



WIDEX MOMENT SHEER

LAUNCH INTRODUCTION



SPEAKER DISCLOSURE

- Relevant Financial Relationships:
 - Presenters are employees of Widex USA and receive financial compensation.
- Relevant Nonfinancial Relationships:
 - There are no nonfinancial relationships.

WIDEX MOMENT & THE SHEER DESIGN PHILOSOPHY

Built on the proven benefits of natural sound in overcoming the challenges of hearing loss, our newest solutions go **beyond better hearing, to better living.**

MODERN
DESIGN

**Elevated user
experience** to instill pride
and confidence in
ownership

PERFECTION OF
NATURAL
SOUND

Better hearing so
you can forget you're
wearing a hearing aid

ENGAGEMENT & WELL
BEING

Advanced
technology for
better living

MODERN DESIGN

Elevated user experience to instill
pride and confidence in ownership



AESTHETICS IN MEDICAL DEVICES

The Benefits of Appropriate Aesthetics in Medical Device Design

Feb 12, 2020 **Articles**

“By going beyond the extra mile to think through the **emotional needs**, including appropriate aesthetics, the **design** of a device can present patients with an option that **reduces the mental and social effects of appearing “sick.”** If the goal of a device can be described **as improving the patient’s quality of life**, one could argue that this **use of aesthetics has enhanced its ability to perform that function.**”



Image:<https://deafmetalusa.com/>

WIDEX MOMENT SHEER sRIC R D & CHARGER

Form and function to provide an **elevated user experience**



Elegant Design



More Stable

PREMIUM PACKAGING

No design detail has been overlooked for **pride and confidence in ownership**



MODERN ACCESSORIES

Communicates value and supports our sustainability goals

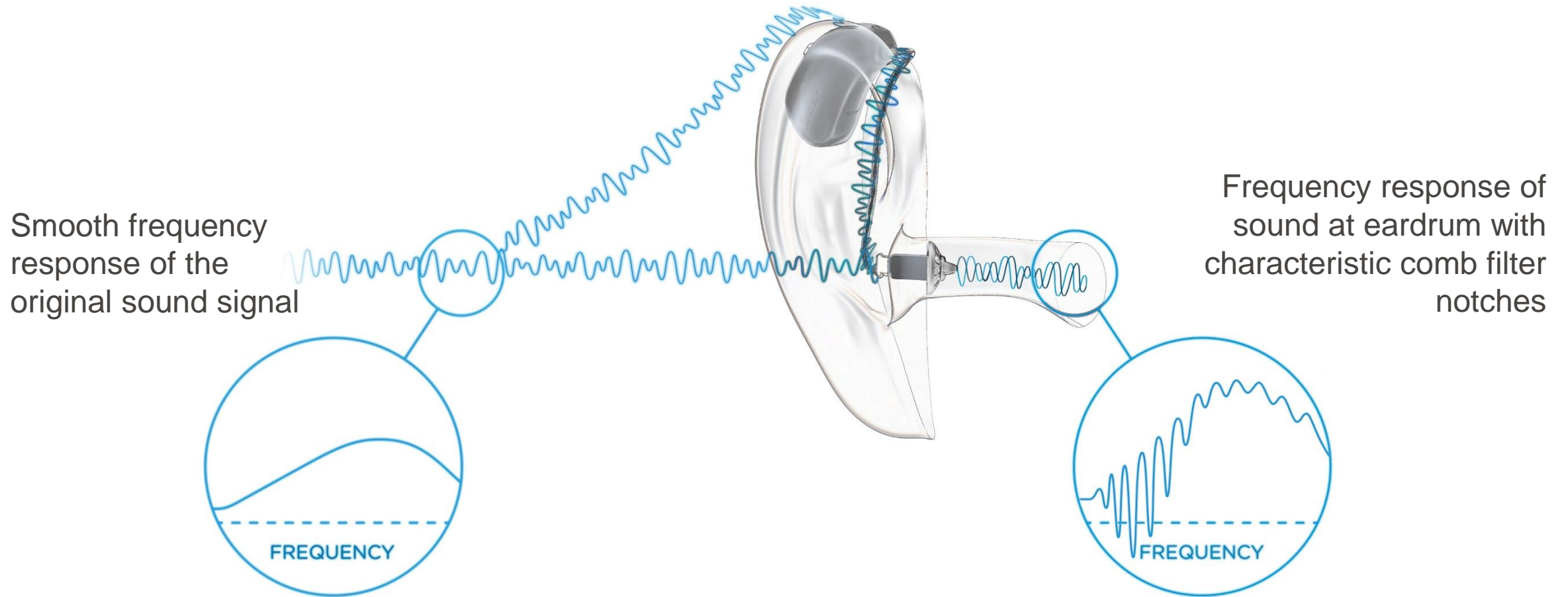


PERFECTION OF NATURAL SOUND

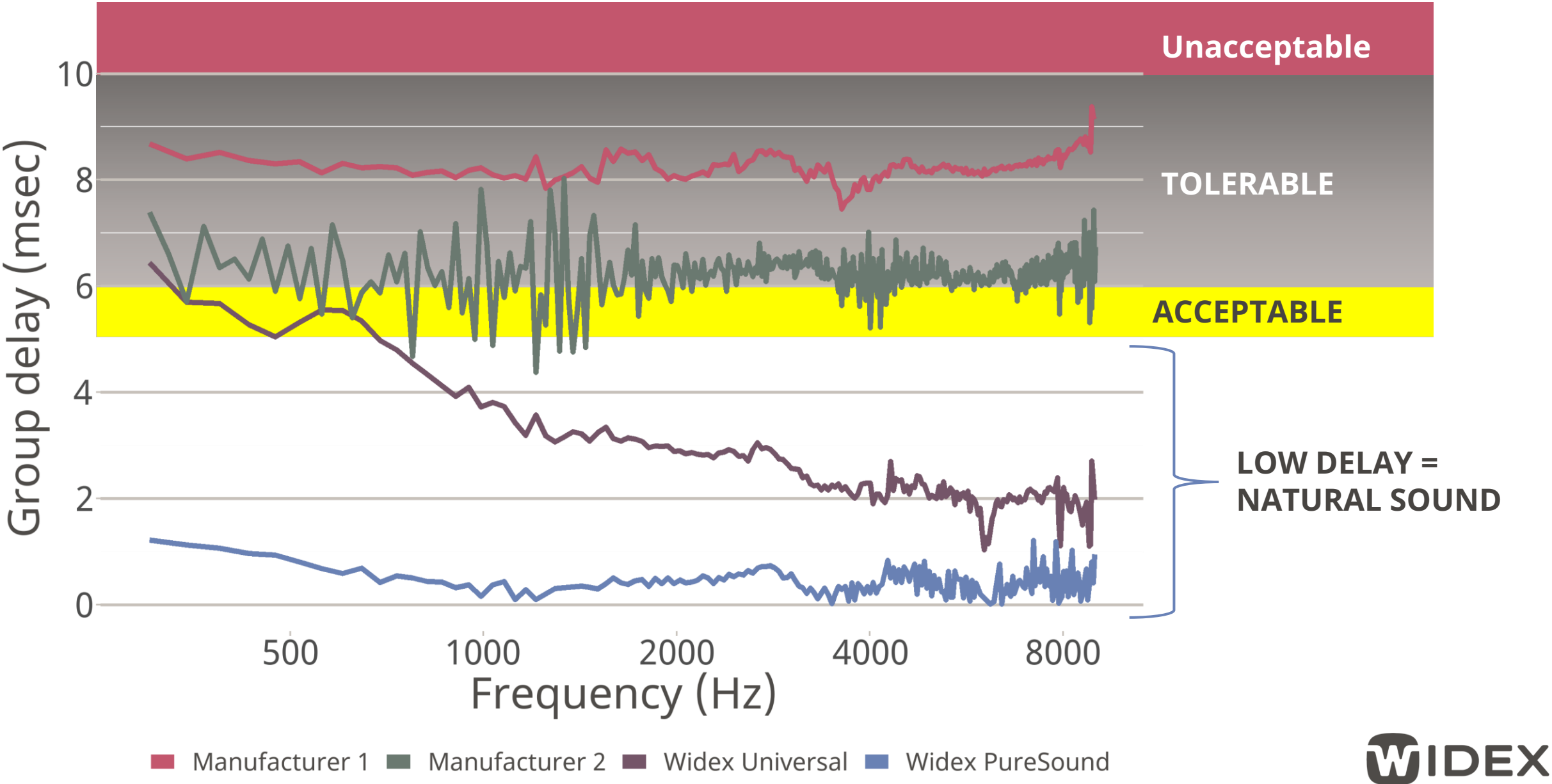
Better hearing so you can
forget you're wearing a hearing aid



