to walk you through what is new. The interface is extremely intuitive. It's very clear how you should flow through things. When the steps are clear, the process is streamlined and you have confidence in successful outcomes.

It is success simplified and it's ready for the future as well. With the future being a goal of having an all encompassing digital service suite.

Compass Cloud is powerful and intelligent for great fast first fits. It's an intuitive fitting software for streamlined success and it is future ready with continuous improvements with no need for you to ever update your software again. Imagine if your eye exam could take less time and provide a better prescription or an MRI takes less time and provides a better image. Compass Cloud is always current, always the best solution and advancing with the times moving forward. It allows for limitless opportunities for success achieved with less complexity, less uncertainty and more time spent where it matters most, engaged with the patient, not in the software, easing the burden for wearers and hearing care providers like you.

With Widex Allure, we also deliver natural clarity through The New Allure Processing the ultimate balance between clear speech and natural awareness Natural clarity is what we deliver so that wearers can be effortlessly immersed in their environment. The goal of almost all individuals with hearing loss is to hear better, particularly in noise. That is being connected to the people and immersed without the sense of being overwhelmed. This is the natural balance of speech clarity and awareness that is experienced by those without hearing loss and that is the goal of those with hearing loss. Even if they can't find the words to describe that balance they're seeking, we believe it is ultimately what delivers on patient satisfaction.

The natural clarity of the Allure processing is powered by the new W1 chip, which is four times faster than our previous chip with a memory to match. The new W1 chip has been built from the ground up with a unique chip architecture designed to deliver crystal clear speech with the Widex sound quality that you know and love. This is a one of a kind chip design that brings Widex to a new level. Precision hearing technology is a combination of new and advanced features that deliver the ideal balance

between clear speech and natural awareness with the sound quality that can only be found with Widex. The new Speech Enhancer Pro for a cutting edge approach to solving the hearing and noise challenge.

An enhanced sound classifier for seamless transitions through life. Our one of a kind adaptive dynamic feedback controller that effectively manages feedback while maintaining sound quality you expect from Widex. These are the heroes of our new technology. In addition, we address the needs of the most demanding wearers with an all new Allure PureSound. Leveraging the processing power of the W1 chip to bring all the noise management features of universal to PureSound and the dedicated streaming compressor to provide a smooth streaming experience.

Before we jump into these elements of precision hearing technology, I want you to imagine a scenario. Imagine sitting in a busy restaurant surrounded by friends, their laughter and voices weaving together in a really lively conversation. You're trying to follow along, but the words are blurring. They're fragmented and interrupted by the clatter of dishes and overlapping chatter and music in the background. It's like reading a book, but the pages are smeared in ink.

The meaning is there, but it's just out of your reach. This is what speech and noise can feel like for someone with hearing loss. Conversations become puzzles. Missing pieces are swallowed by background noise. A joke at the dinner table is missed.

A crucial point in a meeting is lost. The natural awareness of surroundings is just lacking. And the effort to piece it all together is exhausting and isolating. I think about my dad before he let me fit him in. Widex Hearing Aids we were all at a family get together.

My siblings were there, my parents, grandparents, my aunt and uncle and my cousins. And we were all sitting around the table playing dominoes at the end of the night, and my aunt said something completely hilarious and we all just lost it. We were laughing so hard, we were crying, our faces were

red, tears were running down our cheeks. And I happened to look up at my dad at the end of the table and he had a smile on his face, but you could tell in his eyes. His eyes were empty.

He didn't hear it. He didn't get to be involved in that moment. And he didn't get that sense of belonging.

But when clarity is achieved, when technology enables natural balance between awareness and understanding, communication becomes effortless again. The world opens up, connections flourish, and the burden of constant listening lifts. Clarity is not just about hearing. It's about belonging, about reclaiming the ease and the joy of being fully immersed in your life. So as we talk about clarity, that is what we mean.

That immersion in your life, all the elements of it, the speech and noise, the awareness of your surroundings, the joke that your loved one says at the domino's table, and the naturalness of the sound that you're experiencing throughout, all of that, seamlessly, automatically, effortlessly.

That is all delivered in Allure through these elements of precision hearing technology, which I will go ahead and share with you one by one, with some details about how that technology works and some evidence to share about its effectiveness. But remember that it's never just one element or the other working separately. It's a combination of the things we do, interacting with each other. And built on top of the Widex technology that has developed and evolved over generations of devices, Allure allows us to take that to the next level level. So starting with the new Allure Speech Enhancer Pro, managing noise is at the heart of why people turn to hearing aids in the first place.

