

Widex Allure: Precision Hearing Technology

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Clinical Education Specialist

Webinar FAQs

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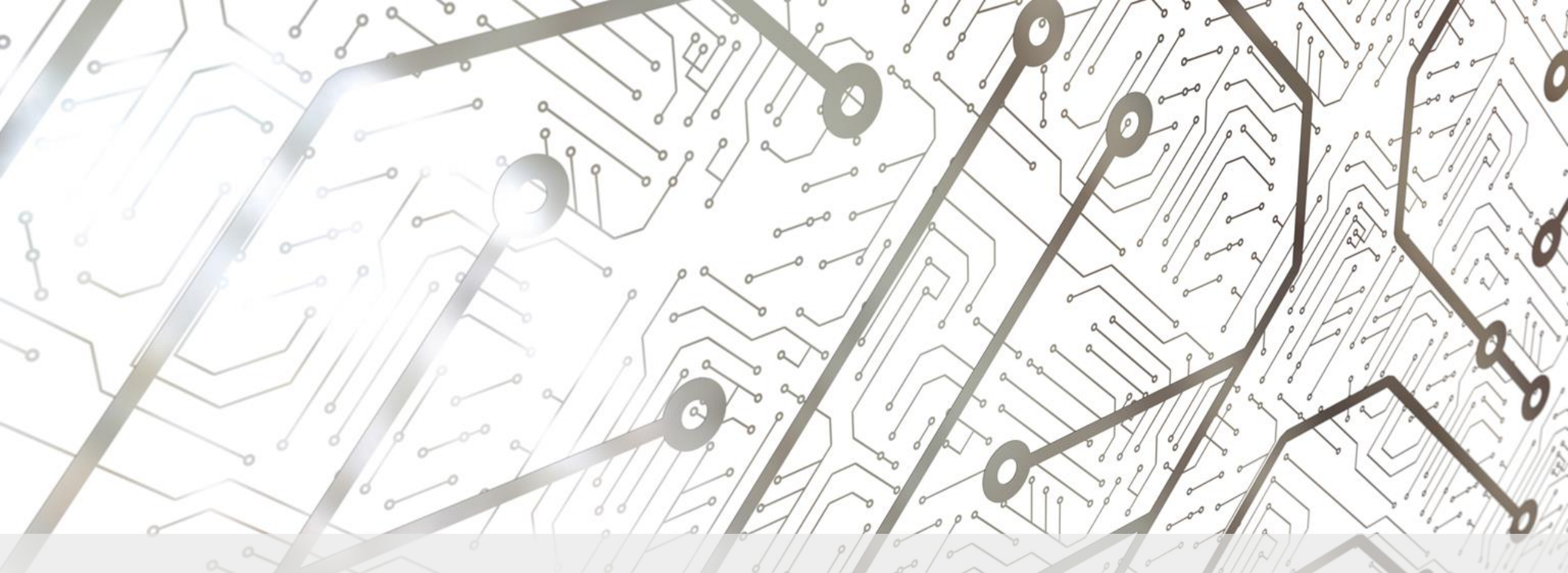
Risks/Benefits

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

LEARNING OUTCOMES

- After this course participants will be able to describe technology enhancements that provides exceptional speech clarity with natural awareness of the environment
- After this course participants will be able to list different technological advancements that can be easily incorporated into clinical practice to enhance-user outcomes
- After this course participants will be able to list ways cloud-based software and App technology can transform fitting practices.





WIDEX ALLURE: PRECISION HEARING TECHNOLOGY

TAYLOR MYERS AU.D



INNOVATION INSPIRES CHANGE

there are innovations that
reshape the way we live.



INNOVATIONS THAT CHANGE US



WE THINK DIFFERENTLY





2025

GET READY FOR THE
FUTURE OF HEARING CARE WITH WIDEX



WHAT IF WE COULD CHANGE HEARING HEALTHCARE AGAIN?

WHAT IF WE COULD....

PROVIDE WEARERS WITH CRYSTAL CLEAR SPEECH?

CONNECT WEARERS TO THE THINGS THEY LOVE?

MAKE THE DELIVERY OF HEARING CARE MORE
SUCCESSFUL?



