



THERE HAS NEVER BEEN A BETTER MOMENT

WIDEX

- New York Transplant
- Coffee Enthusiast
- Dog Mom to Piper
- Runner

Cassie Fuller, Au.D.

Clinical Product Specialist



5 BIGGEST HEALTH FEARS

- Diabetes
- Heart Disease
- Stroke
- Cancer
- Alzheimer's/Cognitive Decline

Americans fear developing Alzheimer's or dementia more than cancer, stroke or any other life-threatening illness.

(Marist Institute for Public Opinion Poll, 2012)

PROTECTING AGAINST COGNITIVE DECLINE

- Exercise
- Diet
- Sleep
- Mental Stimulation
- Social Contacts

Research shows that hearing loss of any kind tends to limit social engagement and quality of life.

(Graydon et al., 2019)



WIDEX MOMENT™
THIS SOUND CHANGES EVERYTHING

HEARING LOSS AND SOCIALIZATION

Filling in the gaps

- Listening harder
- Focusing more intensely
- Relying on visual cues
- **Avoiding adverse listening situations**

Adults with
Mild Hearing Loss



2X MORE LIKELY
to Develop Dementia

Adults with
Moderate
Hearing Loss



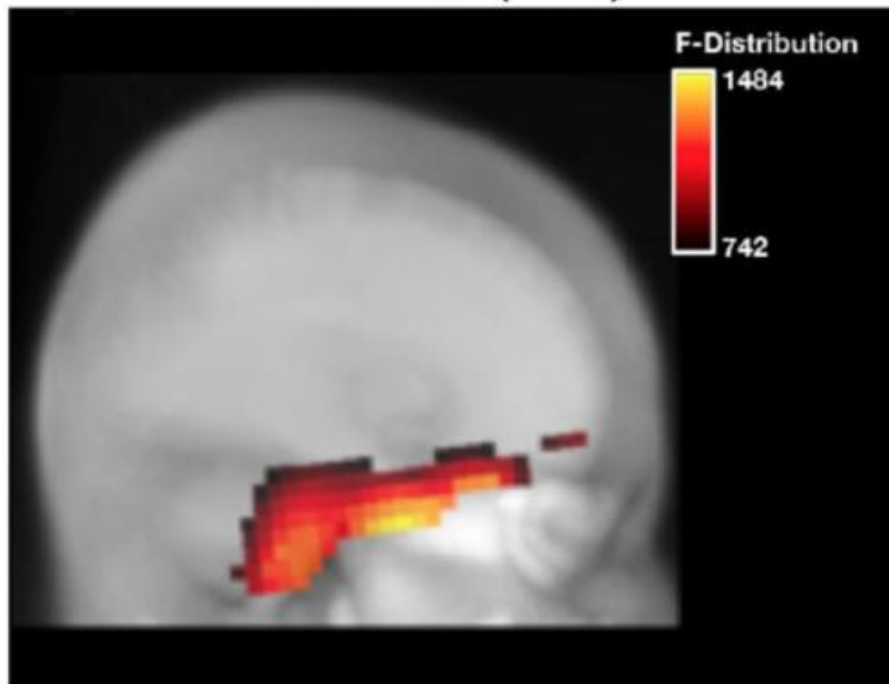
3X MORE LIKELY
to Develop Dementia

Adults with
Severe
Hearing Loss

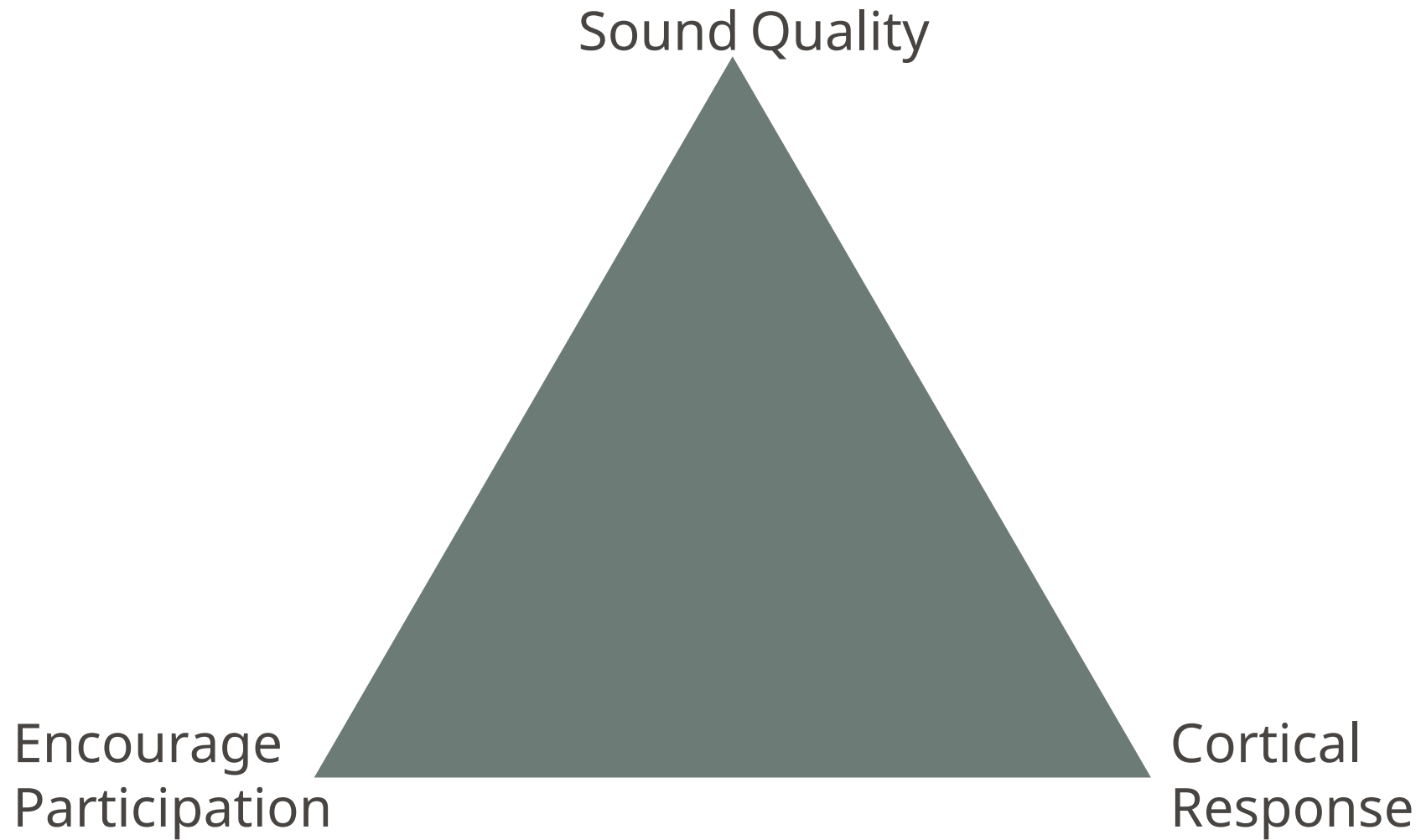


5X MORE LIKELY
to Develop Dementia

Current Density Source Reconstruction for the N1 Cortical Visual Evoked Potential (CVEP) Response Baseline (n=21)



THE CHALLENGE OF HEARING AIDS



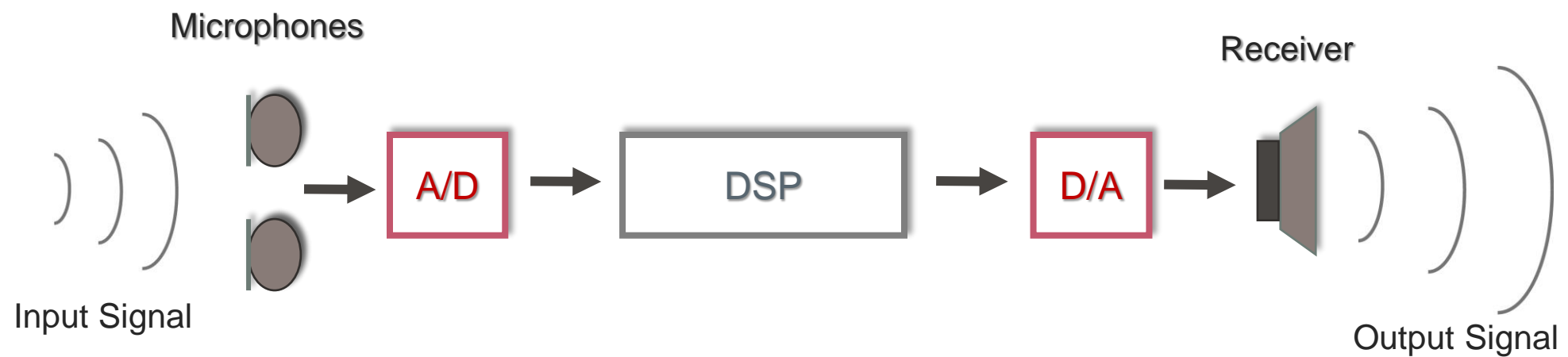
WIDEX MOMENT

This sound changes everything.