Yet many manufacturers rely on aggressive processing methods that, while effective at reducing noise, can rob the sound of its natural quality, negatively impacting spatial awareness and leaving users feeling disconnected from the world around them. Speech Enhancer Pro takes a different approach to delivering a better speech and noise experience that keeps users confident and connected. The result

of this innovation is that allure is preferred by 92% of users in noisy situations. With Speech Enhancer Pro, we now analyze the incoming sound in 52 analysis bands to deliver a precise representation of what is noise versus what is speech. To the hearing aids processor, it's a more Granular estimation of noise in 52 bands along with an optimized speech intelligibility index calculation in our 15 channels.

So really the best of both worlds. Noise is softened to fall below the user's hearing threshold while speech is boosted, allowing every word to be heard with stunning clarity.

As you probably remember, at Widex we have relied on slow acting processes to manage noise in the past. This has allowed us to keep noise calm, stable and comfortable. With the new Speech Enhancer Pro, we're adding in a fast acting signal extractor or phase that uses 52 band analysis and 15 channel processing to provide SNR improvements on top of our slow acting SII based noise reduction. Another new component we're bringing for individuals with more significant hearing loss is our hearing Threshold Level Optimization or htl. OPT research has shown that if we can bring the level of the noise to just around the threshold, it's enough to provide a noticeable difference to the wearer in their perception of the noise.

Wearers have shown a huge relief when we do this in the lab. At the same time, we're still going to make sure that we optimize speech signals to keep them audible. By precisely applying only enough noise reduction to bring the noise to the threshold of the wearer, we are less likely to remove important speech and environmental sounds.

And of course, we wanted to gather evidence on how effective Speech Enhancer Pro is compared to the original Speech Enhancer from our moment platform. Looking at the graph on the left, our research found that when looking at ratings for noise annoyance, Allure produced less annoyance for 96% of participants across environments. We also wanted to confirm that this less noise annoyance translates to a preference for allure. Looking at the graph on the right, 92% of participants preferred allure to

tolerate sound in these noisy environment.

What does Speech Enhancer Pro mean for your patients? For your patients, they're going to benefit from reduced noise annoyance, a preference for allure in noisy environments and noise is able to be more accurately estimated and automatically managed. What this means for you is an improved user experience in noise. So happier patients and you know you're giving your patients a noise reduction strategy that optimizes the speech intelligibility index for that specific patient in that specific environment.

Moving on to the Enhanced Sound Classifier. That's part of our precision hearing technology of Allure.

Our enhanced sound classification system offers new classifiers and controllers for smooth automatic transitions across an industry leading 11 sound classes for the wearer's different listening situations. The new system also employs a new beat detector for Even more accurate classification of music so that we are appropriately handling changes within the environment the wearer is in. Hearing aid features are thoughtfully tailored to match specific environments, and with accurate classification of the environment, users can enjoy consistent, stable sound that seamlessly adapts, letting them focus on life's moments without distraction.

Leveraging improved controllers for processing parameters We've aligned our sound class by tech level to highlight the benefit of Speech Enhancer Pro for high noise environments like Party. Additionally, our new strategy allows for the controllers to activate features differently at different levels, with features being more advanced at the 440 level, while still allowing for basic activation of features at the 220 level.

What does our enhanced sound classification system mean for you and your patients? For your patients, they're going to benefit from a hearing aid that's automatically optimized for specific

environments. This means less need for manual control, less fiddling with their hearing aids, and a stable sound with smooth transitions. What this means for you as the provider is fewer adjustments needed in programming for those specific environments and a better differentiation of soundclass technology to your patient's specific needs. This is key to the Widex strategy.

We believe in a hearing aid that you simply put on and forget about not needing to navigate to a noise program, not needing to make any changes on your own, really allowing the enhanced sound classifiers to work for you.

Next up is our dynamic feedback controller, and I have a feeling this is going to be really exciting for some of you if you've fit Widex for a while. We probably explained to you in the past that our decisions to do what we did in terms of feedback management were related to preserving sound quality, recognizing that the strategies used by many of our competitors could not be used without compromising what Widex feels is an uncompromisable point because we never compromise on our sound quality.