INTRODUCING WIDEX ALLURE



Natural Clarity



Confident Choice

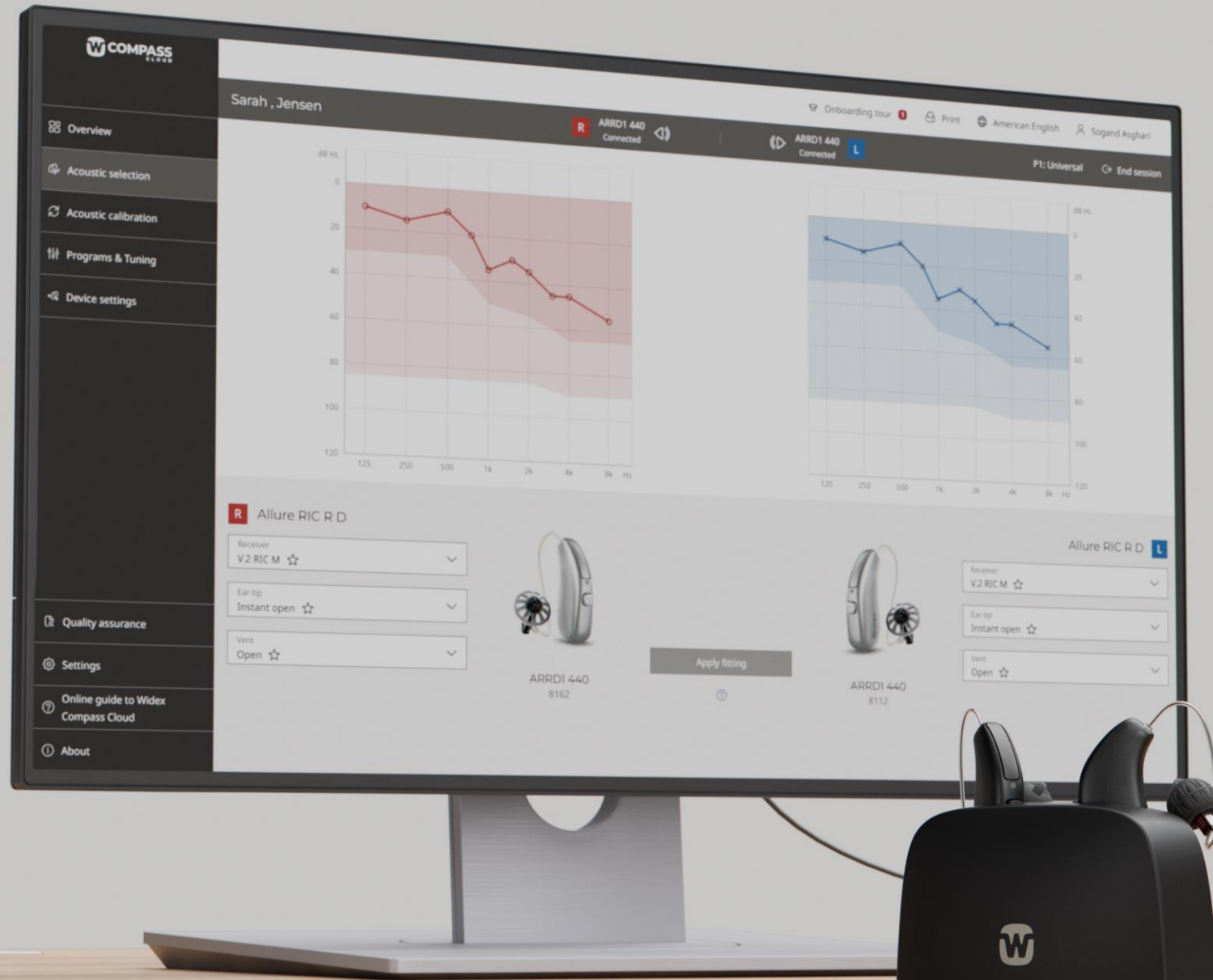


Success Simplified



WIDEX

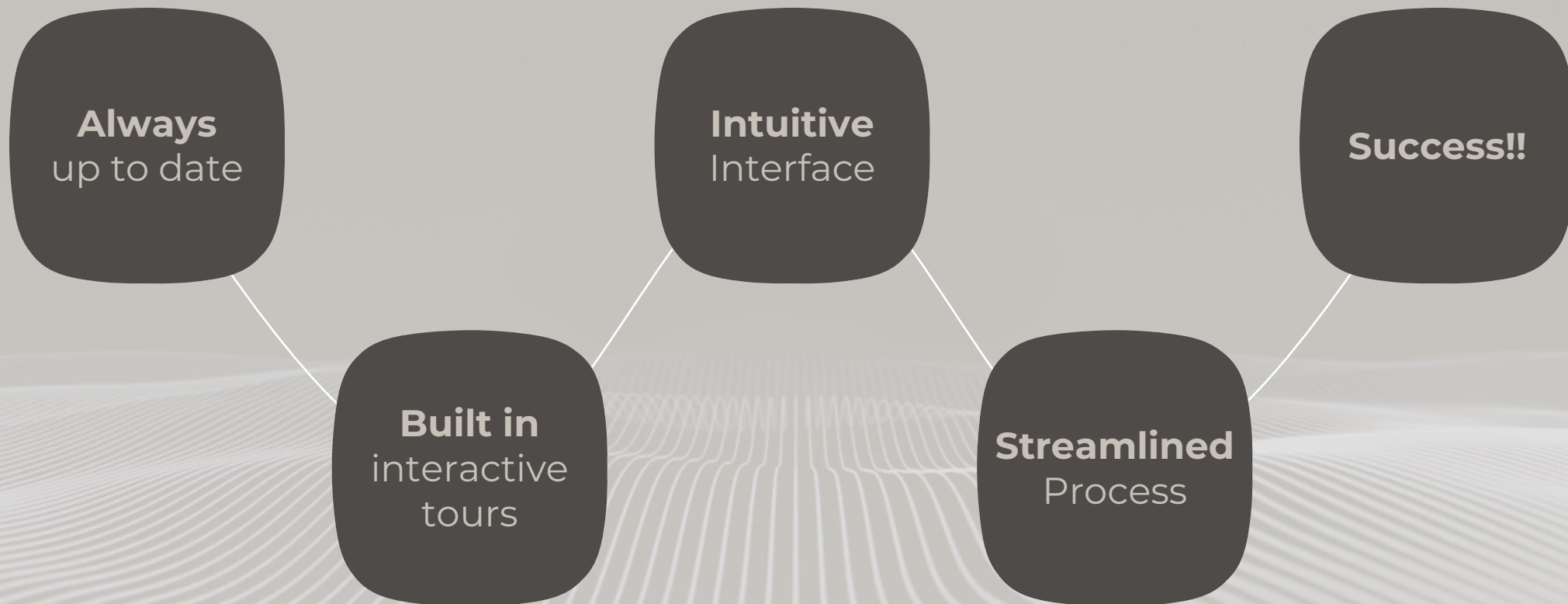
WE MAKE SUCCESS MORE INTUITIVE



THE WORLD'S FIRST CLOUD-BASED FITTING SOLUTION



WE START TODAY BY ADDRESSING THE EVERYDAY PAINS OF A HEARING CARE PROFESSIONAL



THE WORLD'S FIRST CLOUD-BASED FITTING SOLUTION

POWERFUL AND
INTELLIGENT FOR
GREAT FIRST FITS

AN INTUITIVE FITTING
SOFTWARE THAT
STREAMLINES SUCCESS

FUTURE READY WITH
CONTINUOUS
IMPROVEMENTS



THE DIFFERENCE IS CLEAR

Natural Clarity



ALLURE PROCESSING

Ideal balance between
clear speech and natural
awareness

Confident Choice



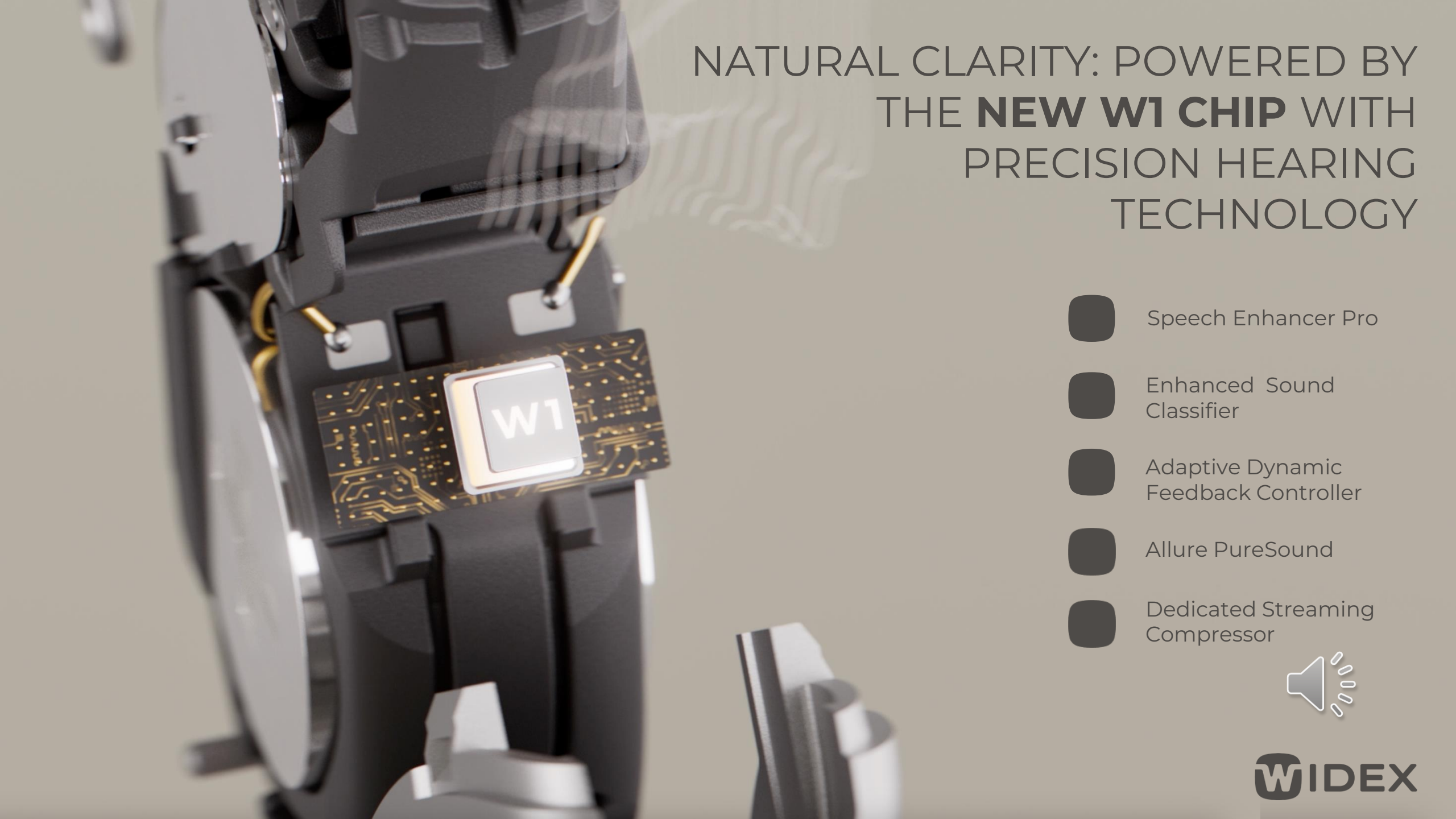
Success Simplified





NATURAL CLARITY

SO WEARERS CAN BE EFFORTLESSLY IMMERSED IN THEIR ENVIRONMENT

A close-up photograph of a hearing aid device. A small, square, gold-colored chip with the letters 'W1' in white is mounted on a black printed circuit board. The chip is connected to the device's internal components by thin gold wires. The background is a soft, out-of-focus grey.

NATURAL CLARITY: POWERED BY THE **NEW W1 CHIP** WITH PRECISION HEARING TECHNOLOGY

- Speech Enhancer Pro
- Enhanced Sound Classifier
- Adaptive Dynamic Feedback Controller
- Allure PureSound
- Dedicated Streaming Compressor



WIDEX

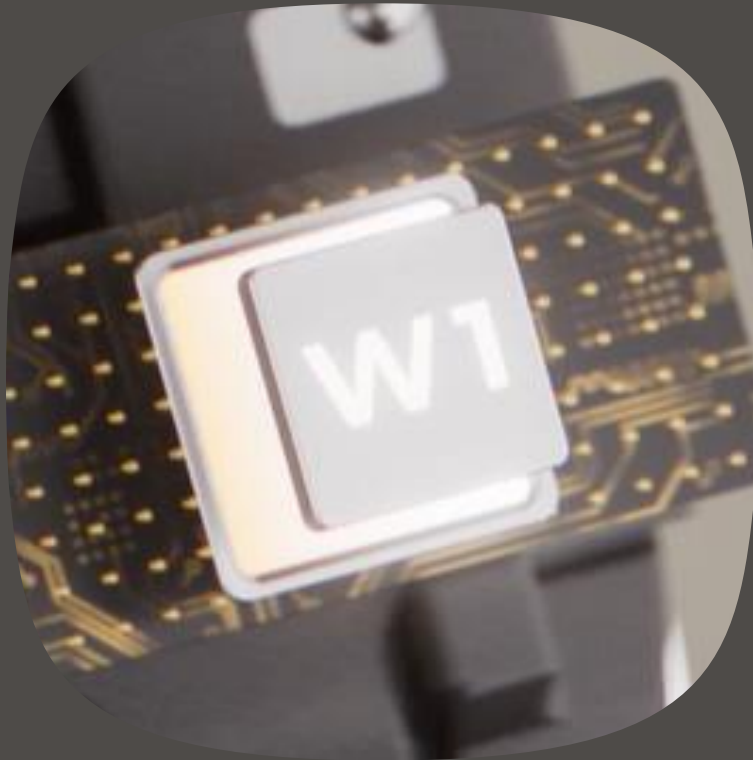
IMAGINE IF YOU WILL...