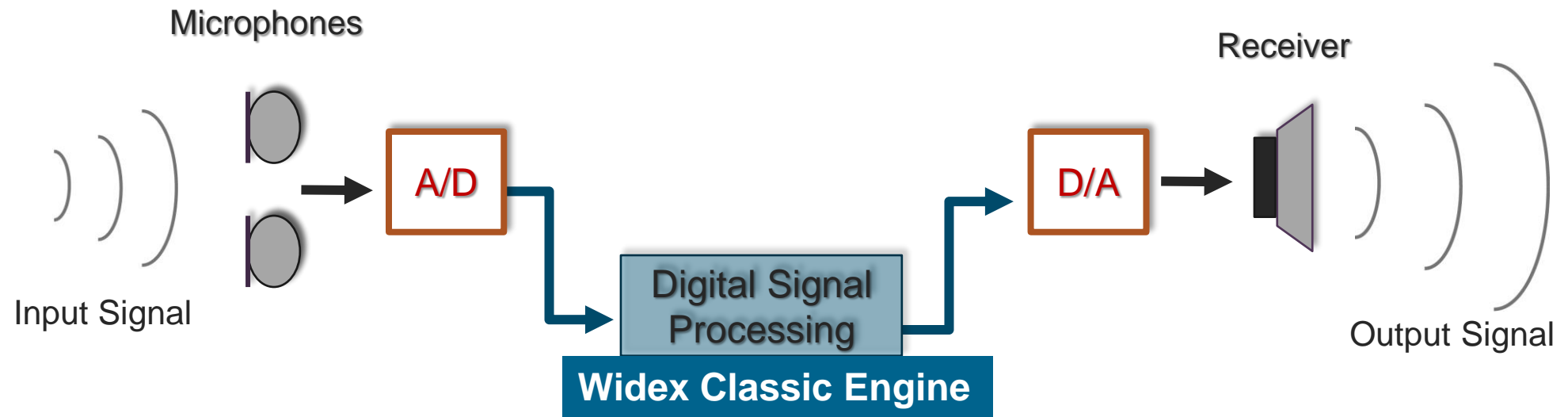


WIDEX

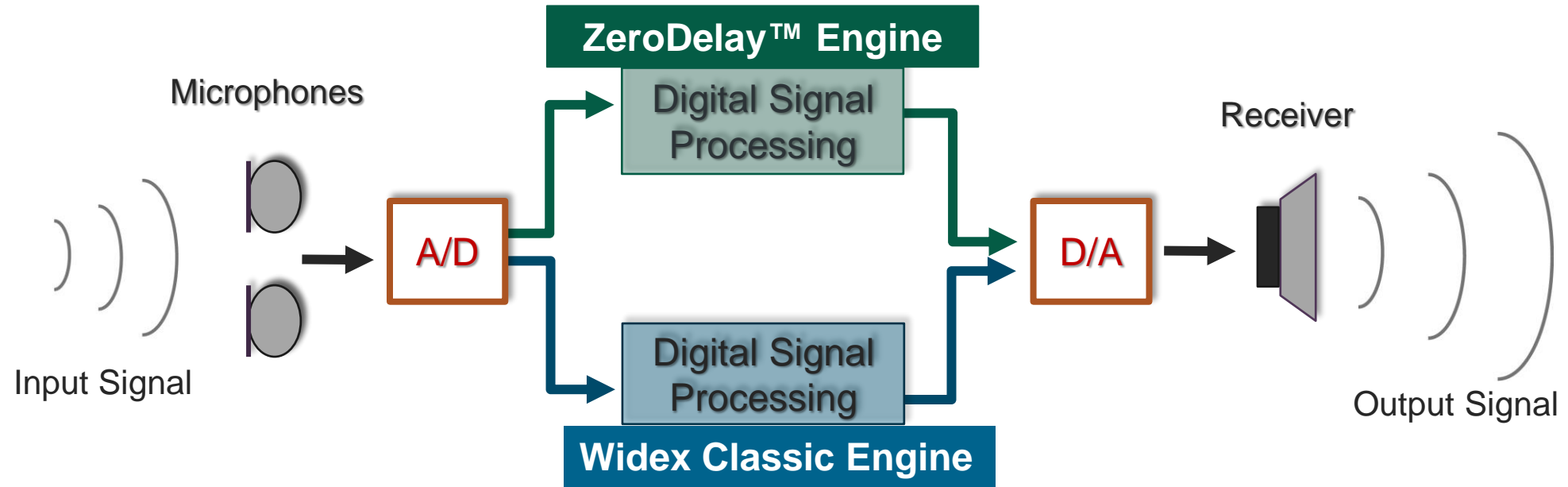
SOUND ENGINE DESIGN – FROM PAST



SOUND ENGINE DESIGN



SOUND ENGINE DESIGN – FROM PAST TO PRESENT



INTRODUCING WIDEX
PURESOUND™
POWERED BY **ZERODELAY**

CHANGING THE PARADIGM OF SOUND

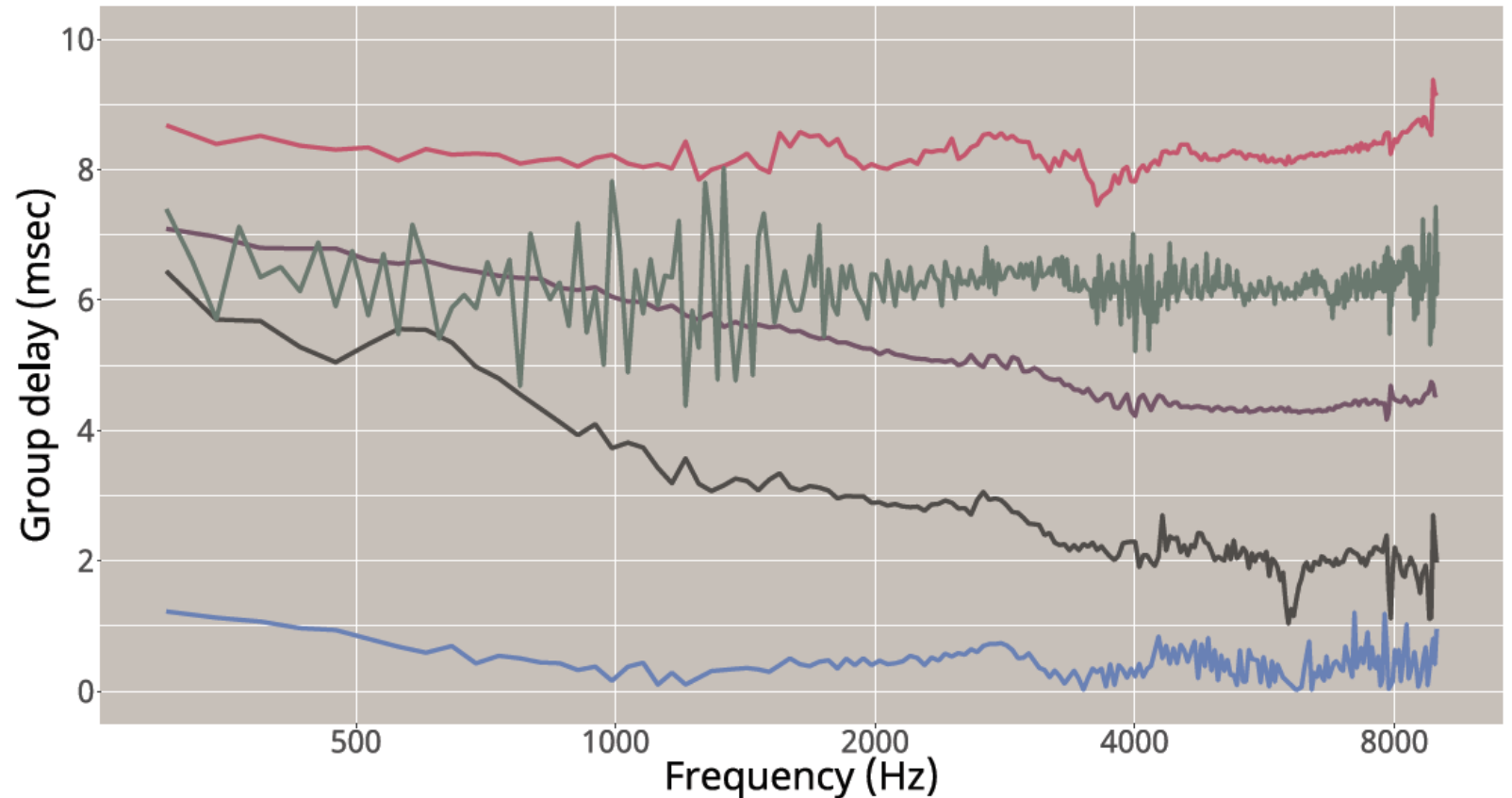
Introducing **ZeroDelay™**, the fastest, digital hearing aid processing pathway, ever