THE COMB FILTER EFFECT

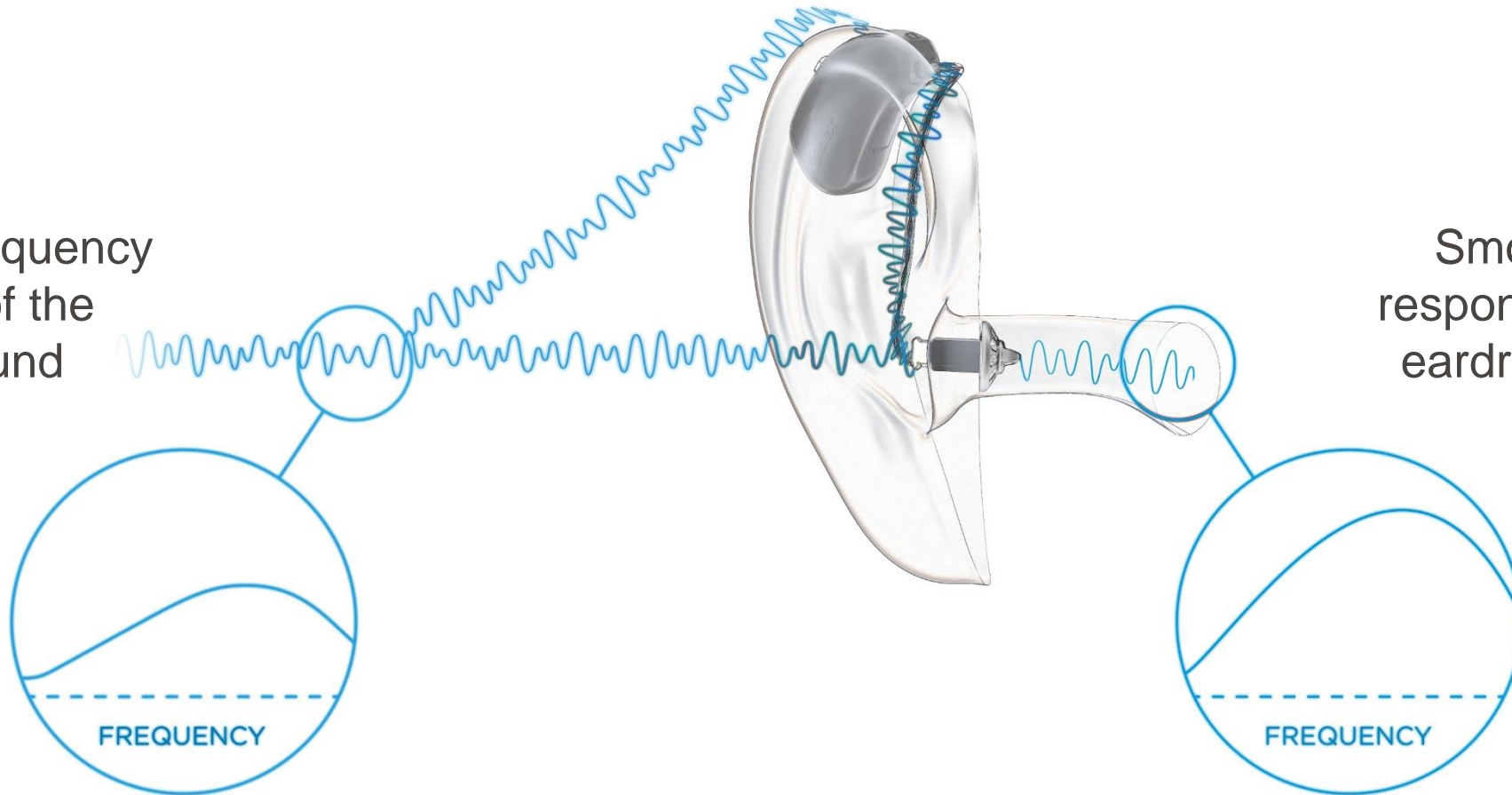


MEASURES OF GROUP DELAY



WIDEX PURESOUND - ZERODELAY TECHNOLOGY

Smooth frequency
response of the
original sound
signal

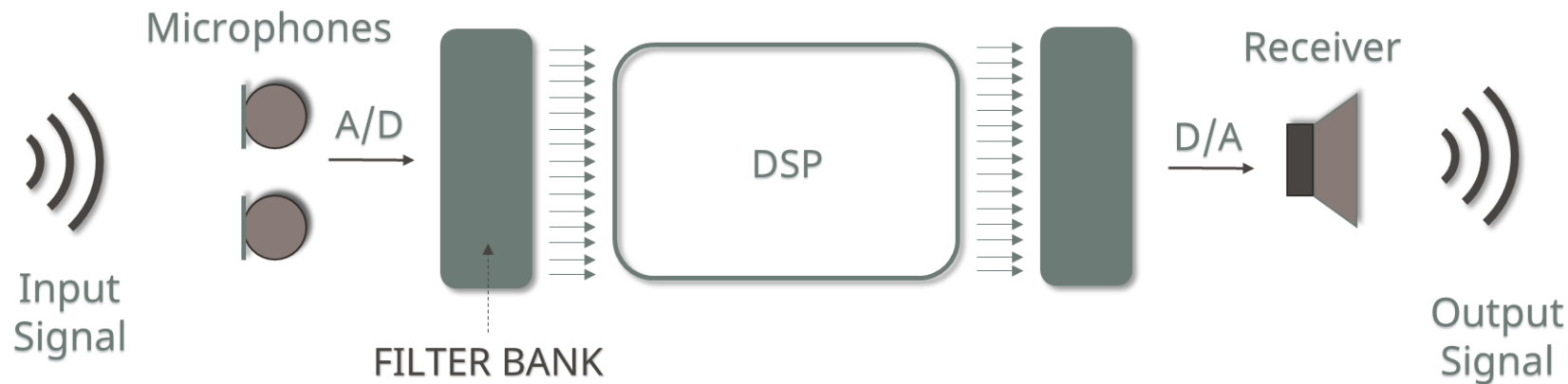


Smooth frequency
response of sound at
eardrum with Widex
PureSound

WHY DON'T ALL HEARING AIDS DELIVER LOW DELAY?

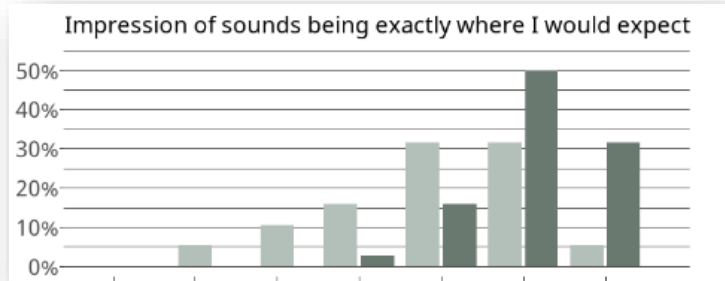
One answer is filter bank design...

A filter bank is an array of filters that separate the input signal into multiple components for digital signal processing.