CLARITY IS NOT JUST ABOUT HEARING...
...IT'S ABOUT BELONGING



PRECISION HEARING TECHNOLOGY



Speech Enhancer Pro



Enhanced Sound Classifier



Dynamic Feedback Controller



Allure PureSound™



Dedicated streaming compressor



SPEECH ENHANCER PRO

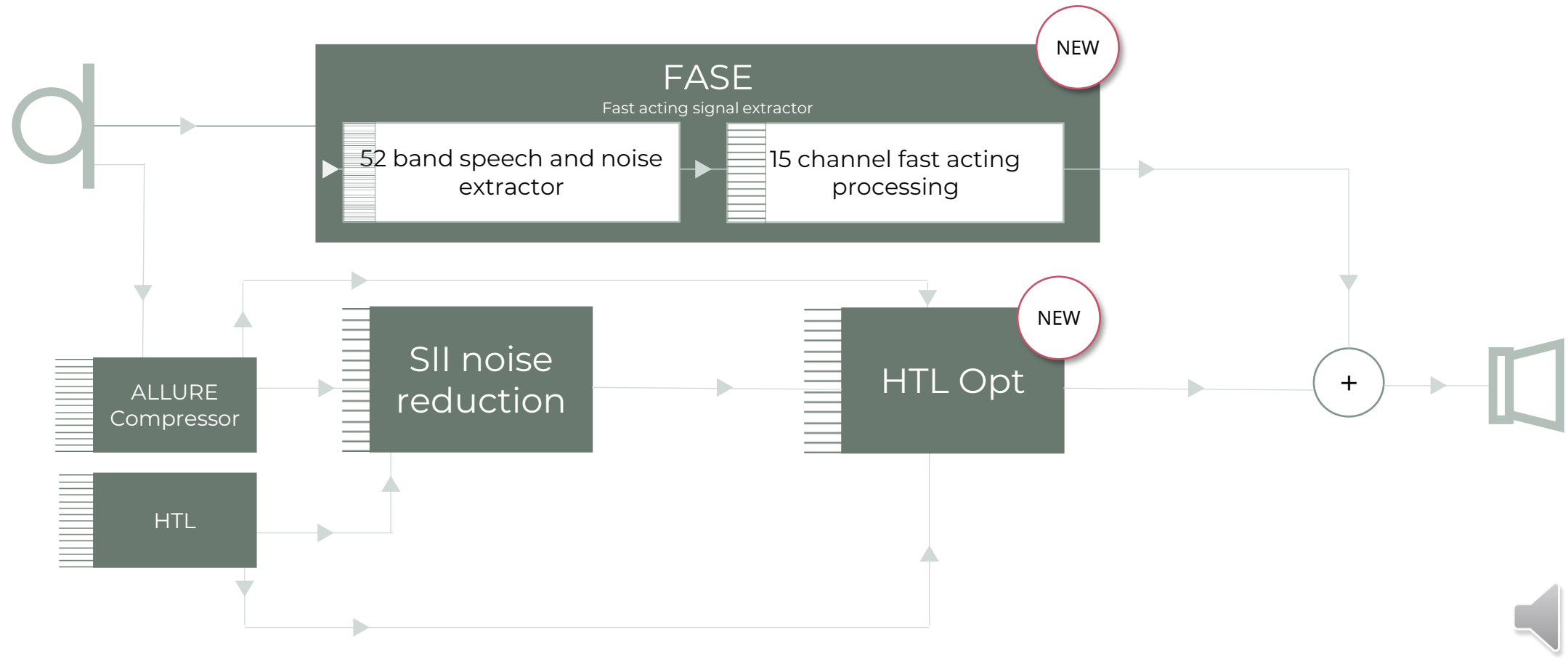
A BETTER SPEECH IN
NOISE EXPERIENCE

PREFERRED BY 92% OF
USERS IN NOISY
SITUATIONS*



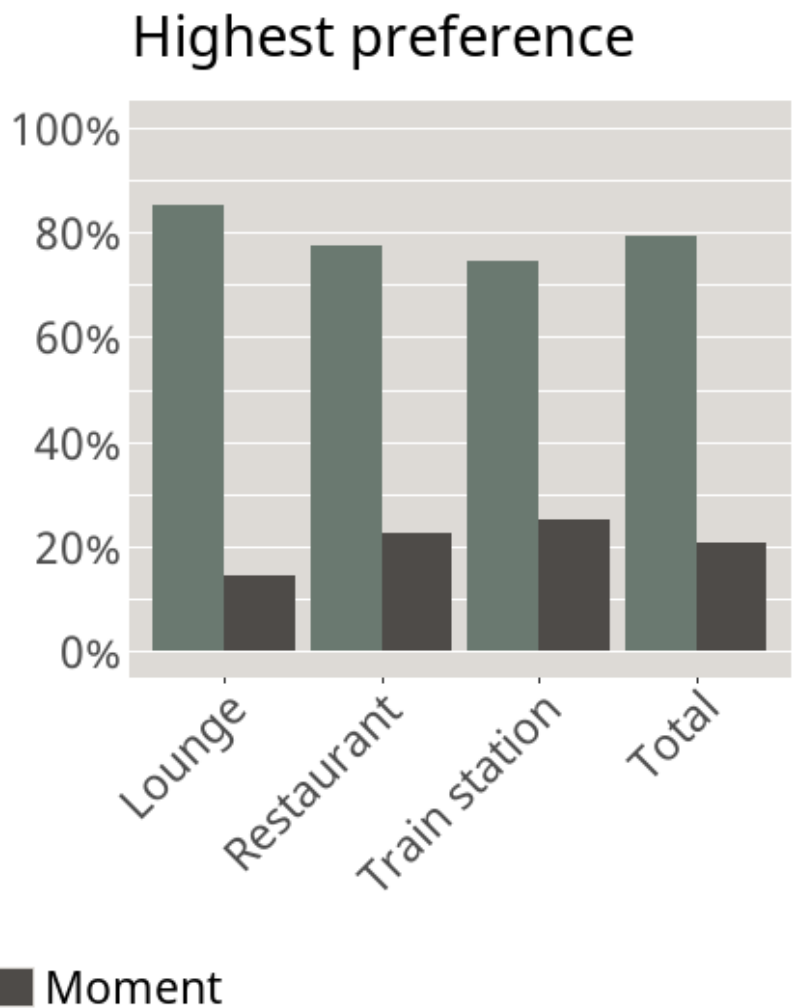
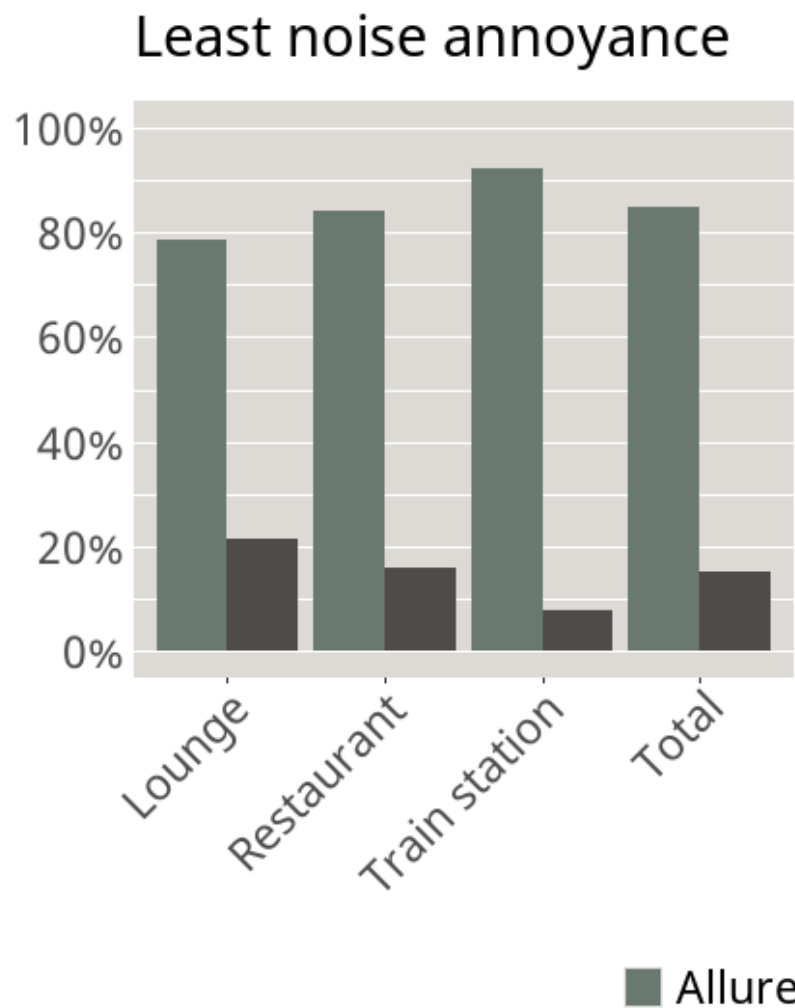
WIDEX

SPEECH ENHANCER PRO



ALLURE NOISE REDUCTION STUDY

Less noise annoyance:
96% of participants chose Allure



Higher Preference:
92% of participants chose Allure



BENEFITS OF SPEECH ENHANCER PRO

Wearer benefits include:

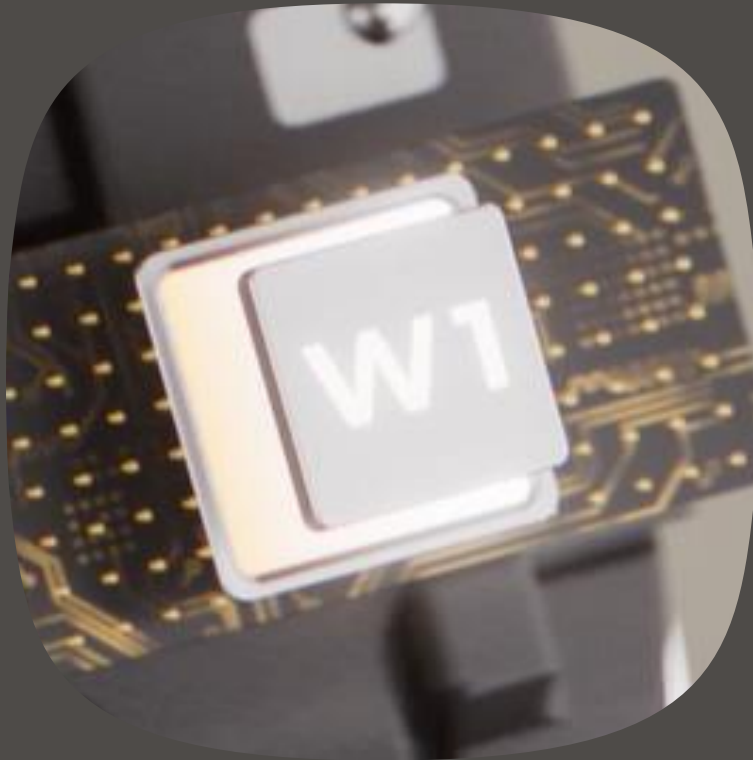
- Noise can be more accurately estimated and automatically managed
- Reduced noise annoyance (compared to Moment)
- General preference in noise (compared to Moment)

Hearing care professional's benefits include:

- Improved user experience in noise
- Noise reduction strategy that effectively optimizes SII for the specific wearer and specific situation



PRECISION HEARING TECHNOLOGY



-  Speech Enhancer Pro
-  Enhanced Sound Classifier
-  Dynamic Feedback Controller
-  Allure PureSound™
-  Dedicated streaming compressor



ENHANCED SOUND
CLASSIFICATION

NEW CLASSIFIERS AND
CONTROLLERS

NEW BEAT DETECTOR



SOUND CLASSES BY TECHNOLOGY LEVEL

	Quiet	Music	Urban	Urban with Speech	Transport	Transport with Speech	Quiet with Speech	Social	Music Classical Contemp	Party	Party with Speech
440											
330											
220											

 Advanced action level



 Basic action level



BENEFITS OF ENHANCED SOUND CLASSIFIERS

Wearer benefits include:

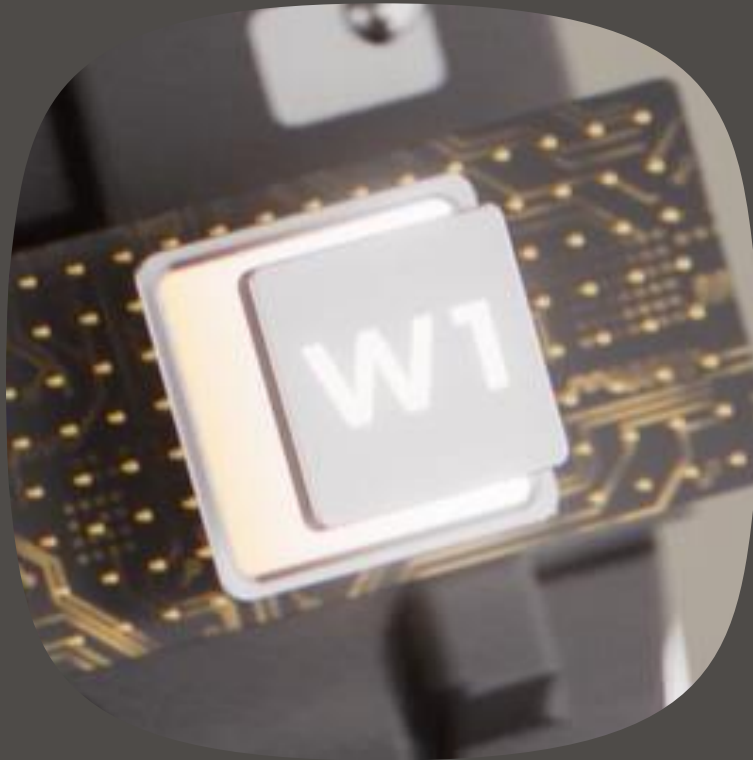
- Hearing aid features are **automatically optimized** for specific environments.
- **Less need for manual control** to utilize the full potential of advanced hearing aid features
- **Stable** sound with **smooth** transitions

Hearing care professional's benefits include:

- **Less need for adjustments** for specific environments
- Better differentiation of sound class technology to **meet wearer needs**



PRECISION HEARING TECHNOLOGY



- Speech Enhancer Pro
- Enhanced Sound Classifier
-  Dynamic Feedback Controller
- Allure PureSound™
- Dedicated streaming compressor



A warm indoor scene, likely a birthday or anniversary celebration. In the foreground, two women are embracing warmly. One woman has long brown hair and is wearing a light-colored, ribbed sweater. The other woman has dark hair and is wearing a dark top. In the background, other people are visible, including a man and a woman, and several balloons in shades of gold, purple, and silver. A large window in the background shows greenery outside. A painting is visible on the wall to the right.