- Industry Norm:
 - 5-8ms delay
 - Potential to hear echo-like sounds

WIDEX delay: 2.5ms

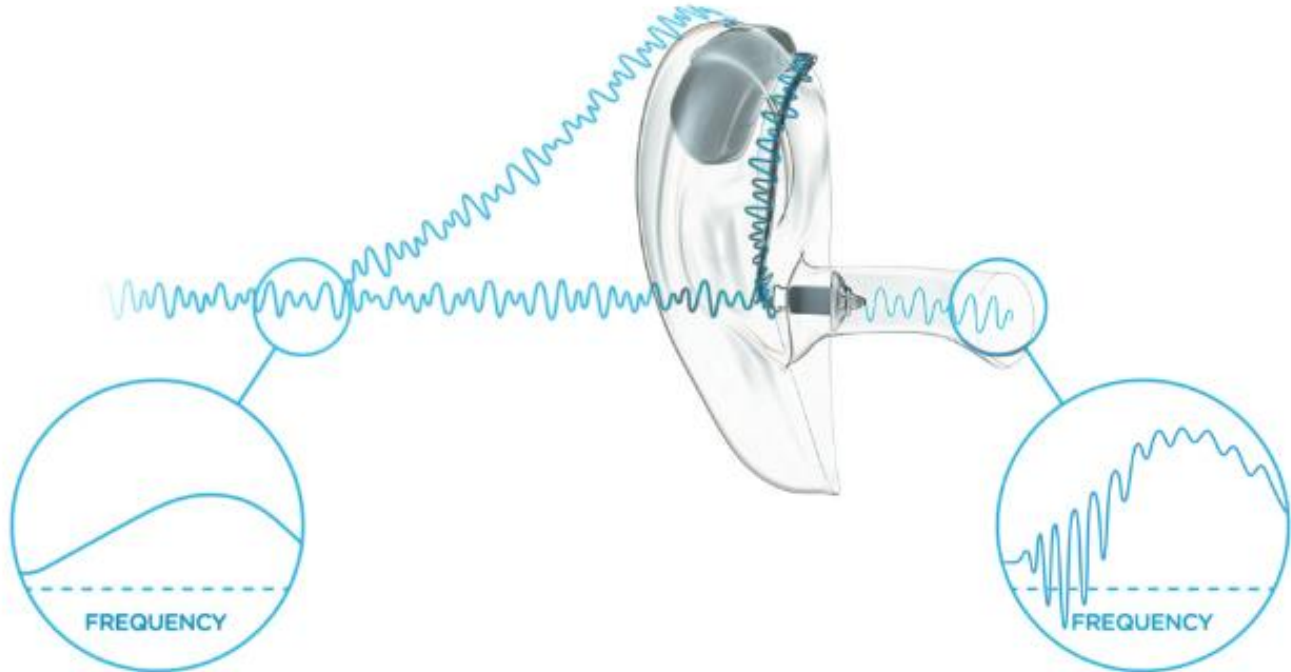


WIDEX PureSound™ powered by **ZeroDelay™**: 0.5ms



THE COMB FILTER EFFECT

- Direct sound and delayed amplified sound mix in ear
- Mismatch in timing causes distortion and artifacts
- Creates 'Hearing aid sound'



