

NEW HEARING AID, NEW WORLD OF HEARING: FIRST-FIT REACTIONS TO WIDEX ALLURE

A survey investigated how the many well-documented benefits of Widex Allure are perceived in real life, focusing on the first-fit reactions of 57 experienced hearing aid wearers from several countries*. The survey shows overwhelmingly positive immediate reactions: Widex Allure is rated as easy to get used to by 91% of respondents and the sound is perceived as immediately likeable, natural and clear by between 80 and 89% of respondents. The fitting experience is smooth, and the satisfaction, both general satisfaction and specifically with sound quality, is high at 81% and 86%, respectively. This positive perception is likely due to a combination of unique innovations on Allure's W1 chip with legacy features based on the Widex sound philosophy.

Key findings

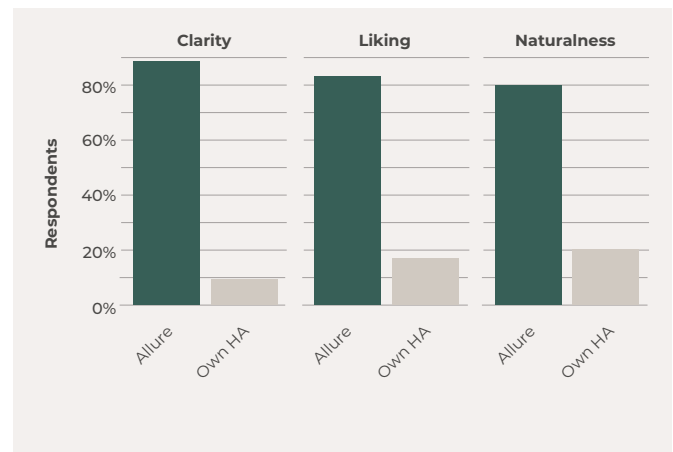
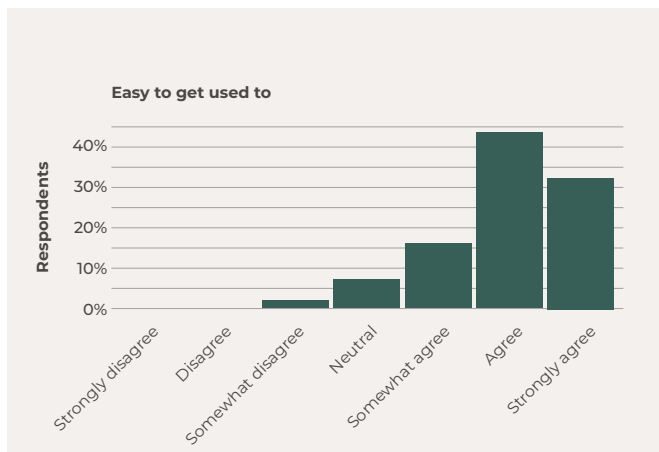
- More than 90% of respondents find the Widex Allure hearing aids easy to get used to, with the sound being perceived as immediately clear and natural.
- The fitting experience for Widex Allure is overwhelmingly positive, with 95% of survey respondents indicating a smooth experience.

Study Methods:

- 57 experienced hearing aid wearers from US, UK, Canada and France trialed Widex Allure RIC.
- Hearing loss within fitting range of Allure M-receiver.
- Survey questions concerned with first-fit reactions answered after an average of 10 days of wear.

Study Results:

- Overwhelmingly positive responses on acclimatization, immediate impressions of sound, sound quality, and general satisfaction.
- All results are statistically significant.
- Positive responses after short acclimatization period of 10 days.



Clinical implications

Widex Allure provides a hearing experience that is immediately clear, natural, and easy to get used to, leading to high user satisfaction. This suggests a high likelihood of patients choosing to keep and, crucially for their well-being, consistently use the hearing aids.



WIDEX ALLURE™

FIRST-FIT WORKFLOW FOR WIDEX ALLURE

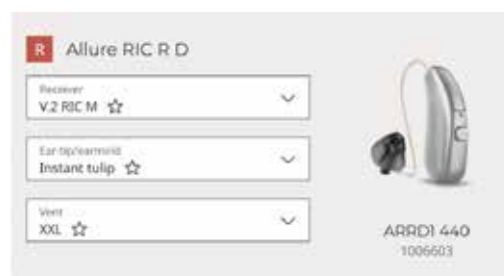
Great sound quality starts with the right foundation, and that begins with fitting tools that balance focused audibility with natural awareness. The Widex Allure fitting workflow leverages data-driven tools that help providers deliver personalized care for success from the start.

WIDEX FITTING RATIONALE 2.0

Widex Fitting Rationale 2.0 is built to deliver personalized gain and compression targets for natural clarity for both speech and environmental sounds. What makes this new rationale stand out is how it was developed. Widex leveraged a large-scale analysis of real-world fitting data collected from thousands of users who consented to share their adjustments through the fitting software. These data allowed us to see exactly how hearing care professionals fine-tune fittings and then use those insights to optimize the initial fit.

CONNECTION AND ACOUSTIC SELECTION

Widex Allure devices are programmable with the Noahlink Wireless programmer. On the Acoustic Selection screen, the software highlights the recommended receiver, ear-tip, and vent for the fitting by placing a star icon next to each recommended option.



APPLY FITTING

Select Apply Fitting. You will receive confirmation that the fitting was applied in a dialogue box on the top right as well as a green check mark next to Acoustic Selection.



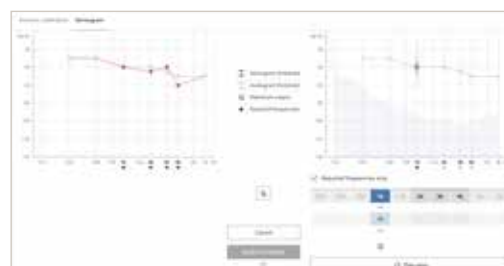
PRECISION FITTING: ACOUSTIC CALIBRATION

Acoustic Calibration is highly recommended. This calibration provides information for the Dynamic Feedback Controller as well as the TruAcoustics 2.0 algorithm. Once the calibration has been completed, you will get a confirmation in the top right corner of the screen as well as a green check mark next to Precision Fitting.



PRECISION FITTING: SENSOGRAM

Sensogram is an optional in-situ threshold measurement designed to provide additional personalization to the fitting. It measures the wearer's hearing thresholds directly through their hearing aids while they are in the ear canal, then applies a correction to the fitting based on the user's unique ear canal acoustics. This helps provide a precise starting point for the Allure platform's advanced features to perform optimally from the first fit.



The first fit workflow for Widex Allure is a smarter, data-driven approach intended to support a smoother fitting experience for providers—and a faster path to satisfaction for wearers.