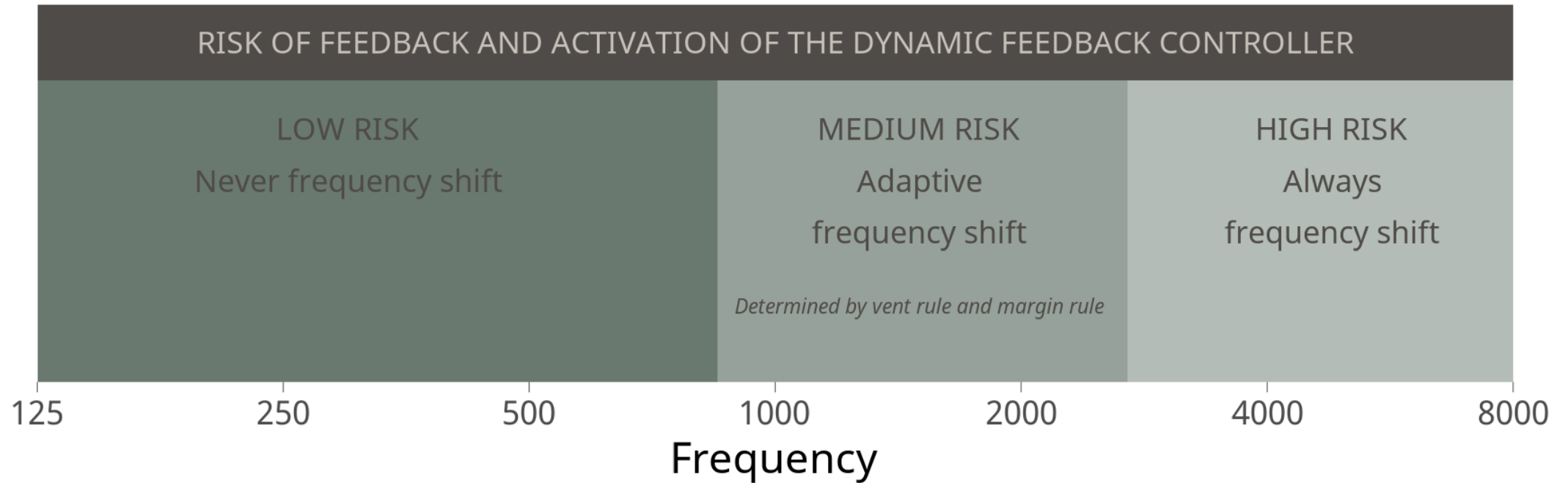
DYNAMIC FEEDBACK
CONTROLLER

FULLY ADAPTIVE FOR
UNPARALLELED
EFFECTIVENESS AND
SOUND QUALITY

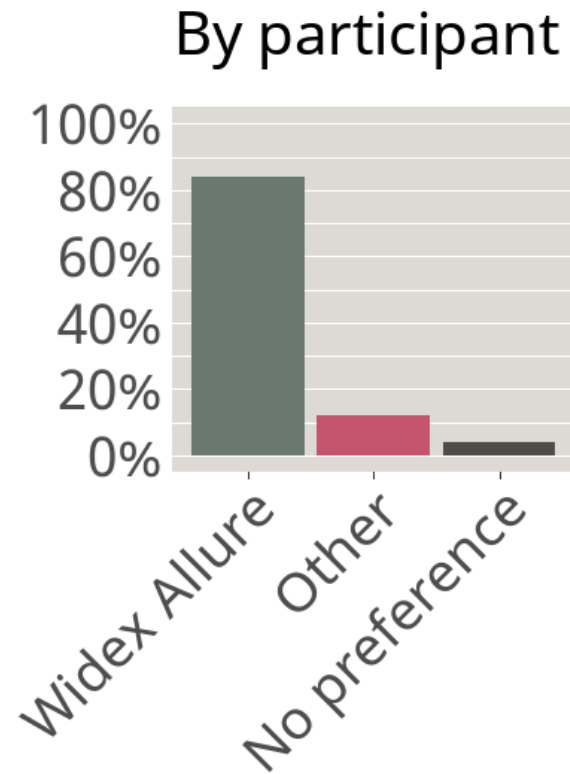
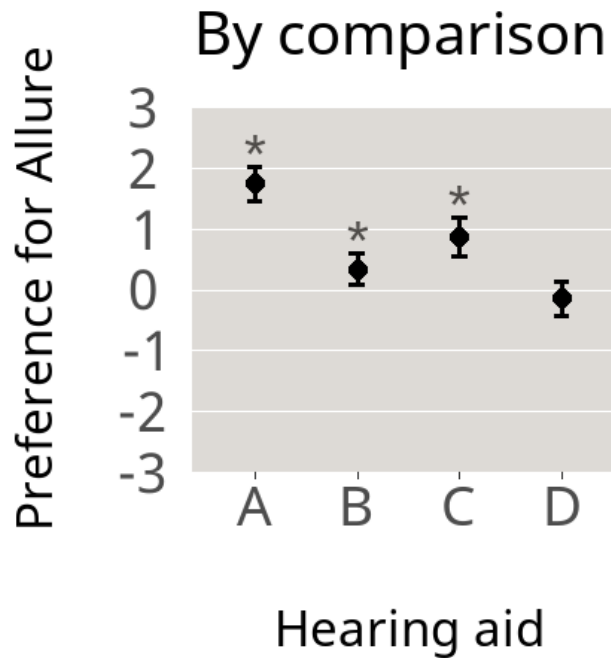
PREFERRED BY USERS
4 TO 1 ACROSS
SITUATIONS*



ADAPTABILITY OF DYNAMIC FEEDBACK CONTROLLER



DYNAMIC FEEDBACK CONTROLLER STUDY



Superior sound quality retained with Allure Dynamic Feedback Controller

Significant preference for Allure for three out of four comparison hearing aids (HAs A, B, C)

84% of participants had a preference for Allure over other brands



BENEFITS OF DYNAMIC FEEDBACK CONTROLLER

Wearer benefits include:

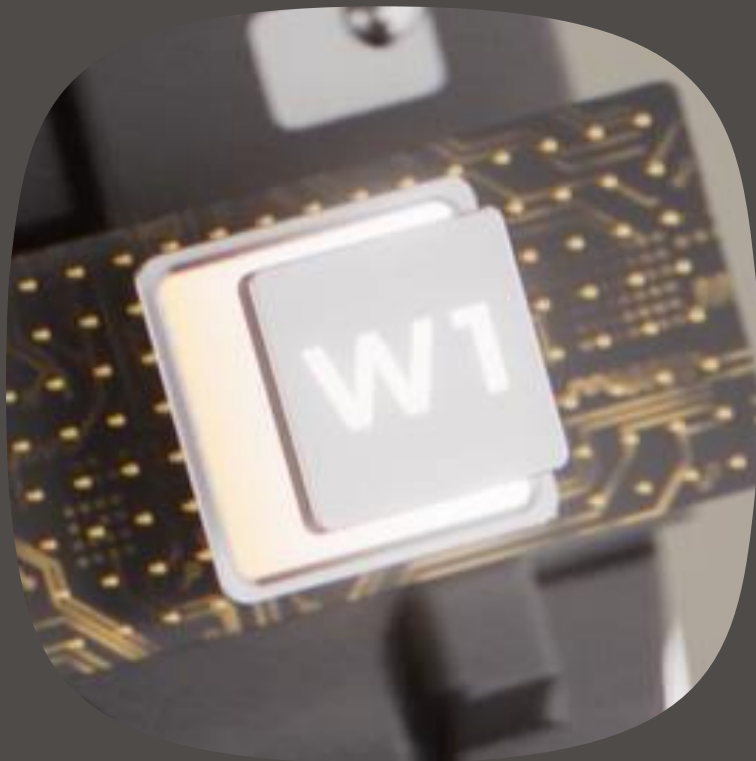
- **Faster and more efficient detection** and cancellation of feedback
- Improved performance **does not compromise the Widex sound.**

Hearing care professional's benefits include:

- Availability of **added available gain** before feedback
- **More freedom** to choose preferred eartip
- **Greater ease** in achieving a successful fitting



PRECISION HEARING TECHNOLOGY



- Speech Enhancer Pro
- Enhanced Sound Classifier
- Dynamic Feedback Controller
-  Allure PureSound™
- Dedicated streaming compressor



A photograph of two women sitting on a couch in a bright, modern living room. The woman on the left, with grey hair, is smiling and looking towards the woman on the right. The woman on the right has long dark hair and is holding a glass. In the background, there are colorful balloons (gold, purple, and pink) and a vase of flowers on a table. A large window lets in natural light. In the bottom left corner, a wrapped gift box is visible.

ALLURE PURESOUND™

ZERODELAY™ SOUND
QUALITY & EXTENDED
FITTING RANGE

4.3 DB IMPROVEMENT IN
SPEECH INTELLIGIBILITY*



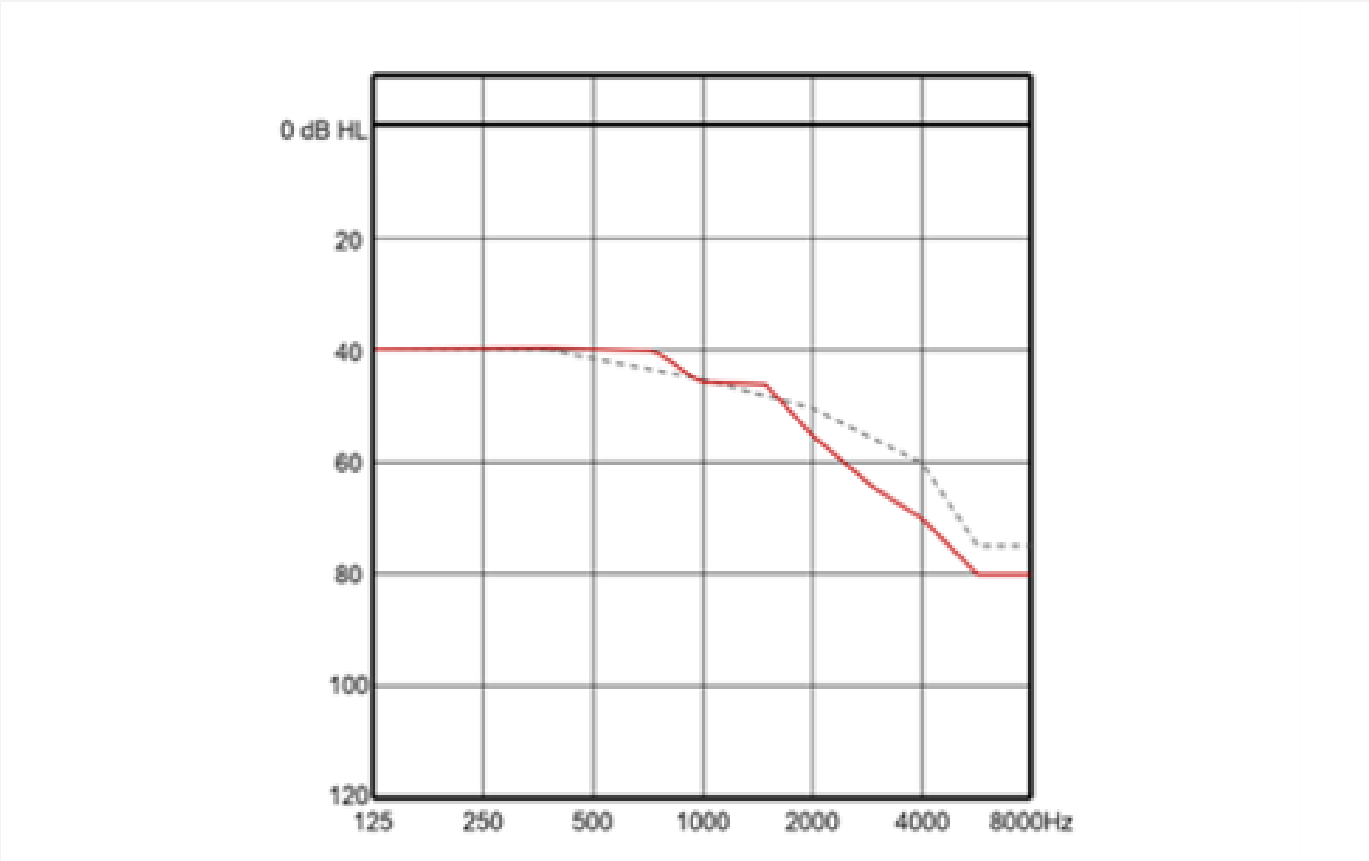
WIDEX

ALLURE PURESOUND™ ADDED FEATURES

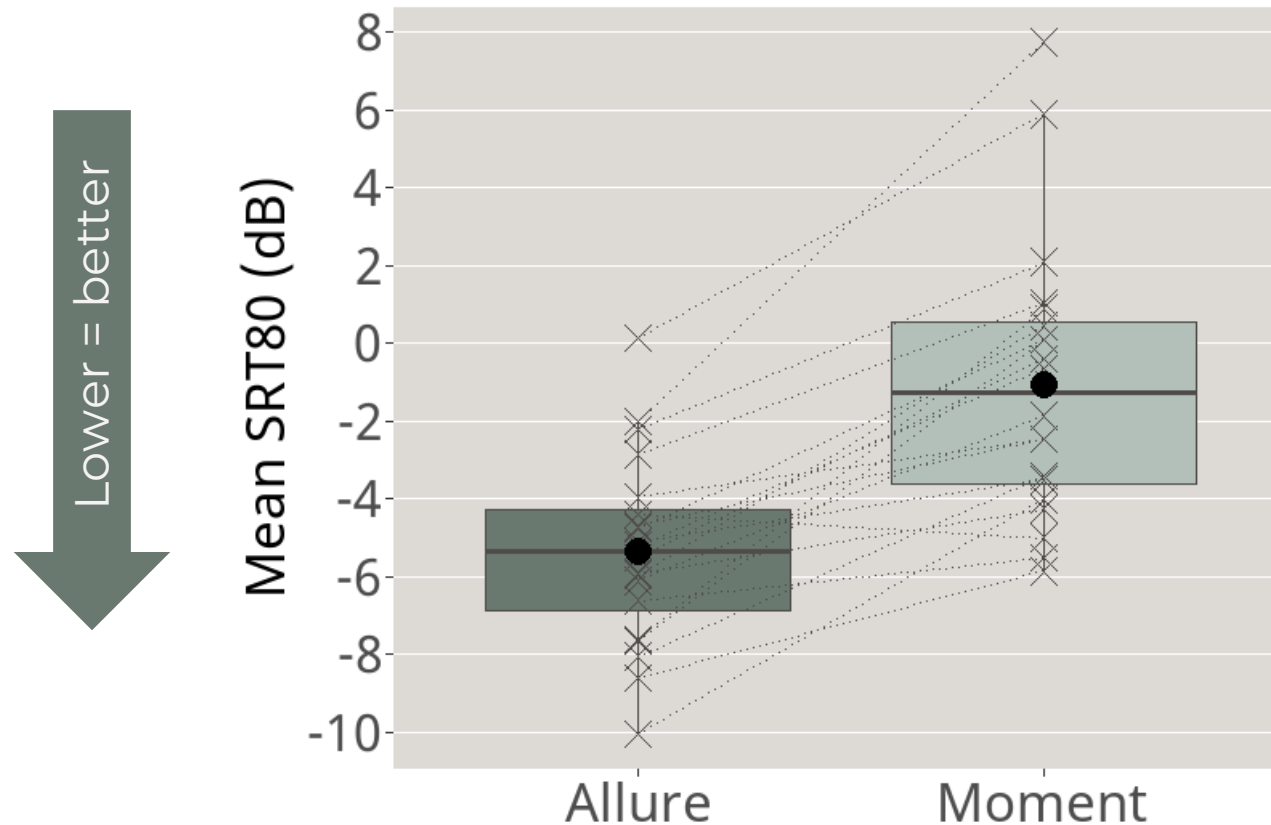
1. Dynamic Feedback Controller
2. HD Locator
3. Speech Enhancer Pro
4. Impulse sound reduction
5. New fitting rationale