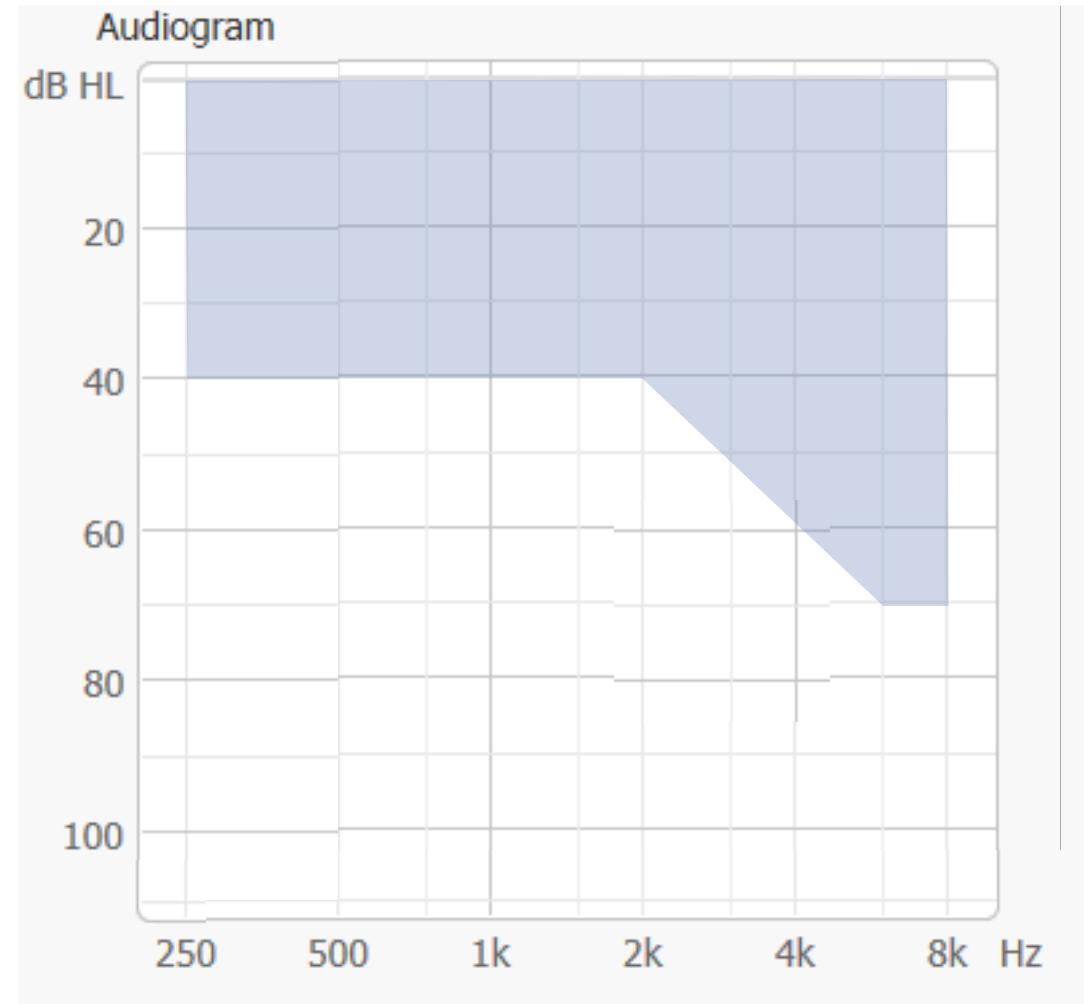
WIDEX **PURESOUND**™

A REVOLUTION IN SOUND

- Ultimate sound for open and vented fittings
- Sound processed so fast that distortion is gone, forever
- Easy access in PureSound™ program
- Preferred sound in clinical trials

FITTING PURESOUND™

- Available outside fitting range
- Available in RIC with S/M receivers & BTE
- GPS can be set to give PureSound™ as first program