I'm very excited to talk about our new dynamic feedback controller, which is unique to widex. Our feedback system has been completely redesigned for unparalleled adaptability. It's a breakthrough technology that reduces the distraction of annoying whistling before it even begins, tailoring its response to each user's unique ear canal resonance with a quick acoustic calibration if the risk for feedback is detected. Unlike conventional systems that compromise sound quality with constant frequency shifting, widex's adaptive frequency shifting activates only when needed and within precise frequency ranges. This means that the signature Widex sound remains clear and natural.

With this new feedback controller, we're able to preserve sound quality while addressing feedback by using this adaptive frequency shifting only when needed and within a specific set of rules to make sure it's effective but not noticeable to the wearer. It's going to allow you to fit to target with more open

coupling. The new dynamic feedback controller is shown to be Preferred by users 4 to 1 over our previous feedback management system. With Allure, users can embrace every moment with complete confidence, free from feedback and fully immersed in a world of rich, authentic sound.

This is really exciting and it works. It's tailored to the patient's unique ear canal resonance and it's adaptive, which is unique to Widex. In this picture, we're showing the risk of feedback and the activation of the dynamic feedback controller. When a feedback loop is established, there are strategies that can be used to break the feedback loop. We are doing a small shift of that signal to break that feedback loop.

In the low frequencies, there's a low risk for feedback, so we don't have to apply a shift in this region where the shift would be more audible to the wearer. So in the low frequencies we're never applying a frequency shift. In the high frequencies, we have higher risk for feedback, but luckily the shifts are much less audible to the wearer. So in the high frequencies, we're always shifting. In the adaptive area, this medium risk area, we have to take precaution to prevent audibility of any shift that is necessary because of a feedback risk.

So we're using adaptive frequency shifting in this region and our rules. Look at the venting and the margin rule, or how close is the system to becoming unstable with a risk of feedback? And it caters the cutoff frequencies of where the shifts are applied, the size of the shift, which is always going to be as little as possible, and the speed of the shift. Based on these rules and by doing this, what we found was that the Allure dynamic feedback controller is superior to Moment and to our competitors. And 84% of participants had a preference for Allure over the other brands.

Why does the dynamic feedback controller matter to you and to your patients? For your patients, they're going to benefit from a faster and more efficient management of feedback without compromising the Widex sound quality. Think about your sweet little elderly patient. She goes to church every single

Sunday and wants to greet and hug every single person she meets. With a dynamic feedback controller, she's not going to have to worry about, and I quote, her hearing aids squealing.

With Widex Allure for providers, you're going to benefit from additional available, gain more flexibility in choosing ear tips and easier successful fittings.

Fourth, let's discuss Allure PureSound I hope you're familiar with what we accomplished with widex moment in PureSound, which was an industry leading processing strategy of just 0, 0.5 milliseconds of delay. Our nearest competitor then and still today was sitting at just over 5 milliseconds. So by far we're delivering natural sound quality that cannot be achieved elsewhere for individuals with mild to moderate loss who are in a more open or vented fitting where the challenges around signal processing delay really emerge. But at Widex we're always challenging ourselves to improve. So we looked at how we could leverage the new W1 chip here and the processing power that this new chip offers.

The Allure PureSound program retains the exceptional sound quality and the well documented benefits of zero delay, including the sound quality preference, this neural response and Spanish perception. Now, with an extended fitting range and 4.3 dB improvement in speech intelligibility, there are more features related to noise management that are now active in the Allure PureSound system while still maintaining that half a millisecond of signal processing delay. And now we're able to extend the fitting range by having our feedback management system in a lower pure sound and through noise reduction strategies that individuals with slightly more hearing loss can benefit from in their fittings.

With the W1 chip, we're able to more quickly manage the processing for Allure, which is what allows us to add these features. We're adding our dynamic feedback controller, our HD locator, our speech enhancer Pro Impulse sound reduction, and our new fitting rationale, which we'll talk about here in a bit.

Here you see the new extended fitting range for Allure Pure Sound. The dashed line was the fitting range with our previous platform Moment. And the red line is the extended fitting range available with Allure Pure Sound with extended candidacy in the high frequencies.

We did look at the benefit of Allure Pure Sound and I want to point out here that we measured an SRT 80 as opposed to the more commonly used SRT 50 because are we really wanting our patients to only get 50% correct in noise or is 80 a better number to shoot for? As a reminder, SRT 80 is the signal to noise ratio required to understand 80% of the signal correctly. So lower on the graph is better here and what we found is a 4.3 db lower SRT 80 with a LOR pure sound compared to Moment Pure sound.