ALLURE PURESOUND™ FITTING RANGE



SPEECH INTELLIGIBILITY (SRT80) IMPROVED BY 4.3 DB



Mean SRT80 on English matrix test is **4.3 dB lower (better)** with PureSound on Allure compared to PureSound on Moment.

Mean SRT80 lower (better) with PureSound on Allure vs. PureSound on Moment for **19 out of 20 participants.**



BENEFITS OF ALLURE PURESOUND™

Wearer benefits include:

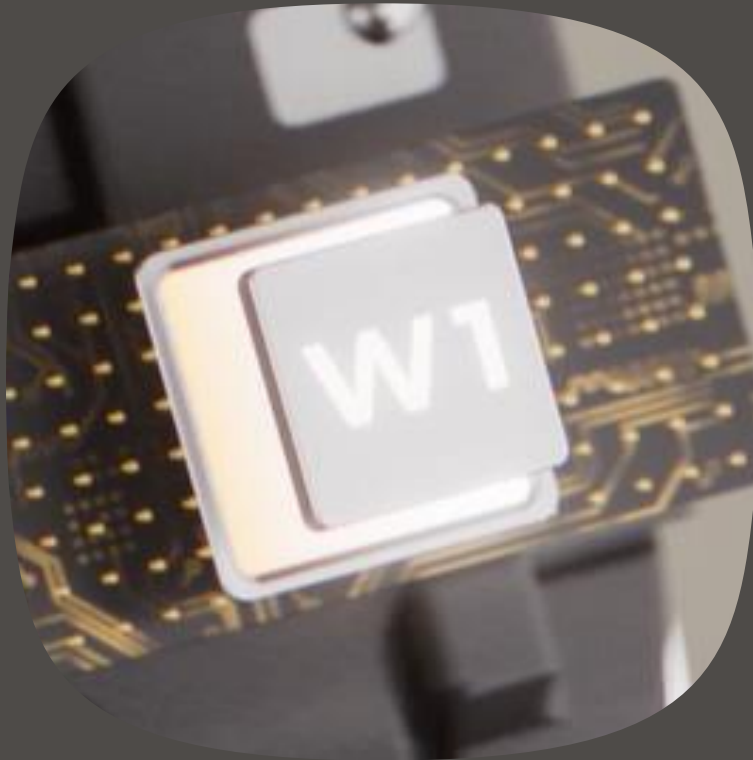
- **4.3 dB improved speech intelligibility in noise.**
- Well-documented benefits of ZeroDelay™—including sound quality preference, neural response, and spatial perception maintained.
- Less distortion of speech sounds.

Hearing care professional's benefits include:

- Sound tailored to mild and moderate hearing loss, with an expanded fitting range
- Targeting new users looking for natural sound quality and improved speech understanding in noise



PRECISION HEARING TECHNOLOGY



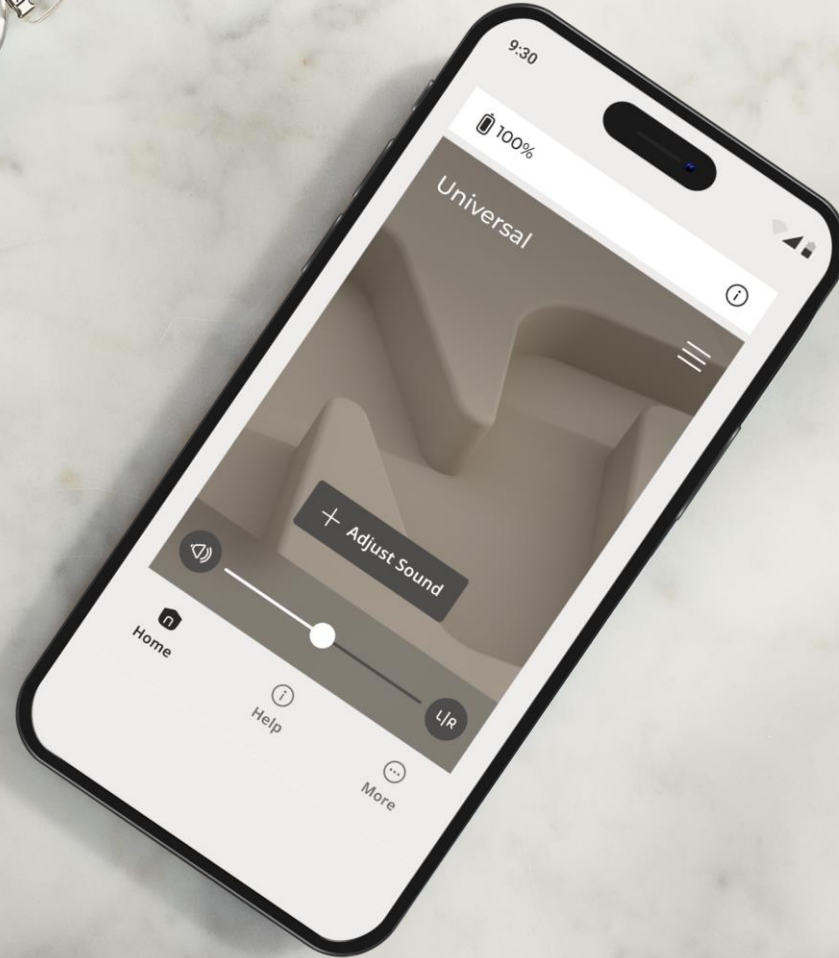
- Speech Enhancer Pro
- Enhanced Sound Classifier
- Dynamic Feedback Controller
- Allure PureSound™
-  Dedicated streaming compressor



DEDICATED STREAMING COMPRESSOR

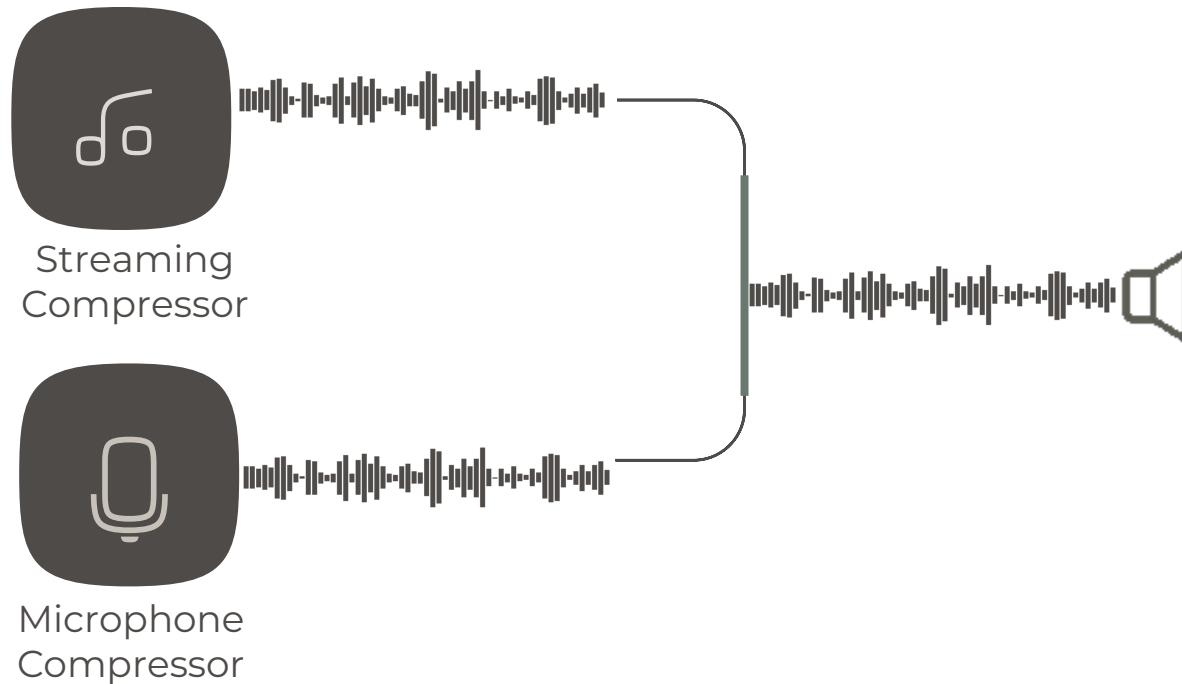
STREAMED AUDIO
COMPRESSED
INDEPENDENTLY

USERS ENJOY AUDIO
CONTENT, FREE FROM
DISTORTION



WIDEX

WHAT SIGNALS ARE BEING COMPRESSED SEPARATELY?



Separate streaming compressor for non-microphone signals (BLE, LE Audio, Telecoil)

Pumping sensation in sound quality of streamed signals is avoided.



BENEFITS OF DEDICATED STREAMING COMPRESSOR

Wearer benefits include:

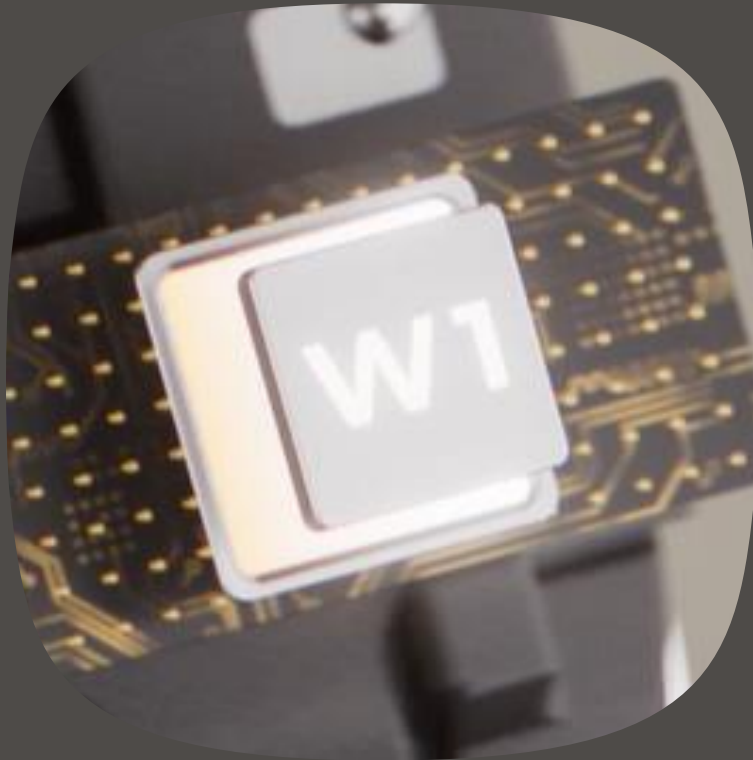
- **Improves the sound quality of streamed signal** as it is not affected by sounds in the environment.