WELL-ESTABLISHED PURESOUND™ PREFERENCE REASONS WHY

Calm

More
Natural

More
Recognizable

Better Voice
Quality

Less
Shrill

More
Detailed

Better
Understanding

Softer

Clear

Less Noise

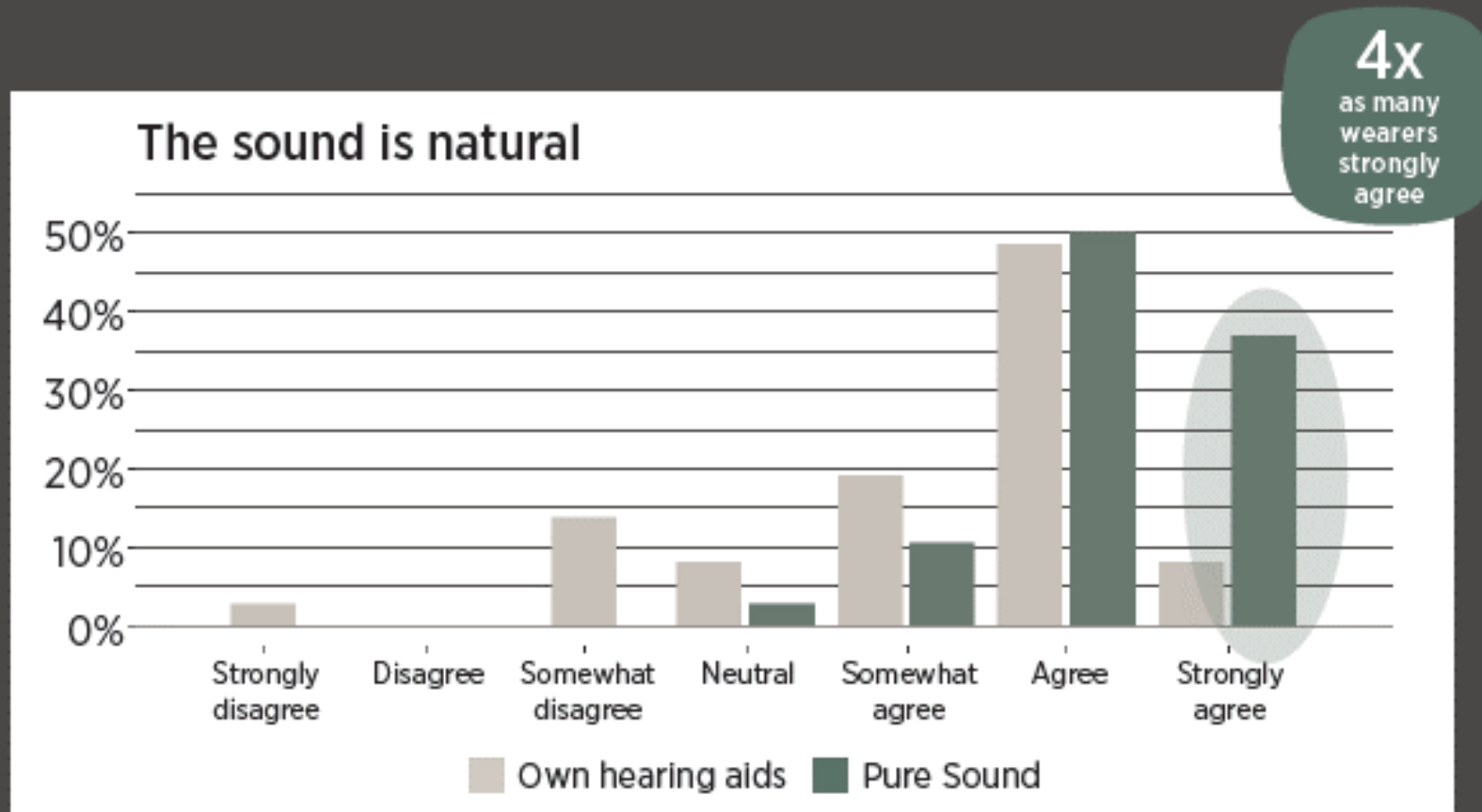
More
Pleasant

No Rushing
Sound/Static

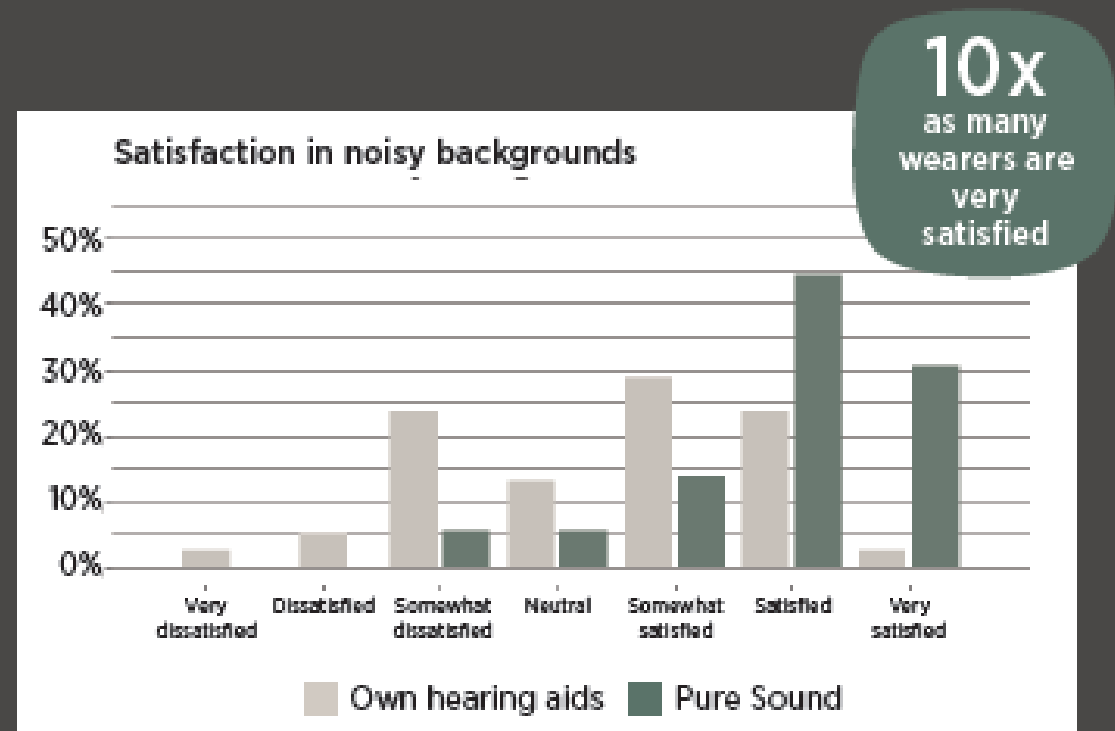
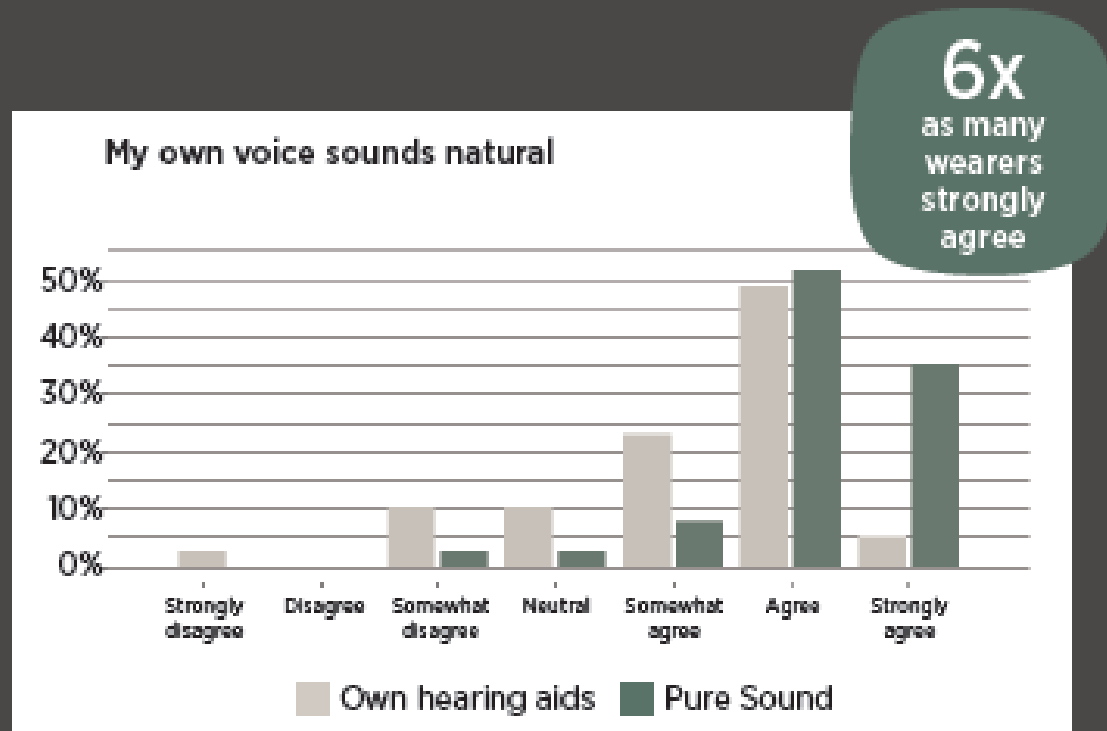
WHAT DO WEARERS THINK OF WIDEX MOMENT?

The ultra-fast signal processing found in **WIDEX MOMENT PureSound™ hearing aids** is designed to overcome long-standing barriers to great sound quality.

The ultimate test of the Widex Difference though is how our sound is perceived by users in real life. Exploring the effects of delay in real life, a survey of PureSound users showed **that ultra-low delay is associated with higher ratings on a range of important parameters, including naturalness, localization, and hearing in noise.**