What does Allure Pure Sound mean for you and for your patients? For your patients, they're going to benefit from 4.3 dB improved speech intelligibility and noise with the well documented benefits of zero delay with a better sound quality, better neural response and better spatial perception with also less distortion of speech sounds. For you, you're going to benefit from a sound that's tailored to your patient's mild and moderate hearing losses with an expanded fitting range. This is going to allow you to target new users looking for natural sound quality and improved speech understanding and noise.

Finally, let's review our new technique. Dedicated Streaming Compressor Today, digital sounds are a big part of daily life. Widex technology expertly balances streamed audio with environmental sounds for a clear difference in streaming sound quality. Olor uses a dedicated streaming compressor so that users can enjoy their favorite music and podcasts without distracting changes in volume or interferences from external noises. Users can enjoy their favorite audio content free from distortion.

In our previous technology, we had a shared compressor so that incoming streaming signal and incoming microphone signal went to the same compressor. With our dedicated streaming compressor, the streamed signal and the incoming microphone signal are compressed separately. Signals are then combined after they have been compressed separately. This way we avoid any kind of pumping

sensation.

What does this mean for you and your patients? Your patients are going to benefit from improved sound quality of stream signals. And for you, you're going to benefit from less connectivity complaints that require your time and your attention.

In sum, Precision Hearing Technology gives us these five new and enhanced features. The Speech Enhancer Pro, the Enhanced Sound Classifier, Dynamic feedback controller, Allure PureSound, and dedicated streaming Compressor. These features allow us to deliver unprecedented experience and sound quality with Widex.

The benefits of this technology are many and as Widex prides ourselves on, we have a body of evidence on this that we've discussed as we went through these features. To summarize this evidence, Allure is preferred by 92% of users in noisy situations. It stands as a clear favorite compared to other leading brands. The new Dynamic Feedback Controller is preferred four times more often for effective feedback management while preserving the Widex sound quality. And Allure PureSound enhances speech intelligibility and noise by 4.3 dB for those with mild to moderate hearing losses.

Next we'll discuss the Allure solution. With the Allure solution, you have a device and an AI driven app that are designed to elevate the wearer experience.

Allure is the confident choice that gives us the flexibility to meet the needs of wearers today and in the future. Making the decision to pursue or to invest in hearing aids can be full of uncertainty and concern for wearers and providers like you can feel the burden of their responsibility to guide the patient through this process, wanting to be sure that you're making a recommendation that meets their needs. What becomes important is a solution that delivers the essentials today and has the future capabilities for tomorrow.

We introduce the Confident Choice, the Allure Rick rd. This is the first form factor on the all new Allure platform. Other form factors will follow, but a full featured RIC is the right starting point for any new platform.

The Allure Ric RD is the one to choose with enhanced hardware and usability features. This is the first form factor in this all new platform. As I mentioned, you have two Allure Charger options, both a standard charger and a charge and clean so your wearers can choose the option that works best for them. We have a redesigned app that really empowers wearers so that they can feel confident and connected and never fear. A portable charger is expected in 2025.

We'll start by digging deeper in the Allure Ric RD. Launching at the 440, 330 and 220 level, this Ric checks all the boxes from a hardware perspective. It carries forward the wind and touch resistant microphone cover that you might know and love from smartrik. It also carries forward an LED light indicator with even a bit more capabilities than the one we introduced with SmartRiq. We also have an enhanced push button that now allows us greater control than ever onboard the hearing aid and we'll get into those details in a bit.

It is telecoil ready. There is a telecoil in this device that can be activated with a firmware and software update in the future. We are keeping our current V2 receivers. We add two way audio and tap control. For iPhones, we add Android LE Audio and we see up to 25 hours of runtime with 7 hours of streaming.

And Allure has a color for everyone, including the Rose Gold that was so popular in our last product. Allure is available in tech black, chestnut brown, titanium gray, honey blonde, silver gray, golden brown, Pearl white, Autumn Beige, Dark cherry, and of course the Rose Gold.

We carry forward the receivers and the ear tips that you're familiar with so you will not have to find space in your clinic for additional earwear stock. The Allure is compatible with a V2M or P receiver and the ear tips that you're used to the open ear tip, tulip ear tip, sleeve, power sleeve, vented round ear tip and double ear tip.