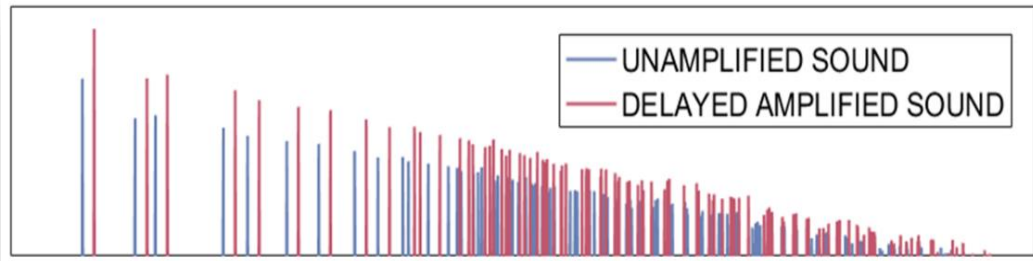


Choices made in filter bank design greatly influence the resulting signal quality.

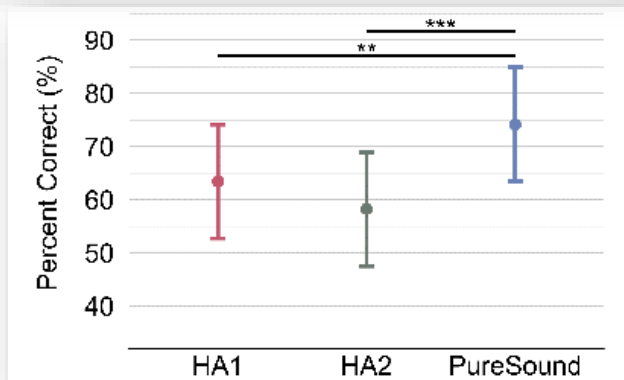
THE ROOM FEELS RIGHT



Survey data (Balling et al. 2021): 95% agree that sounds appear to come from where they would expect



Acoustical argument (Korhonen et al. 2022): Delay interferes with crucial timing of room reflections



Spatial perception experiment (Korhonen et al. 2022) shows significantly better discrimination of room position with PureSound

TRUACOUSTICS & NEW EARTIPS

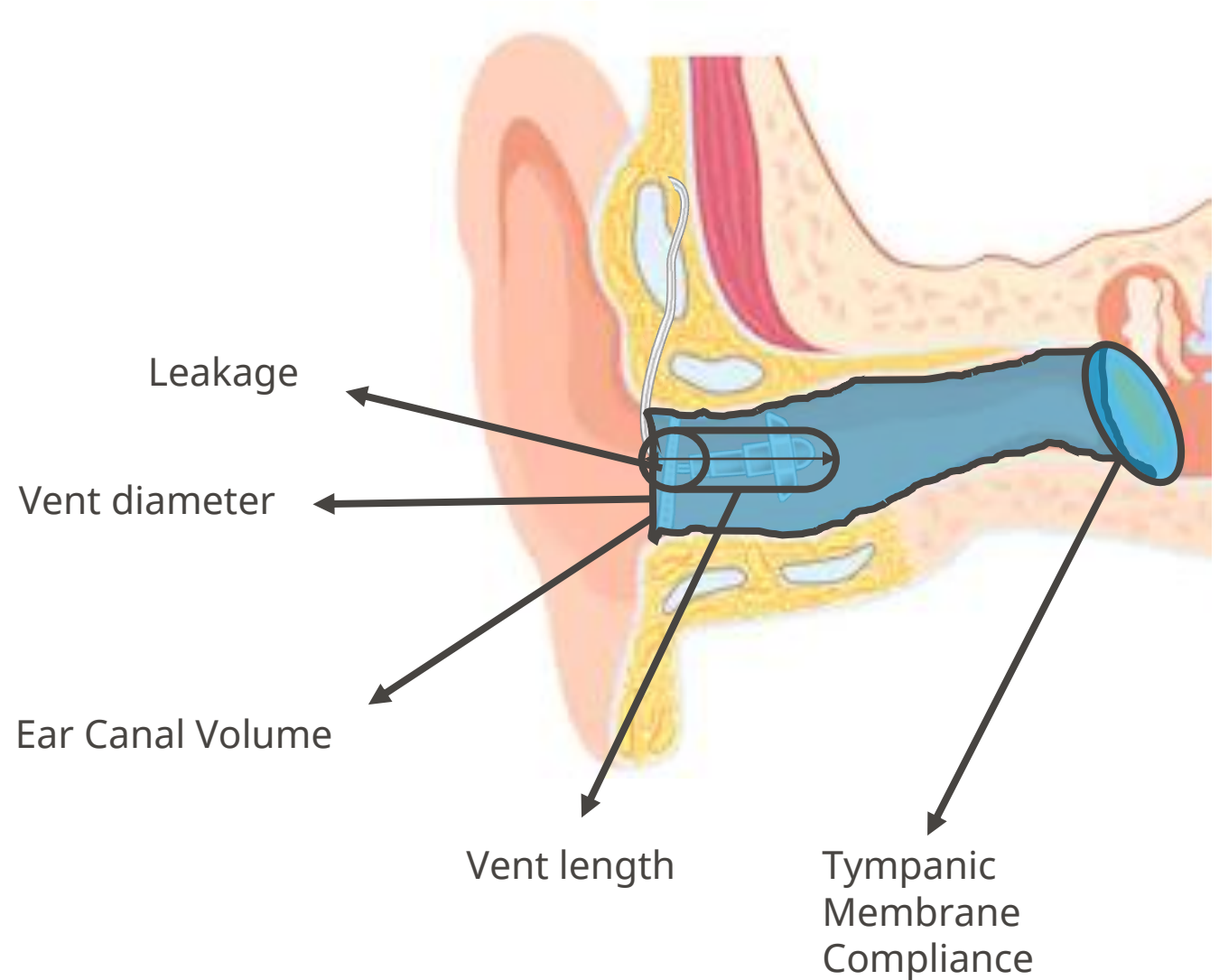
A precision fit with more flexibility to
fit a broader range of patients



NATURAL SOUND STARTS IN THE EAR CANAL

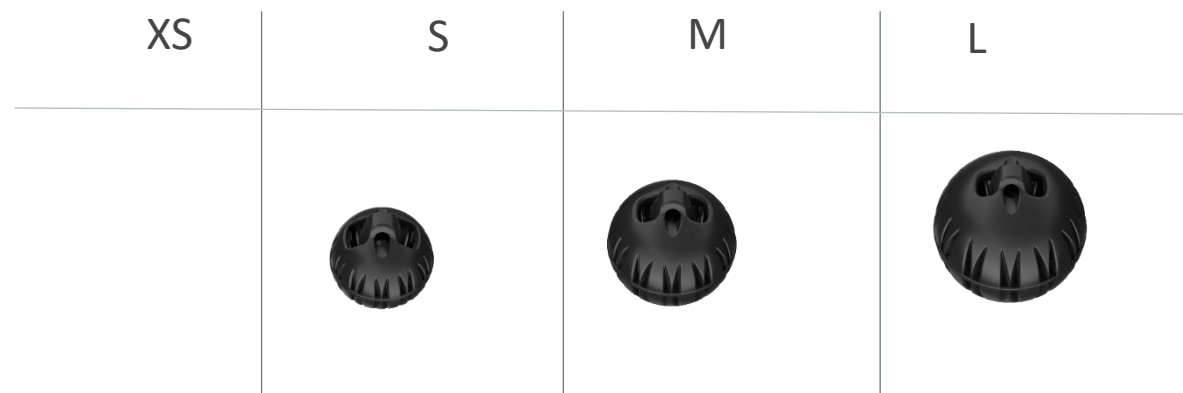
- Mastering the precision of sound levels at the eardrum provides the best premise for effortless hearing in real life
- The sound levels at the eardrum is defined by the sum of all sound sources reaching the eardrum

TruAcoustics™ is based on years of analytics and hundreds of Real Ear Measurements and tests for better use of any type of coupling, including open and vented domes.