Hearing care professional's benefits include:

- Can mean **less connectivity complaints** requiring your time and attention



PRECISION HEARING TECHNOLOGY



- Speech Enhancer Pro
- Enhanced Sound Classifier
- Dynamic Feedback Controller
- Allure PureSound™
- Dedicated streaming compressor



THE BENEFITS OF PRECISION HEARING TECHNOLOGY

With advanced noise management, Allure is preferred by 92% of users in noisy situations¹

The new Dynamic Feedback Controller is preferred four times more often, for effective feedback management while preserving the Widex sound quality²

Allure delivers natural sound quality that stands out as a clear favorite compared to other leading brands²

Allure PureSound enhances speech intelligibility in noise by 4.3dB for those with mild to moderate hearing loss³



¹Balling LW, Vormann M, Mansour N. 2025. *WidexPress* 55

²Balling LW, Vormann M, Rose S, Hau O. 2025. *Audiology Online*.

³Weber J, Branda E. 2025. *Audiology Online*

THE DIFFERENCE IS CLEAR

Natural Clarity



ALLURE PROCESSING

Ideal balance between clear speech and natural awareness

Confident Choice



ALLURE SOLUTION

Devices and app designed to elevate the wearer experience

Success Simplified



CONFIDENT CHOICE

FLEXIBILITY TO MEET THE
NEEDS OF WEARERS TODAY
AND IN THE FUTURE



CONFIDENT CHOICE WIDEX ALLURE RIC R D



ALLURE PRODUCT PORTOFOLIO



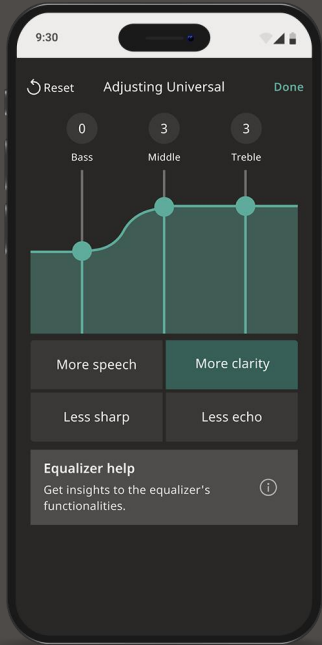
WIDEX ALLURE RIC R D
ARRD1



WIDEX Standard Charger
WPT301



WIDEX Charge and Clean
WPC301



WIDEX ALLURE
APP



ALLURE RIC R D

Wind and touch resistant microphone cover

LED light indicator

Enhanced push button

Telecoil-ready



V.2 Receiver (M/P)

iPhone® two-way hands-free and tap Control

Android® ASHA and LE Audio streaming (one-way)

25 hours w/ 7 hours streaming (Up to 28 hours of run time)

440 | 330 | 220



AVAILABLE IN 10 STYLISH COLORS



Tech Black



Titanium Grey



Silver Grey



Pearl White



Dark Cherry



Chesnut Brown



Honey Blonde



Golden Brown



Autum Beige

NEW



Rose Gold



COMPATIBLE RECEIVERS AND EARWEAR

V.2 M-Receiver



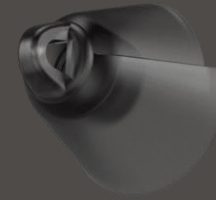
V.2 P-Receiver



Open Ear-Tip
Size: XS, S, L



Tulip Ear-Tip
Size: M, L



Sleeve Power
Size XS, S, M, L



Double Ear-Tip
Size: XS, S, M, L



Round Ear-Tip
Size S, M, L (Opt. Open 1 vent, 2 vent)



Sleeve Vented
Size XS, S, M, L



EXPANDED BUTTON FUNCTIONALITY

The button on the hearing aid can be programmed to be used as program and/or sound adjustment. Programming the functionality of the button can be adjusted in Widex Compass Cloud, under the section named Device settings.

**Short
Press**

R

VOLUME CONTROL
UP

L

VOLUME CONTROL
DOWN

OR

PROGRAM CHANGE

**Long
Press**

Program
Change

Mute

Battery Status



LED LIGHT INDICATIONS

Light indicator	Status
Solid green 	Turning on
Flashing red 3 times and then solid red (after press and hold) 	Turning off
Flashing green 6 times 	Succesfully paired with a bluetooth device
Continuously flashing red every 5 seconds 	Critical battery, less than 5%
<u>Battery status check via long press*</u>	
Single green flash 	Battery more than 20%
Flashing red 4 times 	Low battery, less than 20%



*If button configured to default of single function – LED behavior dependent on button configuration

CONNECTIVITY OPTIONS

iPhone® two-way hands-free
communication with tap control

Android™ ASHA one-way streaming

LE Audio one-way streaming from select
Android™ devices & TV Play2

Future ready (with firmware update):

- Android® two-way streaming
- Auracast



CALL CONTROL

WIDEX ALLURE RIC R D now gives you ear-level call control via tap and button

Only available for iOS



**Pick up and end calls by
tapping twice on pinna
or top of device**

(activate in app)



**Using the button:
Pick up with a short
press and decline/end or
with a long press**

(automatically active)



BATTERY LIFE



Full hearing aid charge

4 hours

**25 hours
with 7 hours streaming
28 hours without streaming**

Fast charge

30 minutes

Appr. 4 hours



THE DIFFERENCE IS CLEAR

Natural Clarity



ALLURE PROCESSING

Ideal balance between clear speech and natural awareness

Confident Choice



ALLURE SOLUTION

Devices and app designed to elevate the wearer experience

Success Simplified



COMPASS™ CLOUD

Intuitive and powerful cloud-based software for excellent first fits





SUCCESS SIMPLIFIED

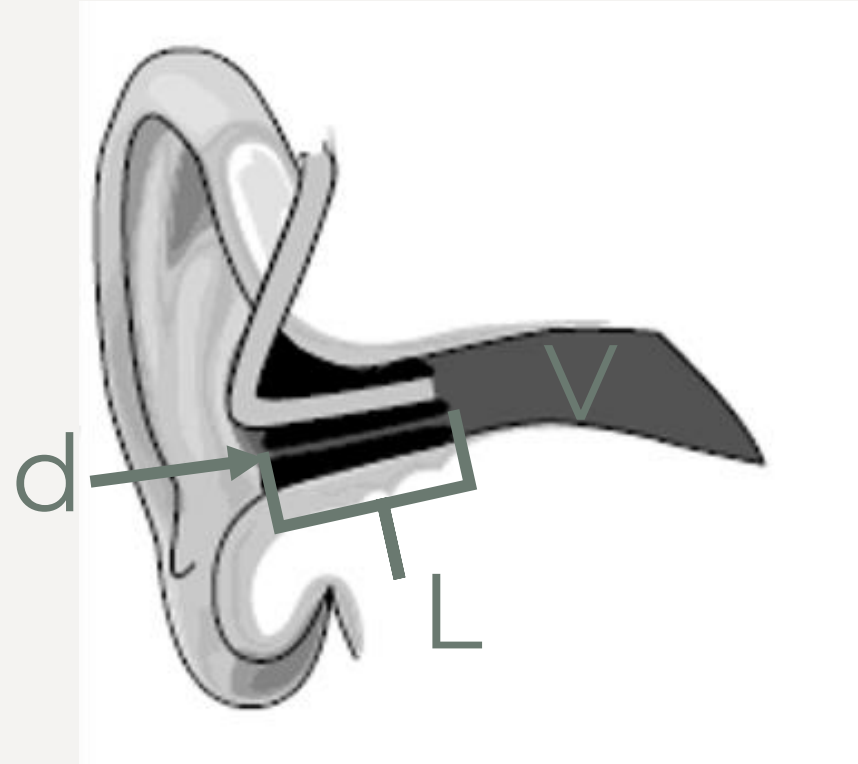
SO WEARERS AND HCPS ARE
SUCCESSFUL FROM THE FIRST FIT



TRUACOUSTICS 2.0

New calculation:

- Acoustic calibration is now independent of hearing aid model and eartip selected in software
- Gain adjustments are more accurate being based on the actual measurement, without constraints
- Less prone to possible errors for outliers or incorrect selections in software



WIDEX FITTING RATIONALE 2.0

Changes based on a comprehensive analysis of fittings:

- Reduce gain by 1 dB for males and by 2 dB for females, across frequencies and for soft, normal and loud levels.
- Additionally, soft gain is reduced by an additional 1dB for all users.

Designed to deliver successful outcomes with a streamlined process:

- Better first fits with less uncertainty
- Higher acceptance rate
- Reduced need for adjustments



INTRODUCING

THE WORLD'S FIRST CLOUD-BASED FITTING SOLUTION



The difference is...

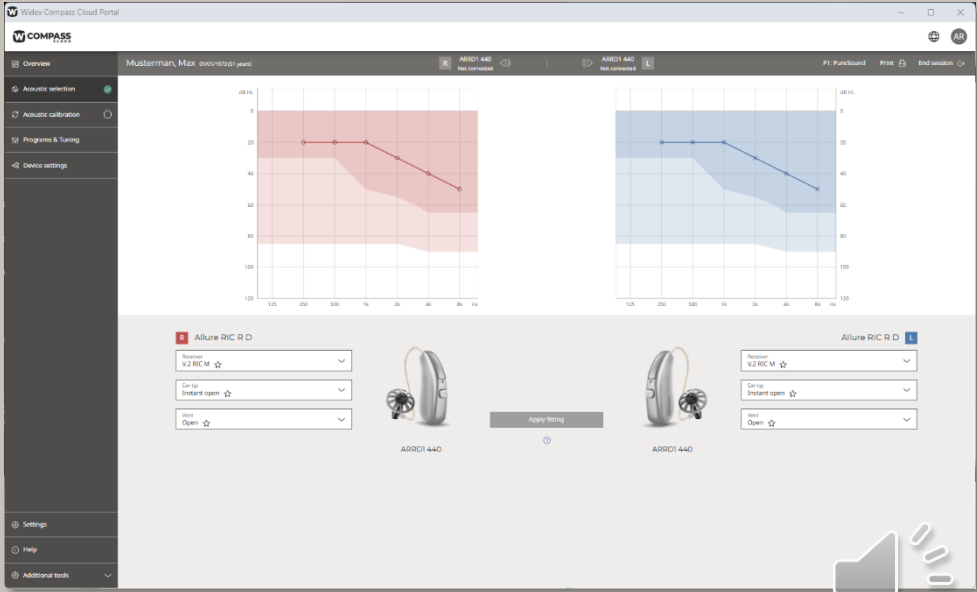
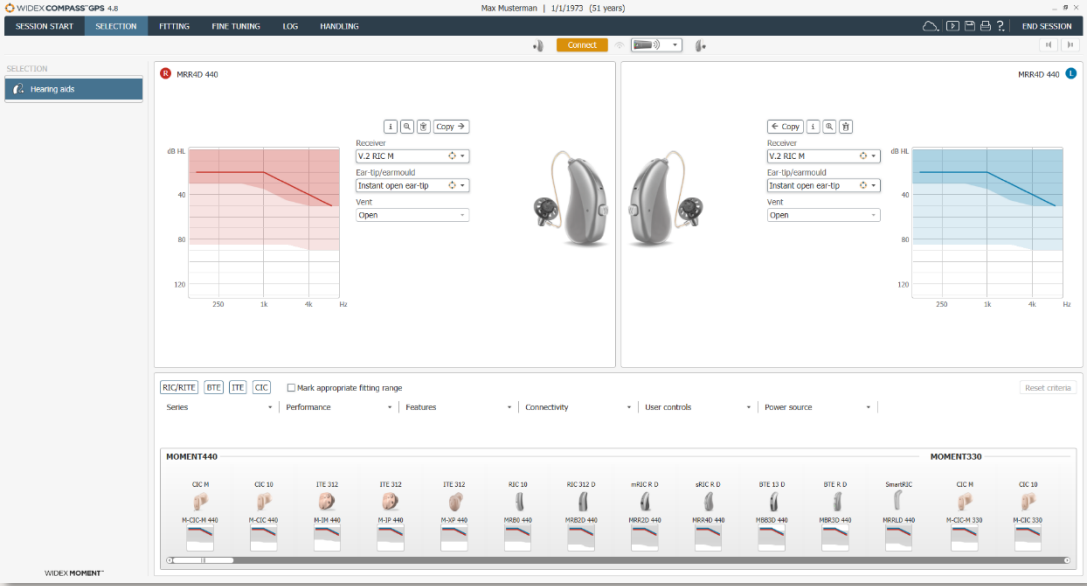
Intuitive & streamlined
Great first fits
Making life easier