Allure also brings us expanded button functionality and a few things about the button. Here first, it has a really nice tactile feel to it, enhancing the wearer's ability to actually feel the press and feel the release of the button is improved. And of course functionality is great, greatly improved as well. The short press can be configured to volume control where pressing the button on the right hearing aid raises the volume and pressing the button on the left hearing aid lowers the volume. A long press can then be configured for program change. If you've chosen volume control for the short press, that was something that was not possible with prior rechargeable platforms.

You can now set the device to do volume control program change and turn off the hearing aid with the 5 second press of the button. So being able to include all three of these functions in this button is very exciting. And then depending on what you set the short press to control, you can instead make the long press a mute or if you leave the long press set as no function in the software. A long press of the hearing aid will show battery status on the hearing aid's LED light, so you have a lot of flexibility to do whatever your specific patient needs.

Because of this added button capability, we also have added LED light indicators, but the indicators are going to be a bit dependent on how you've configured your button. The light indicators for every hearing aid, no matter how you've configured your button for when you're turning the device on, you're going to see a solid green light. When turning the device off, you'll see flashing red three times and then a solid red. After this press and hold. When the hearing aid is successfully paired with a Bluetooth device, the light will flash green six times and when the battery level is critical, when it's less than 5%, there's going

to be a continuously flashing red light every five seconds.

If the long press hasn't been configured to any function, then a long press of the button on the hearing aid will show battery status. There will be a single green flash if the battery level is more than 20% and there will be flashing red four times if there's low battery or less than 20%.

I know connectivity is a hot topic, so let me review this in just a bit more detail. At Launch we offer iPhone two way hands free communication. That means that the microphone on the hearing aids will pick up the voice of the wearer for phone conversations and we offer tap control options so the ability to accept and end calls from the device itself. For Android we will have the Asha One Way streaming we've had in the past plus LE Audio One way streaming. It's one way streaming for Androids at this point, but Future ready for two way streaming and for AuraCast with a firmware update so you can confidently choose this device knowing that it will meet your wearer's needs in the future.

As technology progresses, Call control is available for iPhones and will allow the user to answer and end calls by tapping twice on the pinna or the top of the device. Tap control will be activated in the app by the user active automatically. The user can answer the call with a short press of the button and decline or end a call with a long press of the button on the device.

Moving on to battery life, A full hearing aid charge from 0 to 100% battery will take about 4 hours at full battery runtime is 25 hours with 7 hours of streaming. A fast charge is also available where if the battery is low and you toss them in the charger for 30 minutes, you'll get approximately four additional hours of use.

That was the confident choice with the Allure solution moving on to Success Simplified Compass Cloud is our new software that is going to allow for easier, quicker and more successful fittings. The answer is Successful Simplified With Compass Cloud we are all familiar with the challenge hearing care providers

like you face today. The complexity of working across multiple brands, multiple fitting softwares, the challenge around that experience and the uncertainty that can be experienced when the process is unclear. Those doubts that creep in when fittings are not successful. Success Simplified is the promise, our promise of an intuitive software delivering successful outcomes with greater ease.

We introduced True Acoustics 2.0. You'll now see in our software an acoustic calibration. It's performing a more sophisticated calculation and specifically is now independent of hearing aid model and the ear tip you selected in the software. That means that gain adjustments are more accurately being based on the actual calibration without constraints, so less prone to possible errors or outliers that sometimes come. For example, if you accidentally select the wrong ear tip in the software software, or if you forgot to change it after changing it on the hearing aid, or if the patient's ear canal acoustics are outside what we anticipated for that particular ear tip, we take away those limitations, remove some of those possible points of error, and are fully able to calculate that prescribed gain with the short acoustic calibration test.

If the acoustic calibration is not conducted, True acoustics adjust gain based on average vent effects and resonances. Per our studies, we've also updated our fitting rationale. In widex fitting rationale 2.0, we reduce gain by 1dB for males and 2dB for females across all frequencies for all input levels. And then there's an additional gain reduction of 1 dB for soft gain for all users. This is based on a comprehensive analysis of fittings by our research and development team for delivering better first fits, higher acceptance rates and reduced need for adjustments.

And because of some of the other improvements we previously discussed, like our new feedback management system and true acoustics 2.0, we have confidence that you will meet target in your real ear measurements that you are delivering appropriate gain without overwhelming the patient with too much soft gain. Really finding that right balance for the first fit we are going to transform the experience

for Widex and maybe for the industry overall. We're going to transform the fitting experience to an intuitive and successful experience. We're leveraging the power of cloud based computing to deliver a great solution today and even more in the future. I truly believe that in 10 years this will be the industry standard and by starting now, Widex will be light years ahead in bringing all of the future benefit.