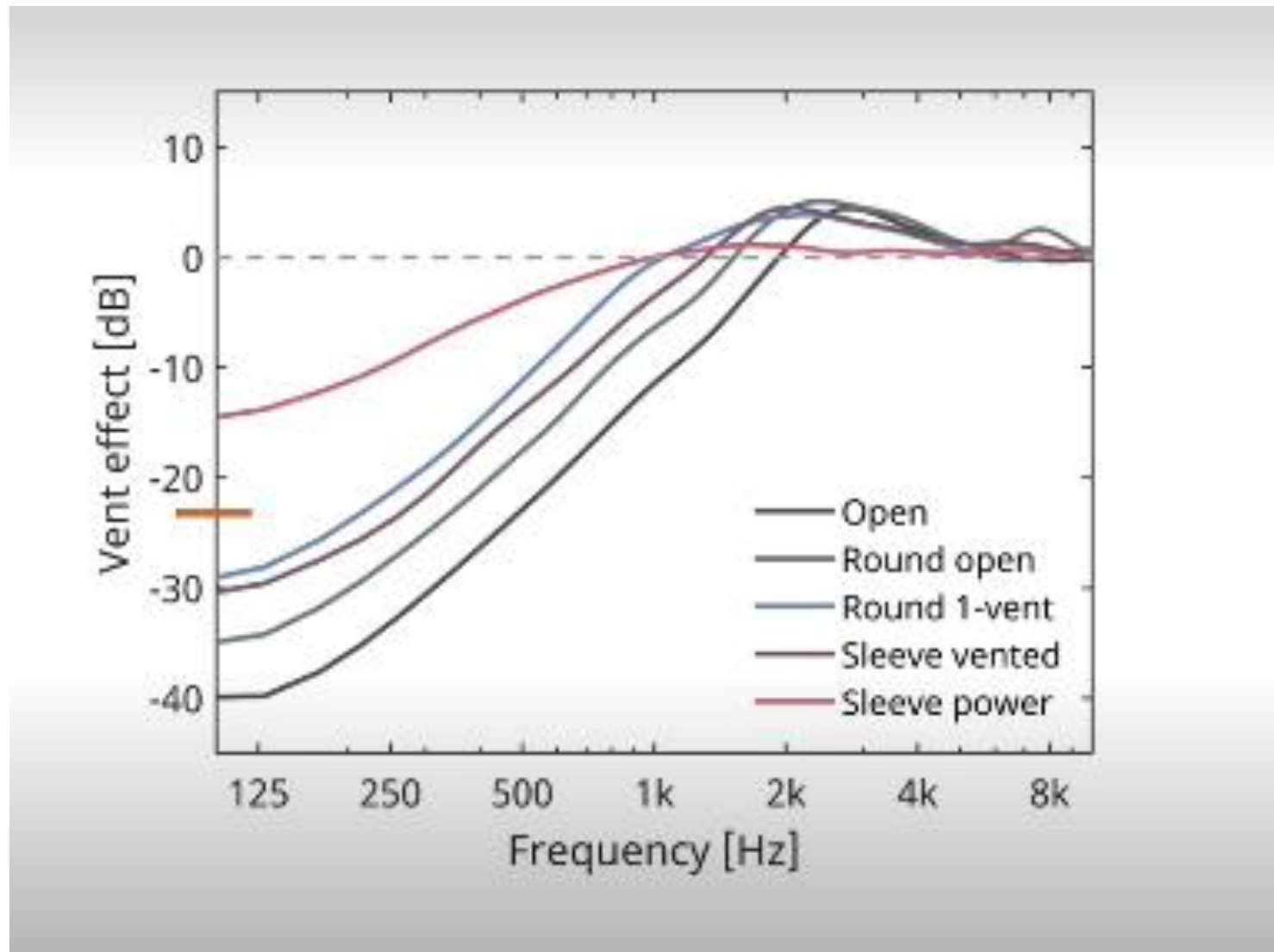


MORE OPTIONS TO MEET INDIVIDUAL NEEDS

Open round





























NEW EAR-TIPS – MORE STABILITY



NEW EAR-TIPS... AND RECOMMENDATIONS

- **Open** ear-tip: for very mild HL
- **Open round** ear-tip: for very mild HL
- **Round 1-vent**: for flat HL
- **Sleeve vented**: sloping HL
- **Sleeve power**: the most closed option

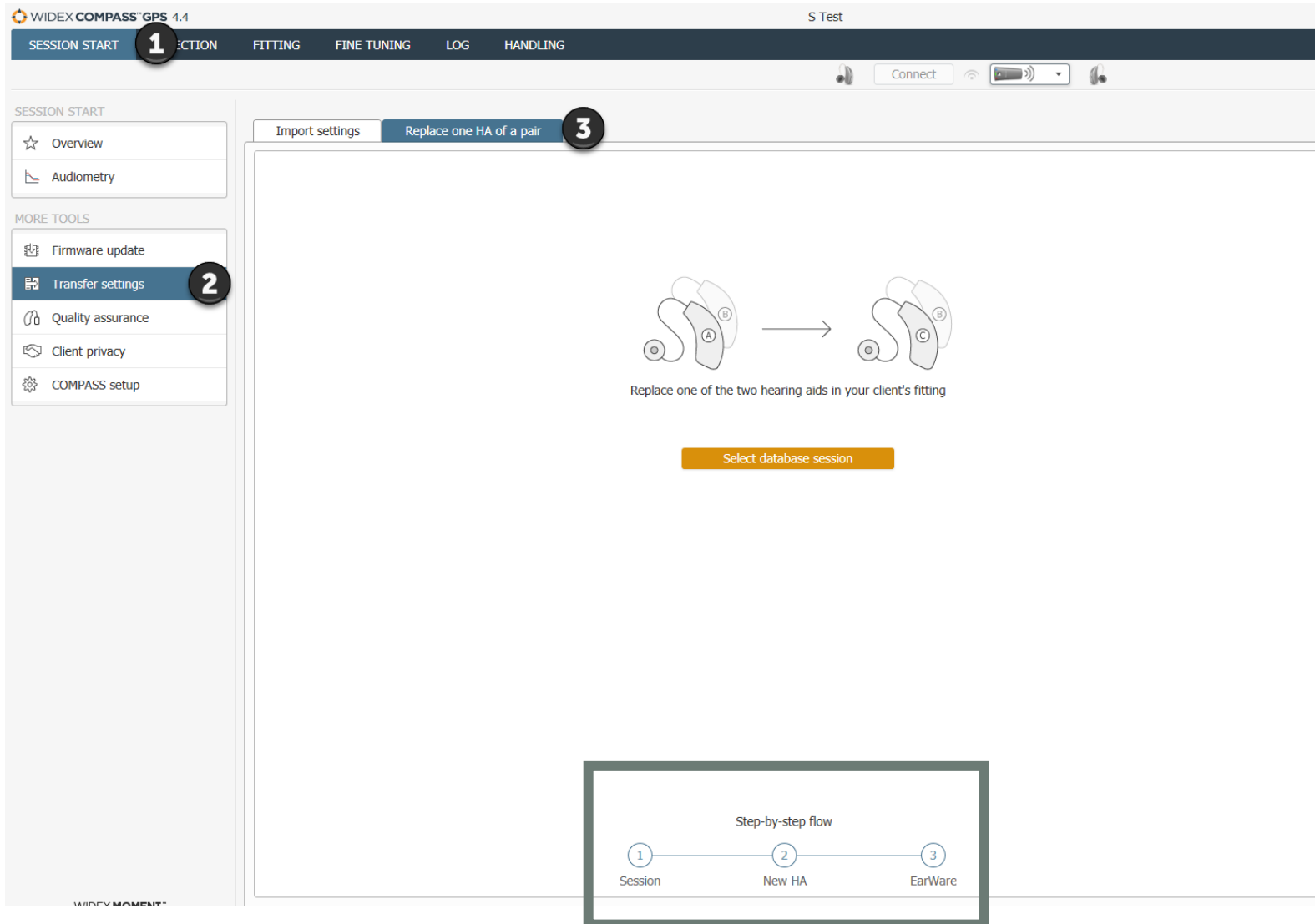
Instant	Custom
  Open ear-tip	  Open ear-tip
  Open round ear-tip	  Hard ear-tip
  Tulip ear-tip	  Soft ear-tip
  Round ear-tip	  Hard extended ear-tip
  Sleeve vented ear-tip	  Soft extended ear-tip
  Double ear-tip	  Embedded ear-tip
  Sleeve power ear-tip	

BENEFITS OF NEW EARTIPS AND TRUACOUSTICS



- More flexibility for more losses
- Better acoustical stability
- Precise and customized fit for every patient
- More gain available
- Better distribution of vent effect

REPLACE ONE HEARING AID OF A PAIR



- 3 easy steps
 - Fast for you
 - Convenient for your patient
- Will need to re-pair to phone after performing this function

ENGAGEMENT & WELL BEING

Advanced technology for **better living**



ENGAGEMENT & WELL BEING

Advanced technology for **better living**



NEW SoundRelax



NEW MySound 2.0



NEW Sound Assist

WIDEX SOUNDRELAX™

Live better through greater
relaxation and concentration
whenever and wherever needed



A serene landscape photograph of a beach at sunset. The foreground is filled with tall, golden-brown beach grasses. Behind them are white sand dunes. The ocean stretches to the horizon under a sky with soft, orange and yellow clouds. The sun is low on the horizon, creating a bright glow.