WIDEX

TRANSFORMING THE EXPERIENCE

TO INTUITIVE and SUCCESSFUL



FIRST FIT FLOW



**Connect your
WIDEX ALLURE**



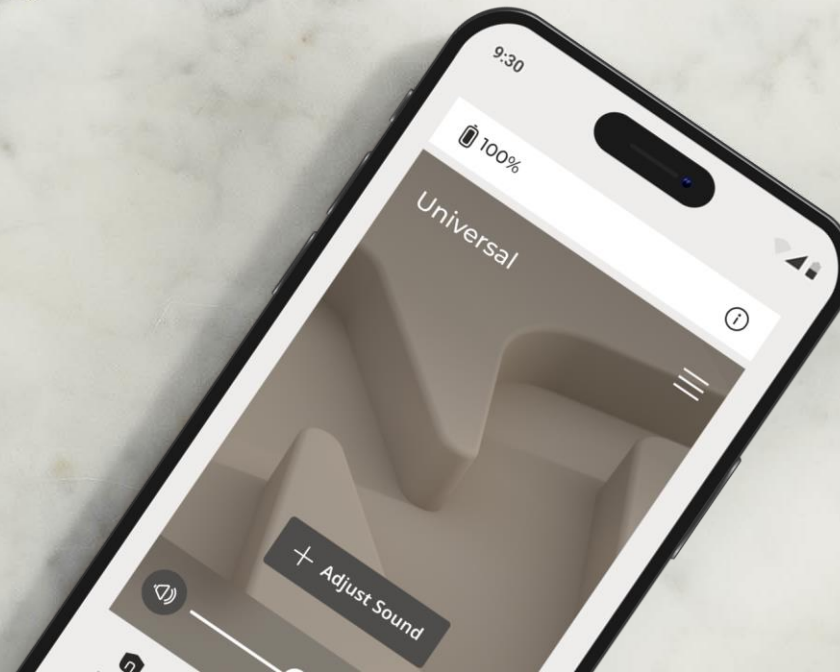
**Acoustic
Selection**



**Acoustic
Calibration**



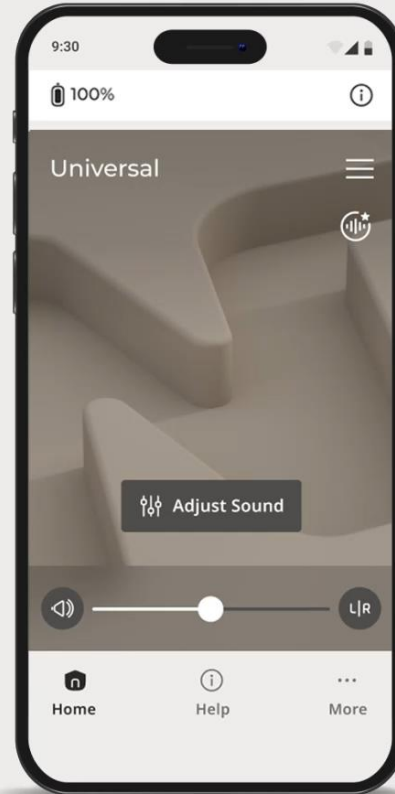
WIDEX ALLURE APP



HOME SCREEN

Battery status

Adjust volume
Guides and support



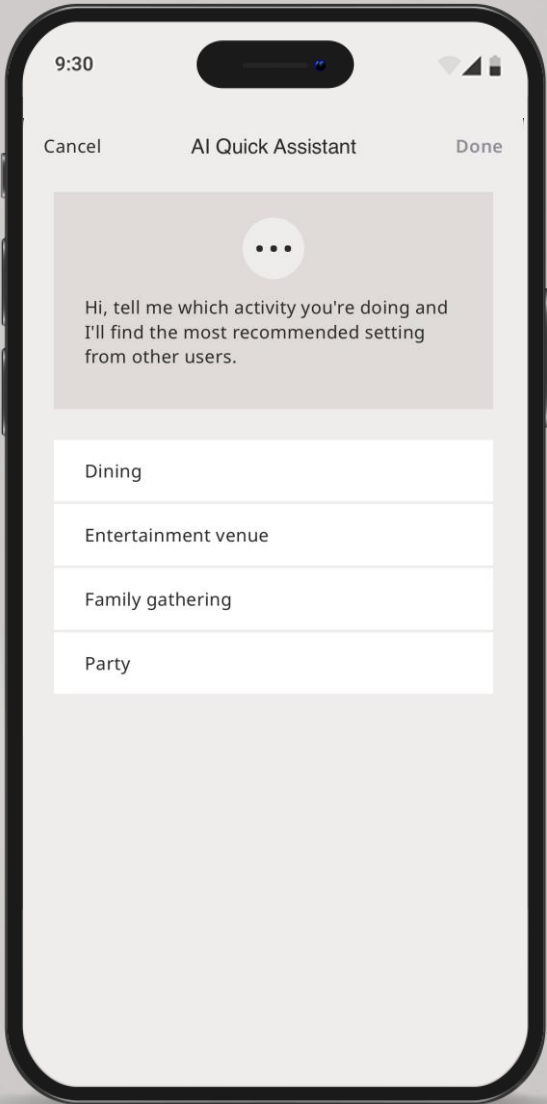
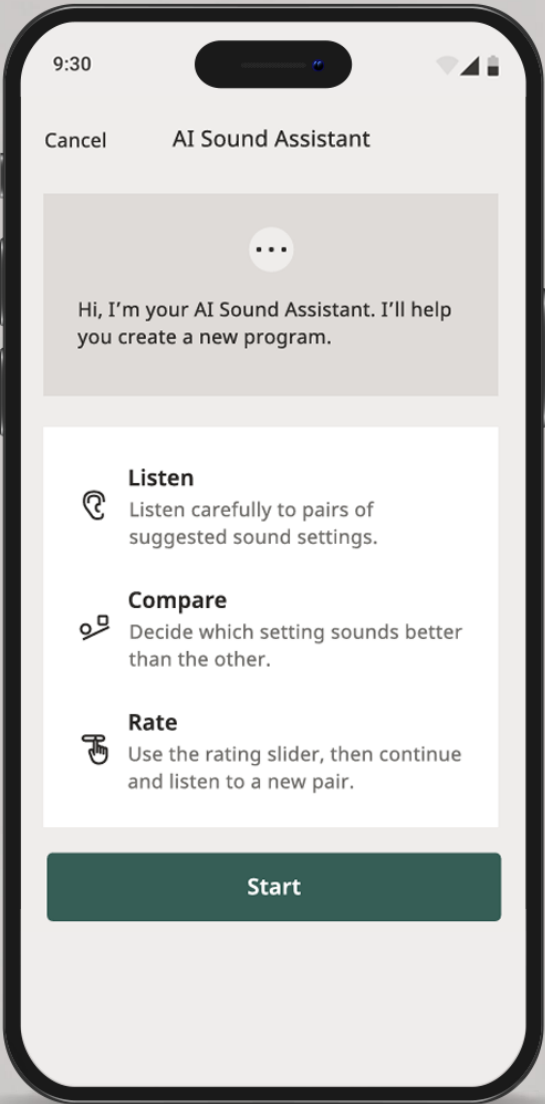
Program overview
Add short cuts to Adjust sound features:

- Directional Focus
- Equalizer
- AI assistant

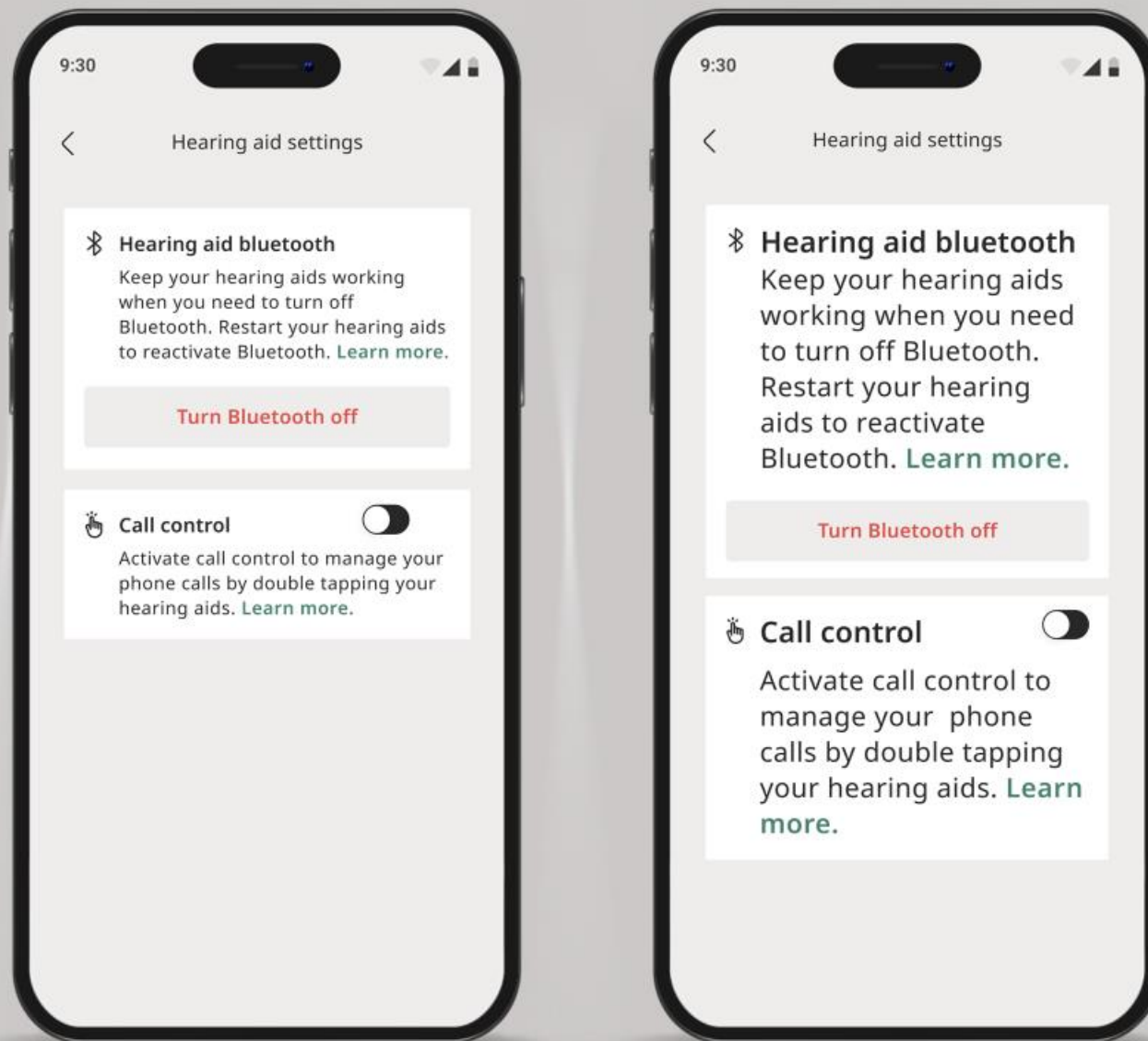
Features and settings



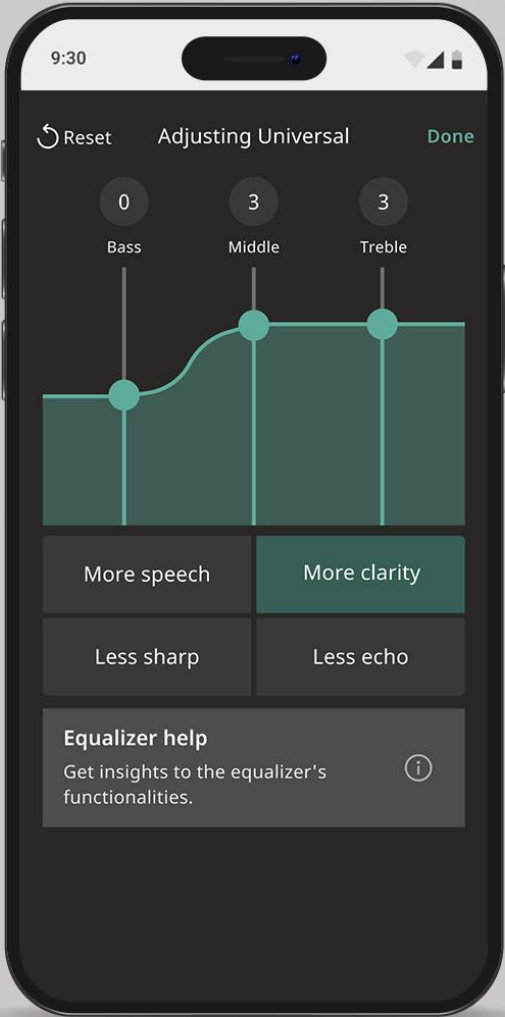
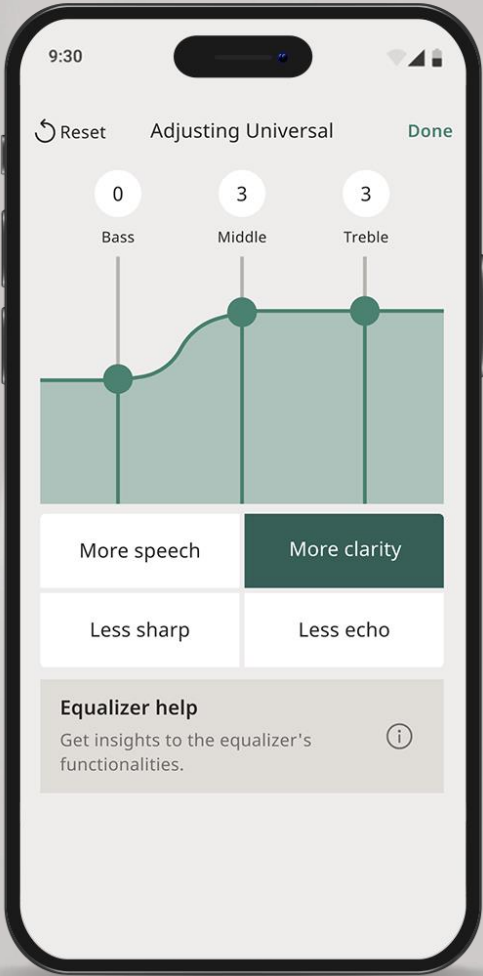
AI SOUND ASSISTANT & AI QUICK ASSISTANT

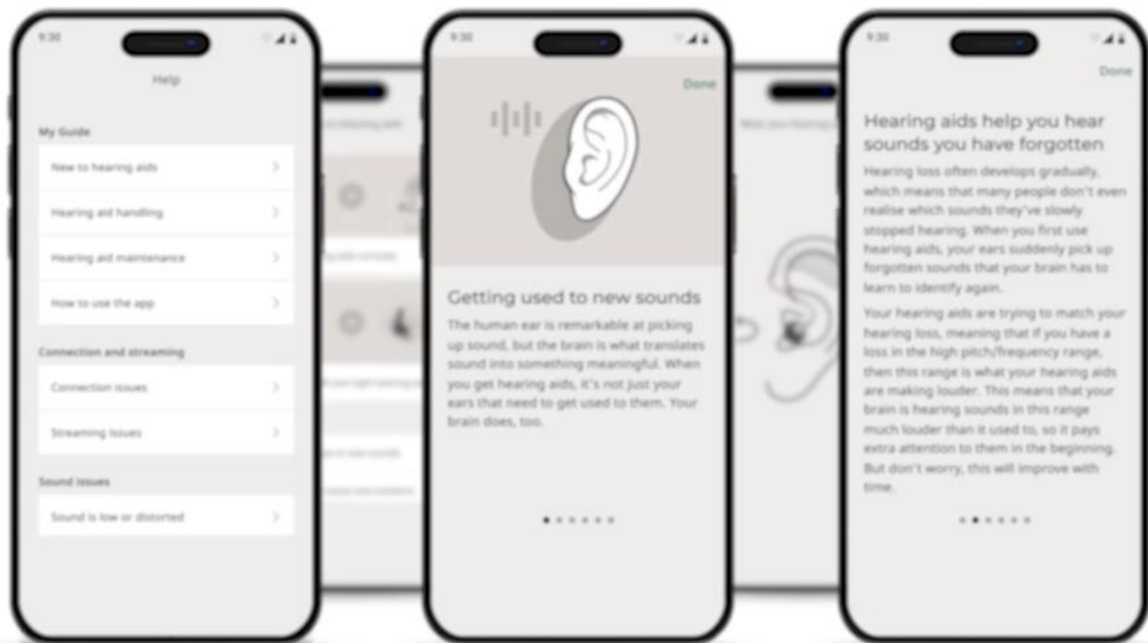


BUILT WITH ACCESSIBILITY IN MIND



BUILT WITH ACCESSIBILITY IN MIND





GUIDES AND SUPPORT

User-friendly guides to help the wearer



My Guide

An overview of hearing aids and the app



Connection and streaming

Information on connectivity, streaming, and troubleshooting tips



Sound Issues

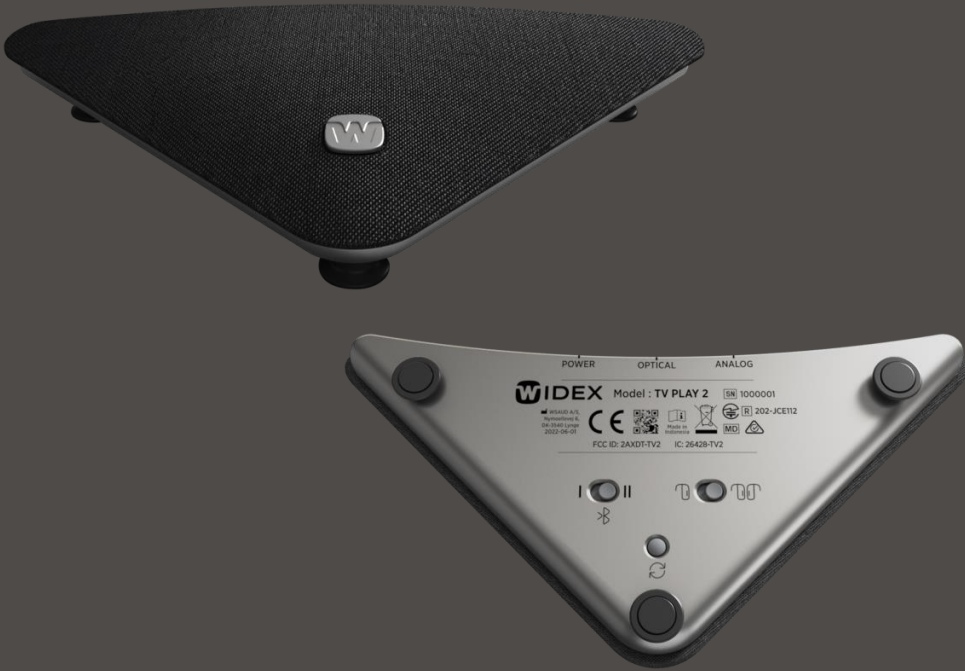
Guidance and troubleshooting on topics related to sound



ALLURE ACCESSORIES



WIDEX RC-DEX



WIDEX TV PLAY™ 2



RC-DEX



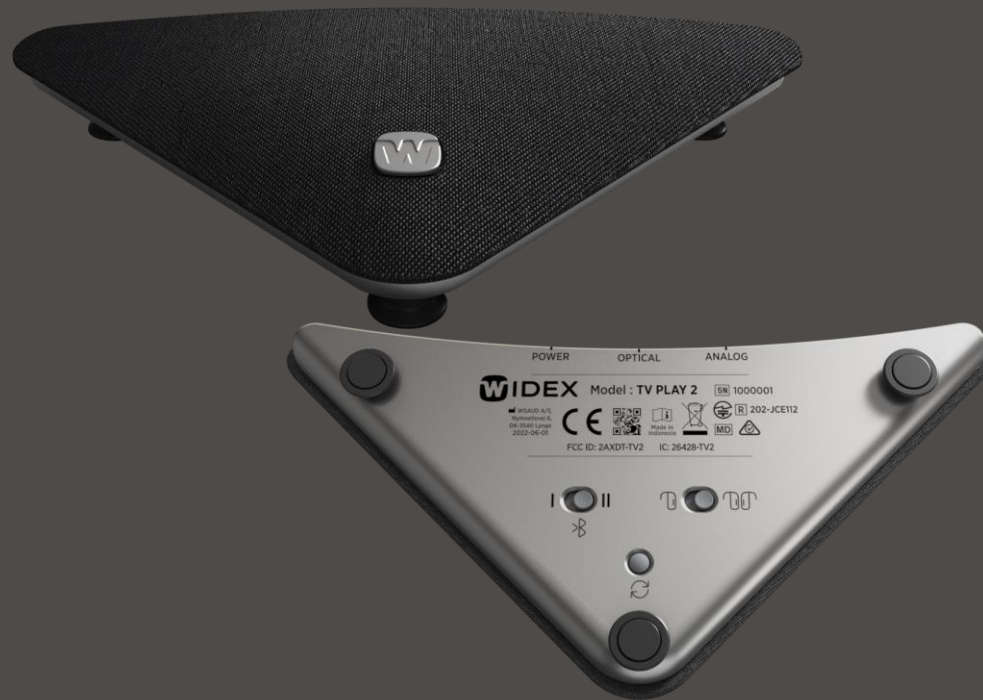
Simple and intuitive Design

Change Volume, Program

Adjust Volume while using TV Play



TV PLAY 2



Seamless high-quality streaming

LE Audio ready for Allure

Minimalistic and elegant design

Backward compatible to Evoke
(in 2.4 GHz streaming mode)



WIDEX

THE DIFFERENCE IS CLEAR

Natural Clarity



ALLURE PROCESSING

Ideal balance between clear speech and natural awareness

Confident Choice



ALLURE SOLUTION

Devices and app designed to elevate the wearer experience

Success Simplified



COMPASS™ CLOUD

Intuitive and powerful cloud-based software for excellent first fits



THE ALLURE IS...

CRYSTAL-CLEAR SPEECH IN NOISE
WITHOUT COMPROMISING NATURAL SOUND

CONNECTION AND CONTROL WITH AN
ALL-NEW LEVEL OF ACCESSIBILITY

SUCCESS FROM DAY ONE





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CONSUMER TECH SUPPORT
1-844-497-8844

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THIS IS THE
FUTURE OF HEARING CARE



CITATIONS

Balling LW, Vormann M, Mansour N. 2025. *WidexPress* 55

Balling LW, Vormann M, Rose S, Hau O. 2025. Audiology Online

Weber J, Branda E. 2025. Audiology Online