The extra things that you can do in a cloud based fitting software with the cloud based fitting solution, we're able to introduce to you an intuitive and streamlined fitting flow for great fits.

We're transforming the experience from complex and uncertain to to intuitive and successful with Widex Compass Cloud.

Your first fit flow with Widex Compass Cloud and Widex Allure is streamlined and clear. First you're going to use your NOA Link wireless programmer to connect your Widex Allure devices. Next you're going to make your acoustic selection, telling your software what receiver and what ear tip is on the hearing aids. And then finally you'll run your acoustic calibration. The fitting really is as easy as 1, 2, 3.

Now let's discuss the Widex Allure app. The app has gotten a complete facelift for usability and for accessibility.

On your home screen you'll see the battery status. In the top left you'll see a program menu where you can access your programs. Access our AI Assistant. There's shortcuts you can add to your home screen like Directional Focus, Equalizer, AI Assistant and of course you can adjust the volume. There's a help menu where patients can access guides and supports and the More menu will take you to additional features and additional settings.

Our new AI Sound Assistant and AI Quick Assistant are similar to what we previously called Soundsense, Learn and Mysound respectively. We're leveraging all of that real time artificial

intelligence that Widex pioneered. The Sound Assistant includes those A to B comparisons though. In a much more intuitive and easy to follow way. The AI Quick Assistant has the wearer choose from a list of activities and then makes one recommendation based on real time AI data, the cloud based data that we've collected from the use of the Moment app over the years.

It's super quick, super simple. It's a way for patients to take control in the moment when they need just a little bit more help.

And again, this app was built with accessibility in mind. With large font now an option. The font size of the app will follow the font size of the phone settings and with the new Widex Allure app, you now have the option of choosing between light mode and dark mode. It can be set through the app and you can also set it to follow your system settings if you're someone like me who wants to use dark mode all the time, or maybe you like to use light mode during the day and dark mode at night. And we've really worked on the visual contrast of the colors in the app so that this is accessible for folks who are colorblind or who have poor or low vision.

I think we've made a really great, really accessible app for all wearers.

The app still includes all of the guides and support built into it to have a hearing care provider in their pocket. My guide is going to provide an overview of hearing aids, an overview of the app. It will provide them with some troubleshooting tips for things that you go over in the office but patients always tend to forget, like changing the wax filter, putting a new dome on, or how the hearing aid is supposed to fit on their ear. There's connection and streaming for information on connectivity, streaming and troubleshooting tips for those, and then there's a section for sound issues to provide the patient with guidance and troubleshooting on topics related to sound.

Our Allure accessories available at Launch are the RC Dex and the TV Play 2, which have both been updated for Allure compatibility. And if you're thinking, well, what about other Widex accessories, we are moving toward the superior streaming quality of LE Audio and updates to those accessories are being evaluated for the future. These specific accessories were chosen to meet the needs of most wearers at launch, as these are our most selected accessories.

The rcdex, our remote control accessory, has been updated with a new Widex Link compatible with Allure. It is a great option for your patients who either don't have a smartphone or don't want to use an app to control their devices. It's a simple design that allows for volume control and program change.

The TV Play 2 has been updated to have that LE Audio streaming. Shifting to LE Audio offers a better TV streaming experience. This is our first accessory to get this LE Audio update and it still includes everything you know and love about the TV Play. And there's a switch on the bottom to set it to be compatible with Allure with Le Audio or to Moment or Evoke with 2.4 GHz.

In sum, with Widex Allure the difference is clear. We provide natural clarity this ideal balance between clear speech and natural awareness through our Allure processing. We provide the confident choice with the Allure solution which includes the RIC RD and the AI driven app really designed to elevate the wearer experience and we're promising success simplified with Compass Cloud, the first cloud based fitting solution which is an intuitive and powerful cloud based software for really exceptional clear first fits.

And when your patients ask you why are you recommending Allure? This is the future of hearing care. With Widex, Allure is crystal clear speech and noise without compromising natural sound. It's connection and control with an all new level of accessibility and its success from day one.

If you'd like to receive more information or to be contacted by your representative, please reach out to customer service at 1-800-221-0188.

Thank you again for dedicating your time today to learn more about Widex Allure and precision hearing technology. This is the future of hearing care and we're so glad you're here to join us.