WIDEX ZEN™

2008

A serene beach scene at sunset. In the foreground, tall, golden-brown grasses with feathery seed heads are in sharp focus, swaying gently. Behind them, a sandy dune is partially covered with green beach grass. The middle ground shows a calm ocean with soft, white waves lapping at the shore. The horizon is a straight line where the sea meets the sky. The sky is filled with soft, wispy clouds, and the sun is a bright, glowing orb just above the horizon, casting a warm, golden light across the entire scene. The overall mood is peaceful and contemplative.

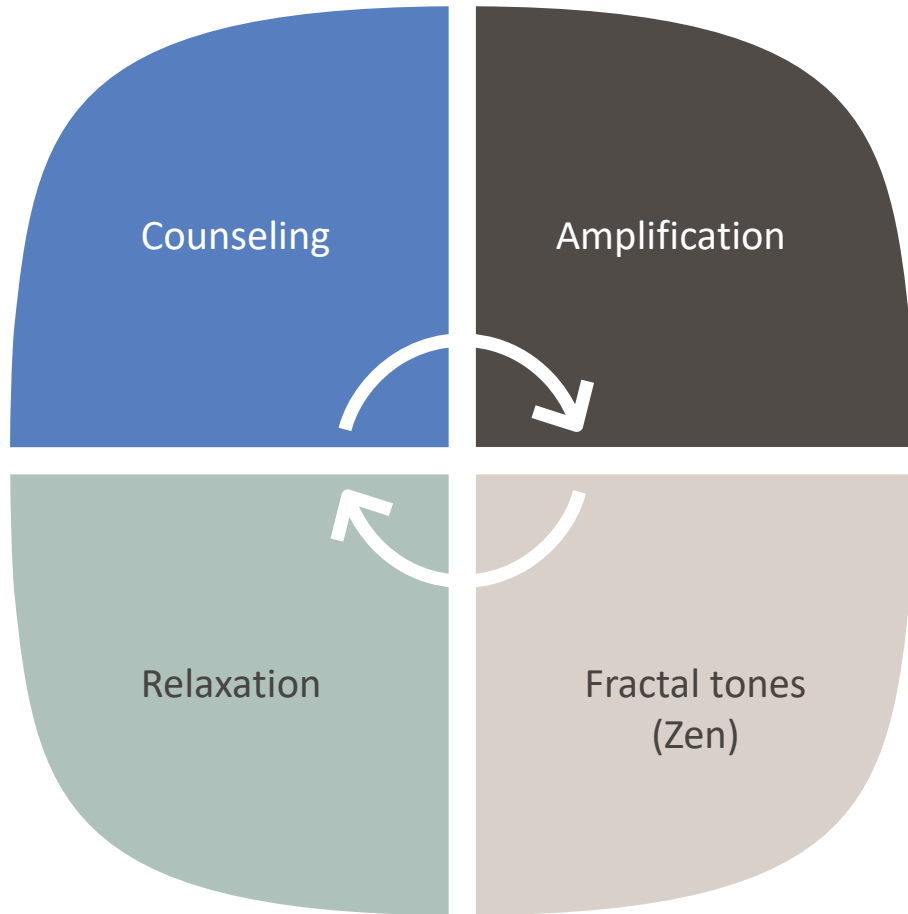
WIDEX ZEN THERAPY (WZT) 2012

A serene beach scene at sunset. The foreground is filled with tall, golden-brown grasses growing on white sand dunes. In the middle ground, the ocean stretches to the horizon under a sky with soft, orange and yellow clouds. The sun is low on the horizon, creating a warm glow across the entire scene.

WIDEX SOUNDRELAX™

2022

WIDEX ZEN THERAPY – BASED ON FRACTAL TONES



Patented by Widex

Continuous “chime-like” musical tones generated in real time

Completely personalized to that individual’s audiogram

Recognizable pattern that never repeats itself

Specially created to facilitate tinnitus habituation and relaxation

WIDEX SOUNDRELAX – EXPANDING OPTIONS

Widex SoundRelax applies the benefits of fractal generated sounds to the fields of relaxation and concentration, opening up the benefits of fractal tones to help more people achieve well-being

