

WIDEX TV PLAY™
 PURE AND PERSONAL
 SOUND **STRAIGHT TO
 YOUR HEARING AID**

Now TV sound travels directly to WIDEX EVOKE™ Fusion2 with
 award-winning WIDEX TV PLAY™



reddot award 2018
 winner

**EVOKE MODELS
 AND STYLES**



BEHIND-THE-EAR (BTE) MODELS



PASSION FUSION FUSION2 FASHION MINI FASHION FASHION POWER

WIDEX EVOKE™ FEATURES

- Outstanding sound for more users
- SmartWind Manager
- RT Speech Enhancer
- True-Input Technology
- ZEN
- Audibility Extender
- Sensogram
- Industry-first real-time machine learning
- More accurate environmental analysis
- More seamless and automatic feature controls
- Innovative and intuitive controls
- All in an intelligent, powerful platform

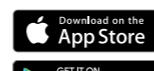
IN-THE-EAR (ITE) MODELS



CIC-M CIC XP IM/IP

CHOOSE YOUR COLOURS

Choose between 10 different colours for BTE models
 and three standard colours for ITE models.



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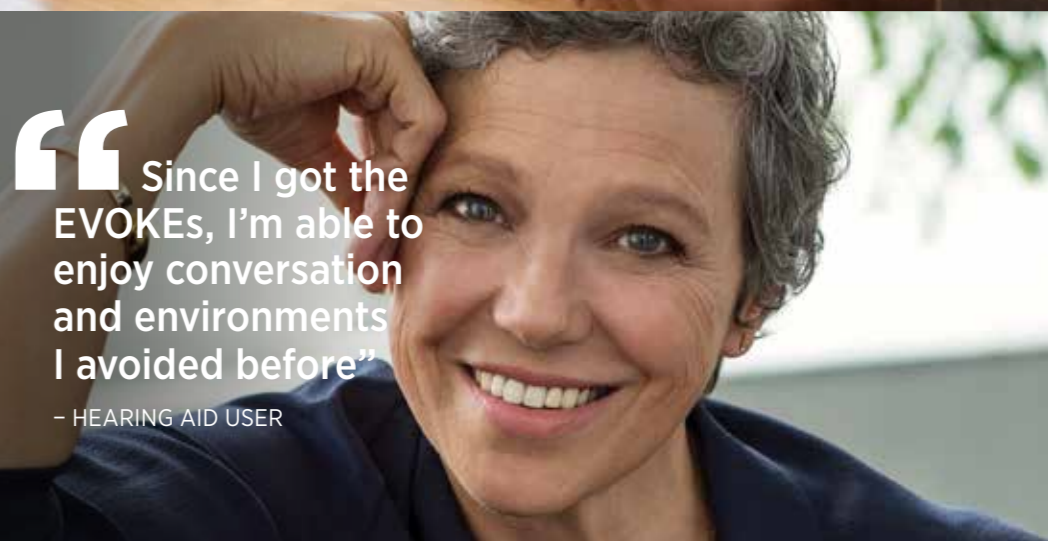
PURE AND
 PERSONAL
SOUND.
 NOW PROVEN
 IN **REAL LIFE.**



**83%
 OF USERS
 EXPERIENCE
 HIGHER
 SATISFACTION IN
 RESTAURANTS**



**82%
 OF USERS
 RECOMMEND
 SOUNDSENSE
 LEARN**



“ Since I got the
 EVOKEs, I’m able to
 enjoy conversation
 and environments
 I avoided before”

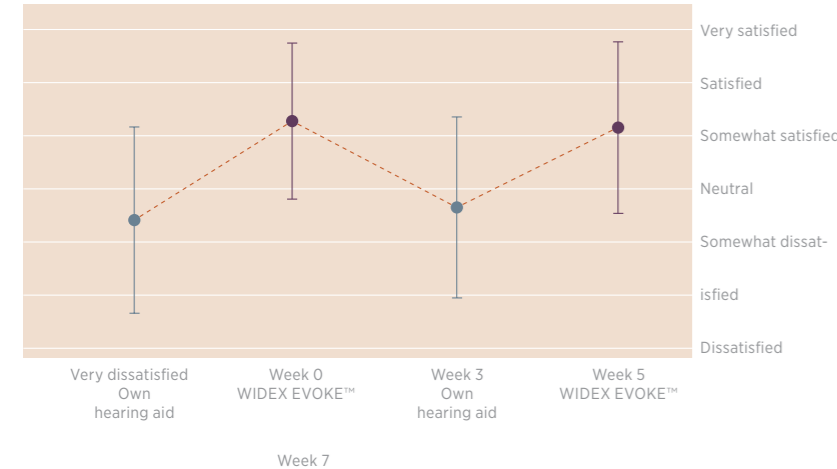
– HEARING AID USER

WIDEX EVOKE™
 HEARING HAS EVOLVED



INTELLIGENT TODAY

HIGHER SATISFACTION IN NOISY SITUATIONS



Users' mean-ratings of overall satisfaction in noisy situations with own and WIDEX EVOKE™ hearing aids across seven-week survey (Balling & Townend (2018), WidexPress 41).