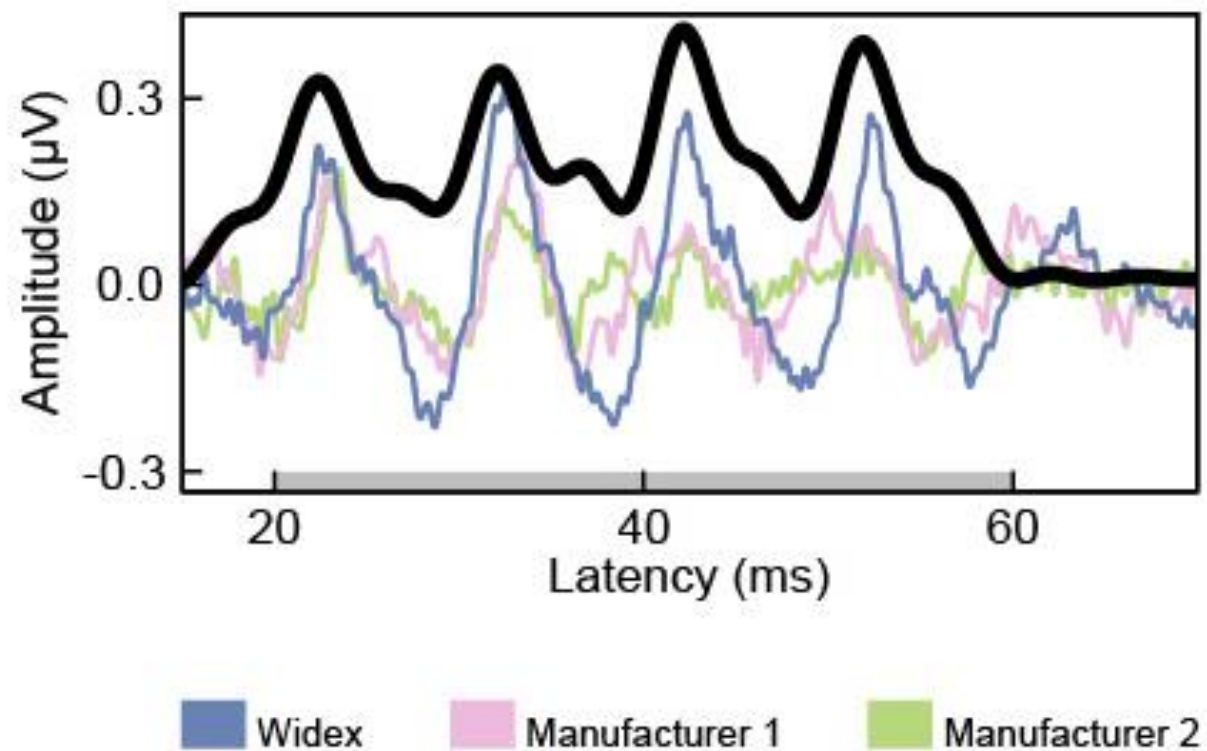


WHAT DO WEARERS THINK OF WIDEX MOMENT?



Balling LW, Townend O, Helmink D. Sound quality for all: The benefits of ultra-fast signal processing in hearing aids. Hearing Review. 2021;28(9):32-35.

NATURAL SOUND YOU CAN HEAR...AND MEASURE

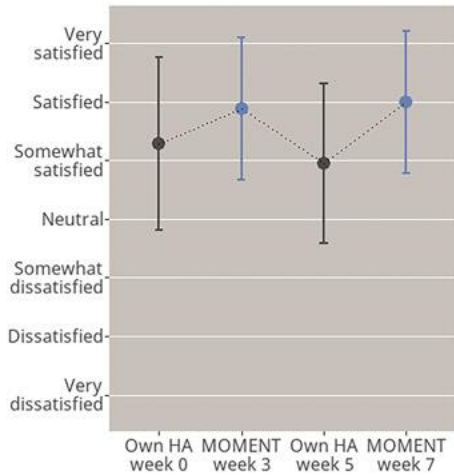


PARTICIPATE IN DAILY LIFE WITH WIDEX MOMENT

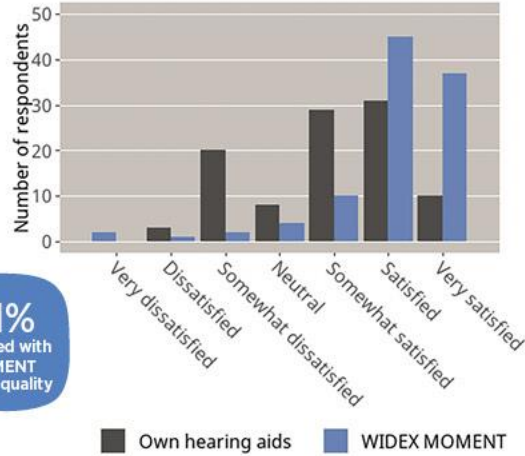
“A recent survey of hearing aid owners confirms the importance of sound quality, showing higher satisfaction with the WIDEX MOMENT hearing aids for overall sound quality and for hearing aid owners’ ability to participate in daily life.”

(Balling et al., Hearing Review 2021)

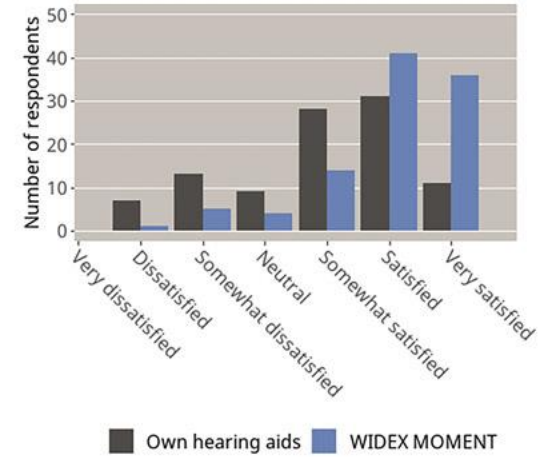
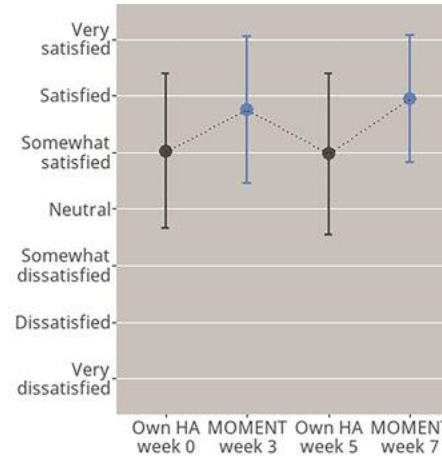
Sound Quality Satisfaction



91% satisfied with MOMENT sound quality



Participation in Daily Life



90% ARE SATISFIED WITH THEIR ABILITY TO PARTICIPATE IN EVERYDAY LIFE



**OUR STRONGEST
OFFERING...EVER**

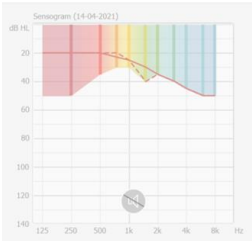


HEADING INTO FALL: THERE'S NEVER BEEN A BETTER MOMENT

android 

Firmware & App
Upgrades

Compass GPS Updates



Expanded Portfolio





SOUND LIKE NO OTHER