WIDEX SOUNDRELAX

SOUNDS FOR WELL-BEING

WELL-BEING

New Opportunities with:
Well-being
Relaxation
Concentration

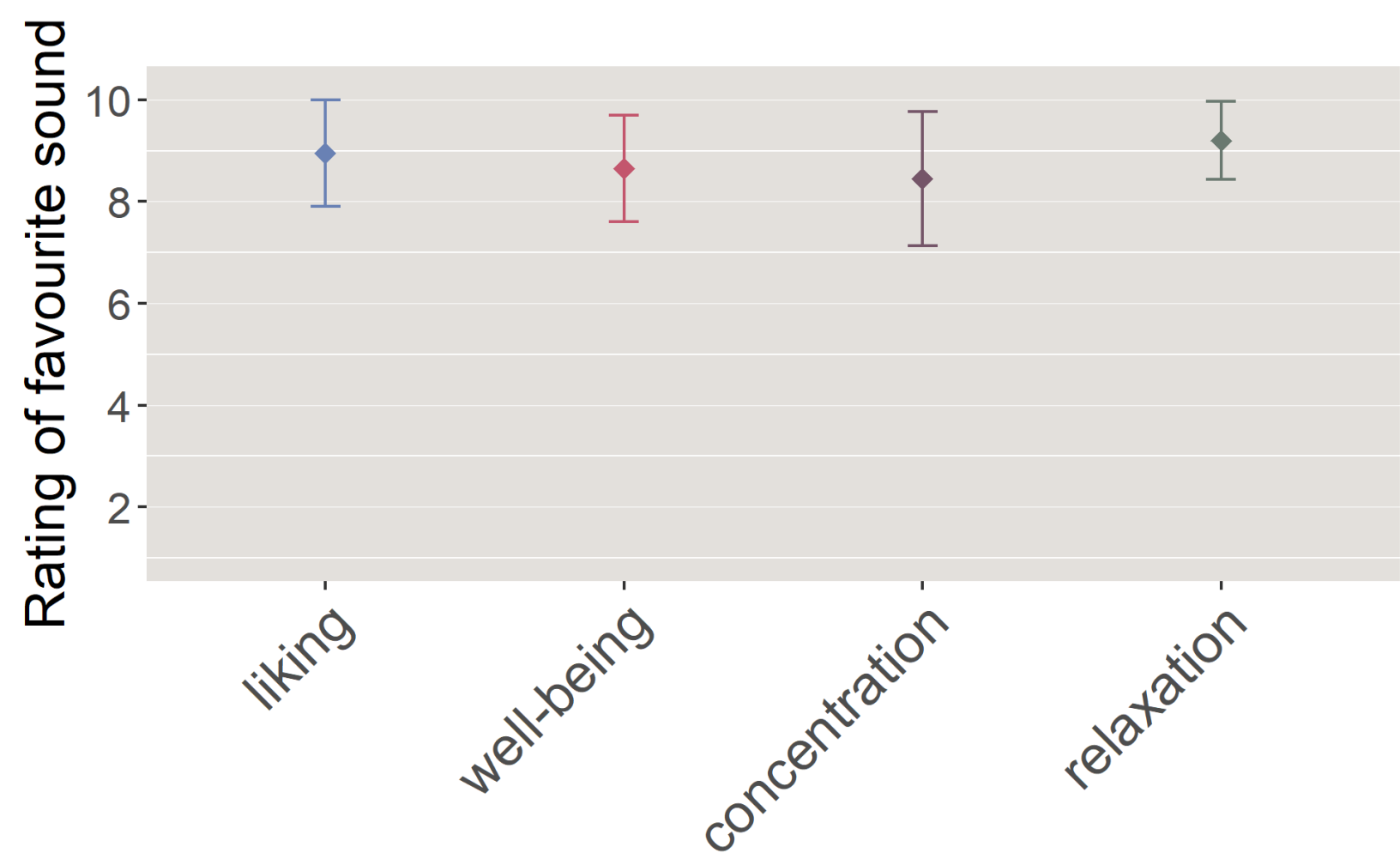
SOUNDSCAPES

NEW Fractal tones +
Modulated Wave-like sounds
Expanding the Zen library

PURESOUND

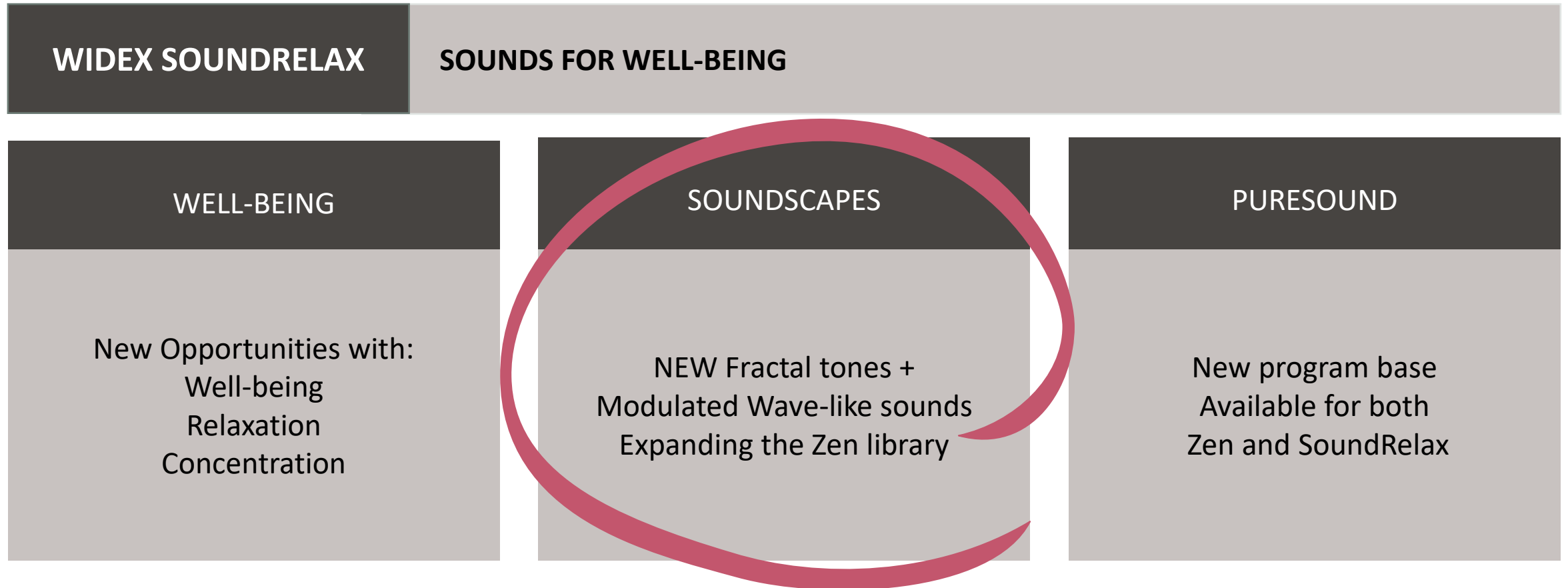
New program base
Available for both
Zen and SoundRelax

WIDEX SOUNDRELAX FOR RELAXATION, CONCENTRATION, AND WELL-BEING



WIDEX SOUNDRELAX – EXPANDING OPTIONS

Widex SoundRelax applies the benefits of fractal generated sounds to the fields of relaxation and concentration, opening up the benefits of fractal tones to help more people achieve well-being