USERS PREFER WIDEX EVOKE™

WIDEX EVOKE™ automatically delivers a pure and personal sound and gives users the freedom to hear how they want to hear, in the moment. That's probably why they prefer WIDEX EVOKE™ in our satisfaction survey.

83 percent of users prefer WIDEX EVOKE over other hearing aids in restaurants, while 70 percent of users prefer WIDEX EVOKE in noisy situations.

The majority of users prefer the seamless and comfortable WIDEX EVOKE sound over other hearing aids overall.

New sound rationales take the user's personal experience with hearing aids into account, and the open-fit rationale ensures a more pure, personal and true-to-life sound from the moment WIDEX EVOKE is turned on.

STYLISH AND STABLE TV SOUND STREAMING

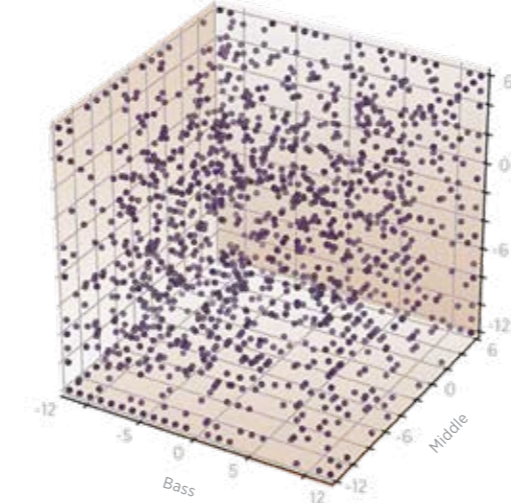
WIDEX EVOKE™ works in perfect unison with WIDEX TV PLAY™, the most versatile, stable and straightforward sound-streaming solution yet.

Maximum streaming stability lets users move freely around the room without missing a second of the outstanding stereo TV sound that TV PLAY delivers.

An elegant and versatile TV sound-streaming solution, the award-winning TV PLAY design integrates nicely with modern décor and can be placed in front of the TV or attached to the back.

Intuitive to install and seamless to pair, users can easily customise their listening experience with the app and enjoy their favourite TV moments.

SMARTER TOMORROW



USERS HAVE DIFFERENT LISTENING PREFERENCES

3D scatter-plot: Users use SoundSense Learn to create diverse personal programs that are spread out over different acoustic combinations – this reflects different listening intentions (sample of WIDEX EVOKE™ app data).

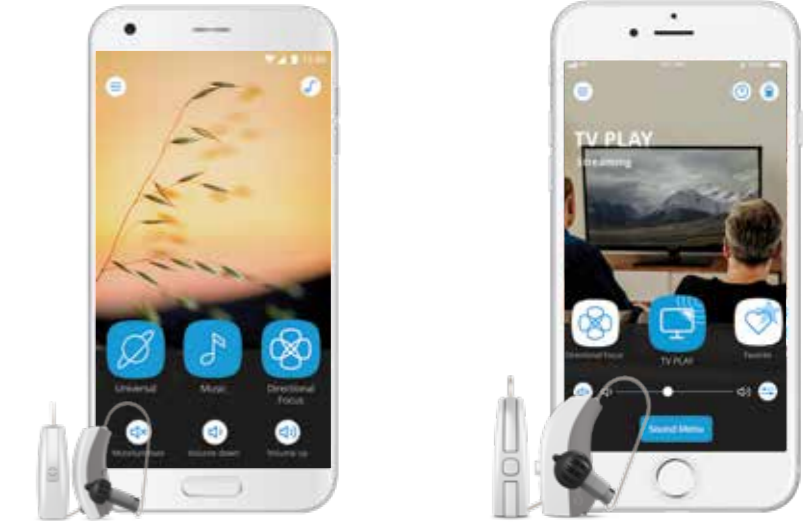
USERS RECOMMEND SOUNDSSENSE LEARN

“When something's not right, I actually have the power to fix it. Right then. Not in a week after making an appointment, but in real time. And then save those changes for later.” – Hearing aid user

SoundSense Learn empowers users by improving the sound quality in real life and reducing the need for subsequent hearing care appointments.

WIDEX EVOKE users successfully apply SoundSense Learn to personalize their individual listening intentions.

82 percent of users would recommend SoundSense Learn, and 74 percent of users say that this advanced machine-learning feature improves the listening situation in real time.



SMARTER WIDEX EVOKE™ APPS

The WIDEX EVOKE™ apps have become even smarter, so now you can help make your clients' lives just a little bit easier.

TONELINK™ APP

The updated TONELINK app makes it easier for your clients to find their preferred program, simply by swiping through the program menu. Use the QR code to update the TONELINK app with this feature. The TONELINK app now also supports CIC-Micro hearing aids.

WIDEX EVOKE™ APP

The enhanced WIDEX EVOKE app now allows you to name your own personal program, making WIDEX EVOKE more personalized than ever before. You can also get firmware updates directly through the phone, and give users access to the latest features – quickly and conveniently.