



SOUND LIKE NO OTHER

WIDEX ALLURE™

BALANCED FOCUS AND AWARENESS IN REAL LIFE

The balance between focus and awareness is often reduced to the simple metric of signal-to-noise ratio, but reality is much more complex, with awareness of surroundings often being necessary or desirable. The Widex Allure hearing aids are designed to optimize the balance between the signal that the wearer wants to focus on with appropriate awareness of surroundings. This paper adds to existing laboratory-based evidence on this balance by showing strong real-life ratings of Widex Allure compared to other hearing aids across noisy situations*. Additionally, wearers indicate by an overwhelming majority that the awareness of surroundings is better with Allure than with other hearing aids they have had in the past, and show a clear preference for Allure over other hearing aids with respect to both naturalness, sound quality, and speech understanding, all key aspects to the balance between focus and awareness.

Key findings

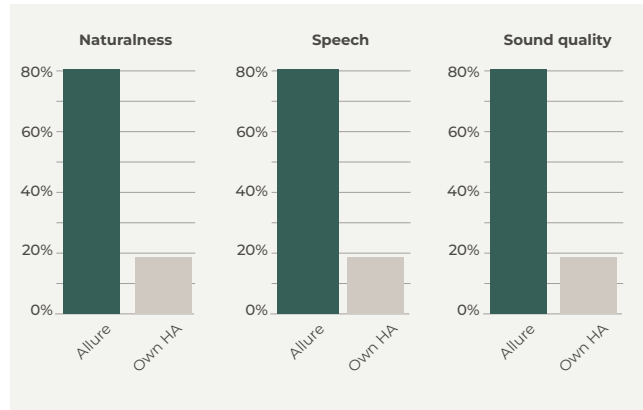
- Widex Allure hearing aids rated higher across a range of real-life noisy situations.
- Awareness of surroundings rated as significantly better with Allure.
- Widex Allure preferred by a ratio of four to one for naturalness, sound quality, and speech understanding.

Study Methods

- 57 experienced hearing aid wearers from US, UK, Canada and France trialled Widex Allure RIC.
- Hearing loss within fitting range of Allure M-receiver.
- Survey questions concerned with hearing in noise and preference asked after three weeks of wear

Study Results:

- Allure rated significantly higher in noise than other hearing aids, with 74% rating Allure higher.
- 70% agree that Allure gives better awareness of surroundings than hearing aids they have tried before.
- 81% of respondents prefer Allure for naturalness, for speech understanding, and for sound quality.



Clinical implications

The Widex Allure balance between focus and awareness is supported by solid evidence from both lab and real life and offers wearers the chance to forget about their hearing loss.





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BALANCED FOCUS AND AWARENESS POWERED BY THE WIDEX SOUND PHILOSOPHY

For decades, Widex has pursued one goal: delivering the most natural sound possible. With the Allure platform, that vision comes to life more vividly than ever. Allure builds on the Widex Sound Philosophy, blending precision engineering with clinical practicality to create the authentic sound the brain is built to understand.

THE WIDEX SOUND PHILOSOPHY

Nothing unnecessary added. Nothing important taken away. Our commitment to natural hearing is based on three fundamental principles. Let's highlight some of the technology that helps bring these principles to life.



RESPECT ALL SOUNDS

We preserve sound details and carefully apply processing only when needed. Our approach mimics the human auditory system to deliver sound that is pure, accurate, and complete.

Allure PureSound

Allure's PureSound program sets the standard with ~0.5 ms delay, eliminating comb-filtering for distortion-free sound for wearers with mild to moderate hearing loss. With advanced processing, it now also delivers a 4.3 dB boost in speech intelligibility*.

Dynamic Feedback Controller

Designed to stop whistling before it starts, this intelligent system applies adaptive frequency shifting to carefully manage feedback while preserving the signature Widex sound quality.



TAILOR TO THE USER

We leverage data-driven tools to provide a truly tailored sound experience, where intelligent technology shapes sound delivery to each individual user and their preferences.

Precision Fitting Tools

Precision Hearing Tools in Widex Compass Cloud are in-situ measurements that enable a personalized first fit, tailored to the unique acoustics of the wearer's ear. The tools help deliver a natural sound experience from the start, reducing the need for later adjustments.

AI Quick and Sound Assistant

AI Sound Assistant lets wearers fine-tune hearing in real time, adapting amplification and processing to personal preferences and environments. Custom programs can be saved and recalled, delivering a truly individualized listening experience.



FOCUS ON WHAT MATTERS

Advanced analysis continuously adapts to shifting environments — softening noise, boosting speech, and keeping awareness of surroundings intact.

Enhanced Sound Classifier

Enhanced sound classifiers adapt across an industry-leading 11 sound classes to keep speech clear, music rich, and awareness intact. By automatically making precise, context-based adjustments, Allure helps reduce distractions to help users focus on what matters most.

Speech Enhancer Pro

Speech Enhancer Pro uses 52-band analysis to separate speech from noise in real time. It then optimizes speech while lowering noise below hearing thresholds. This helps conversations stay clear and intelligible, while preserving awareness of surrounding sounds.

ALLURE EMBODIES THE WIDEX SOUND PHILOSOPHY

Widex Allure advances the Widex Sound Philosophy with integrated, cutting-edge sound processing that seamlessly balances focus and awareness of the environment. This enables wearers to fully engage in conversations, enjoy their surroundings, and experience life with clear, natural, and truly personal sound.

Learn more about the Widex Sound Philosophy www.widexpro.com/en/widex-sound/