WIDEX SOUNDRELAX SOUNDSCAPES

FRACTAL TONES

WINTER



BREEZE



COMBINATIONS

BLOSSOM



FALL



SUMMER



SPRING



WAVE SOUNDS

SWELLS

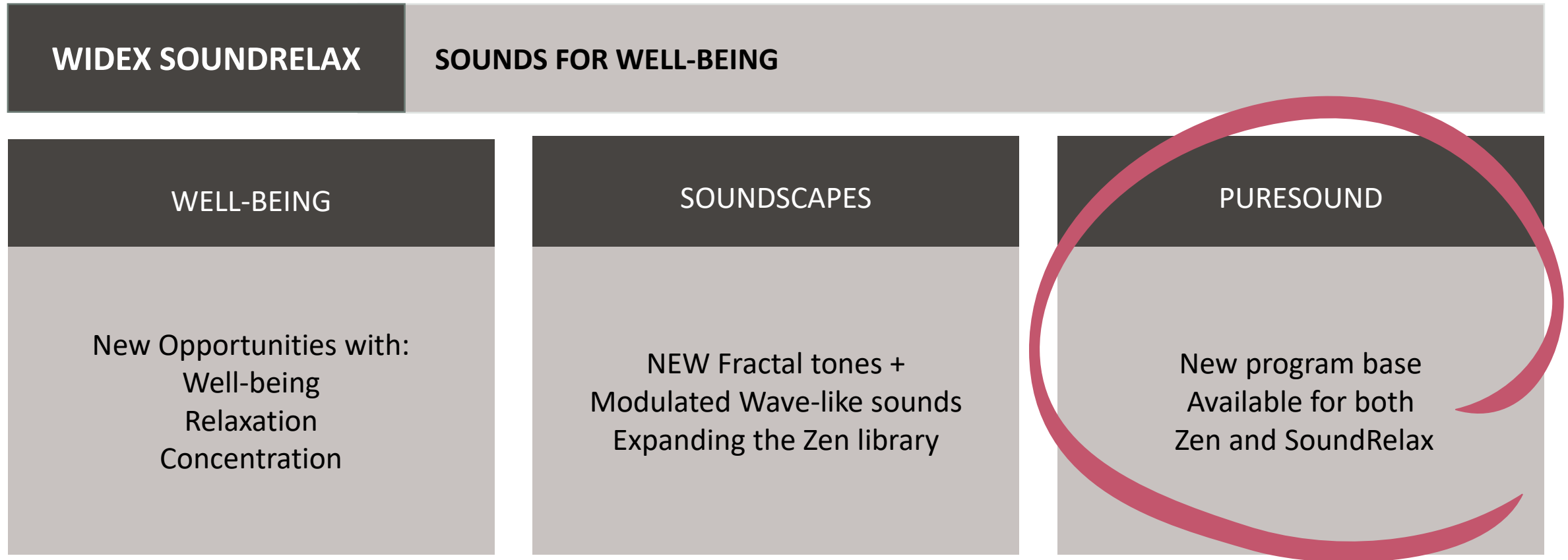


SEASIDE



WIDEX SOUNDRELAX – EXPANDING OPTIONS

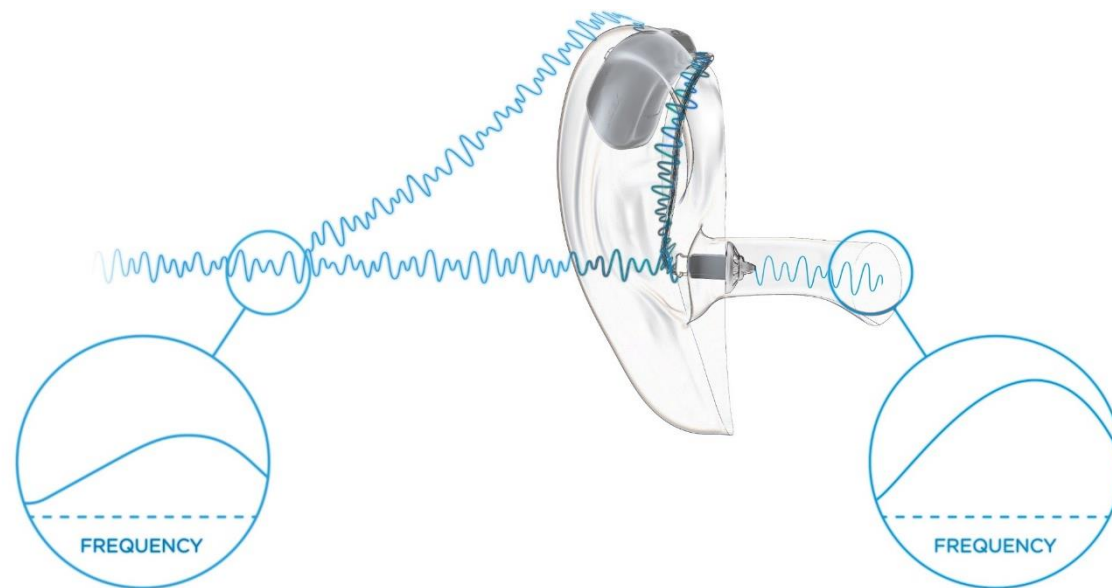
Widex SoundRelax applies the benefits of fractal generated sounds to the fields of relaxation and concentration, opening up the benefits of fractal tones to help more people achieve well-being



PURESOUND

PureSound as program base for Zen or SoundRelax

Expanding options for tinnitus management



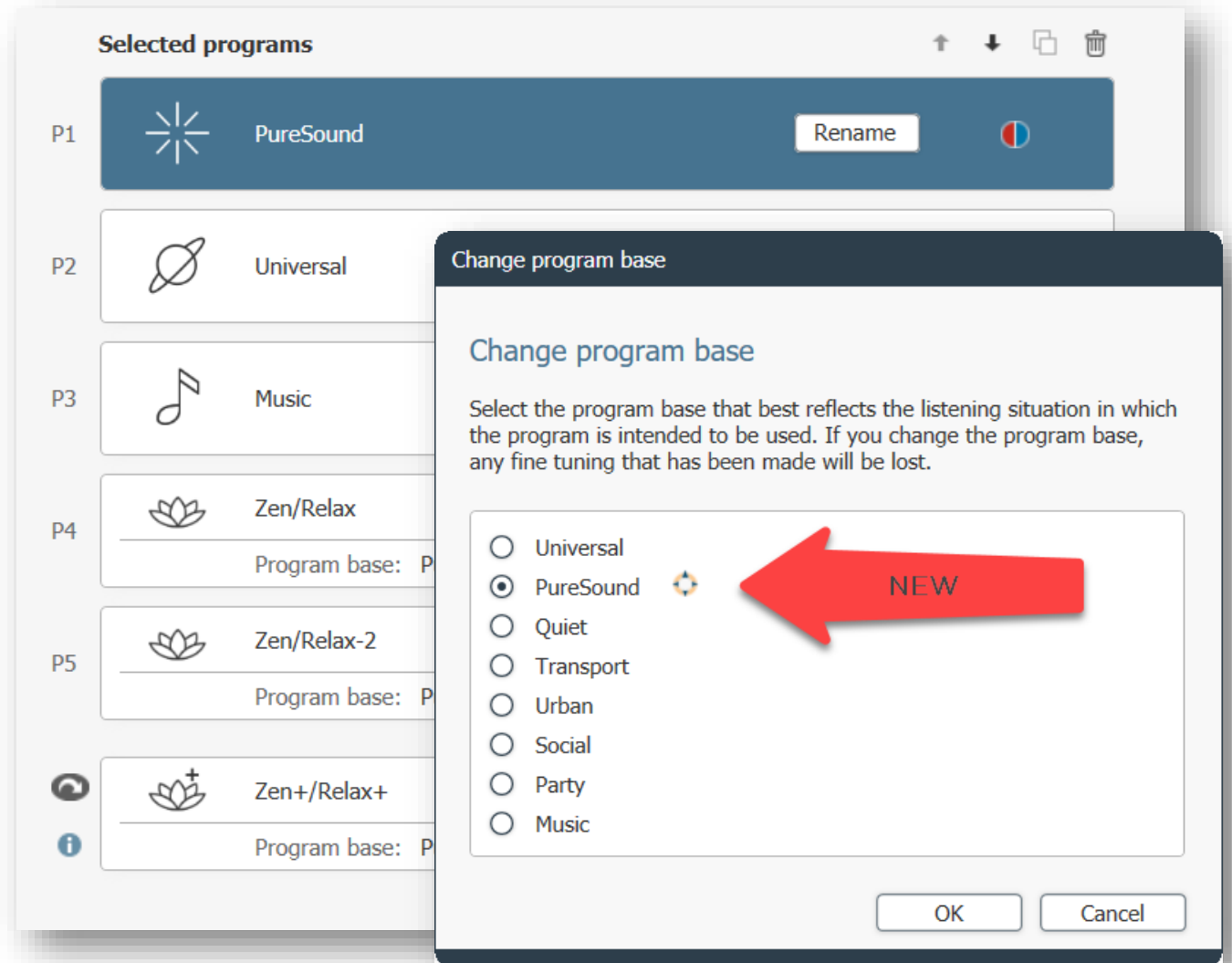
WIDEX SOUNDRELAX IN COMPASS GPS 4.4

- Relax or Zen Program base will default to PureSound when the Compass setup is for PureSound to automatically be added and placed in P1
- PureSound can manually be selected as the program base

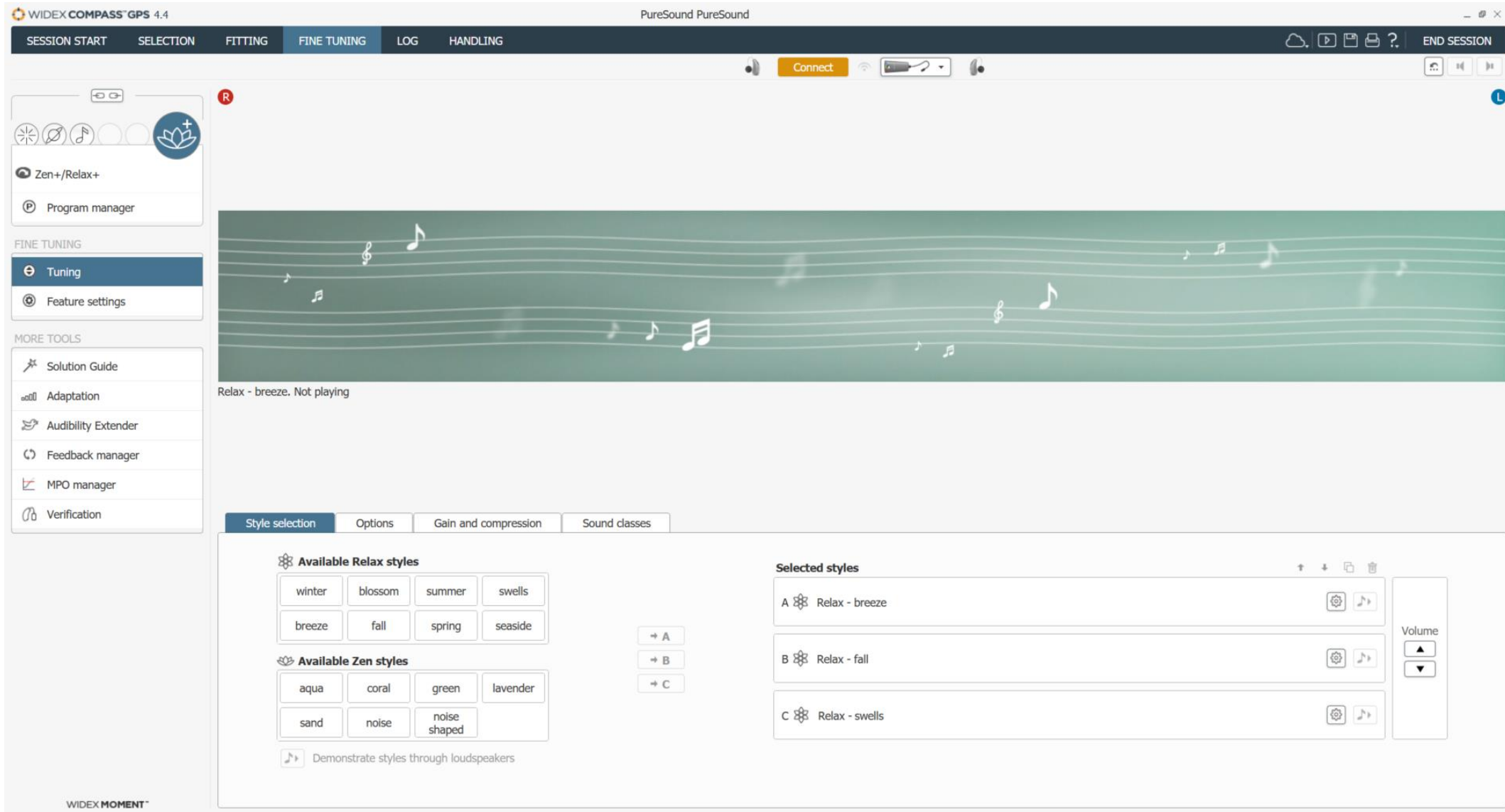
Programs

Add PureSound in new fittings, when recommended.
This choice is not available for all hearing aids.

Yes, as P1 (Universal will move to P2)



WIDEX SOUNDRELAX IN GPS 4.4



MYSOUND 2.0

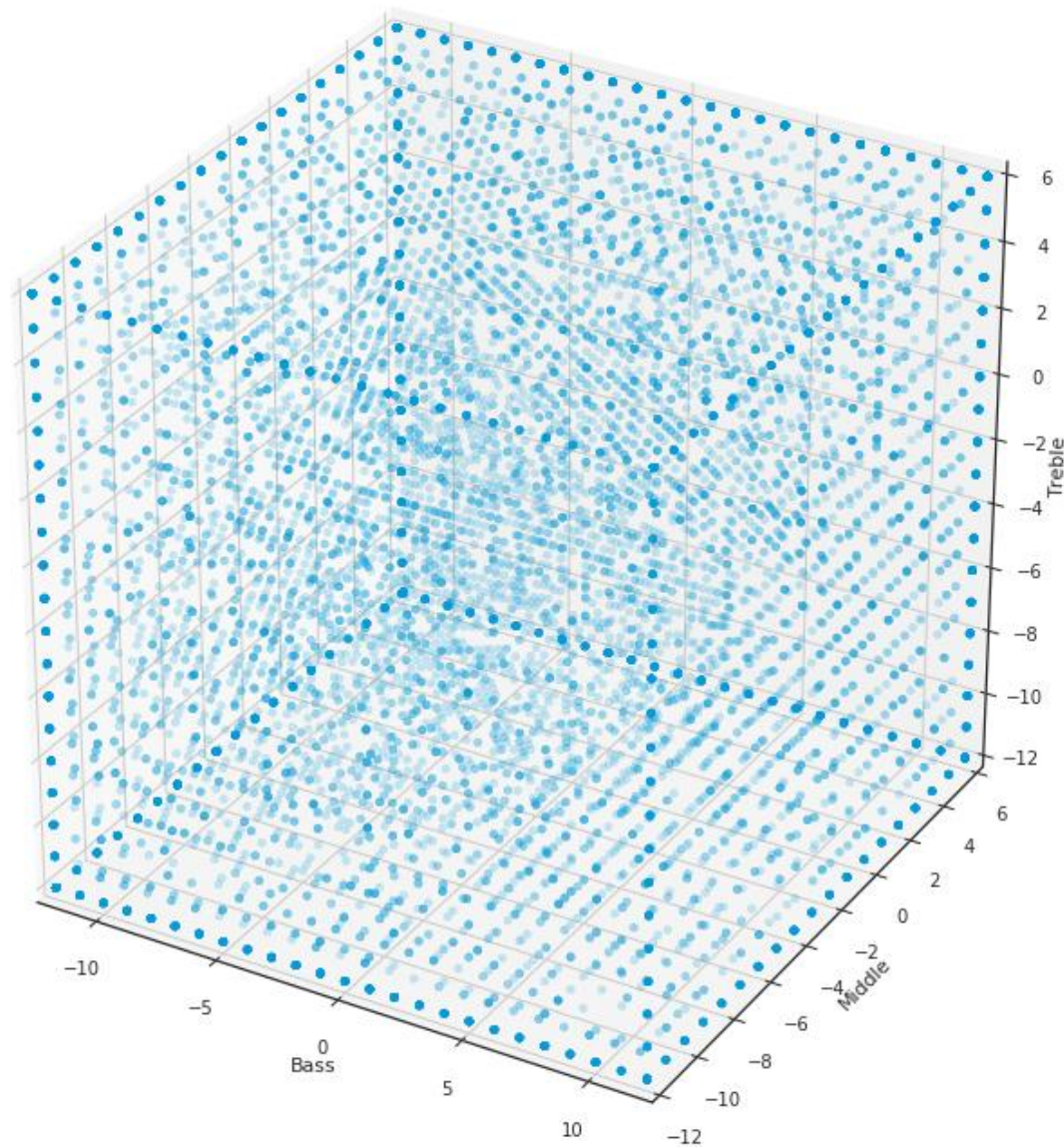


WHY ARE WE STILL TRYING TO SOLVE

WEEKEND FRUSTRATIONS ON MONDAY MORNING?



ARTIFICIAL INTELLIGENCE MEETS HUMAN INTELLIGENCE



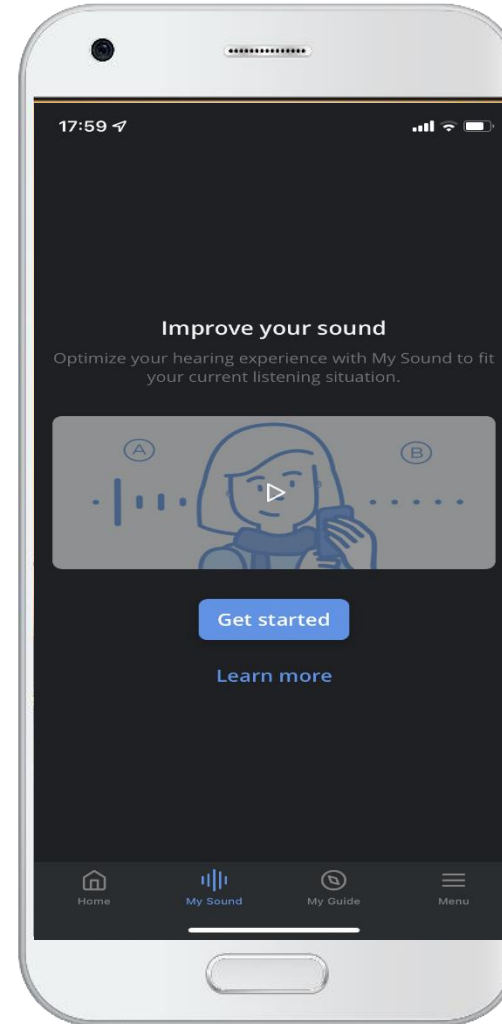
Built on individual preferences



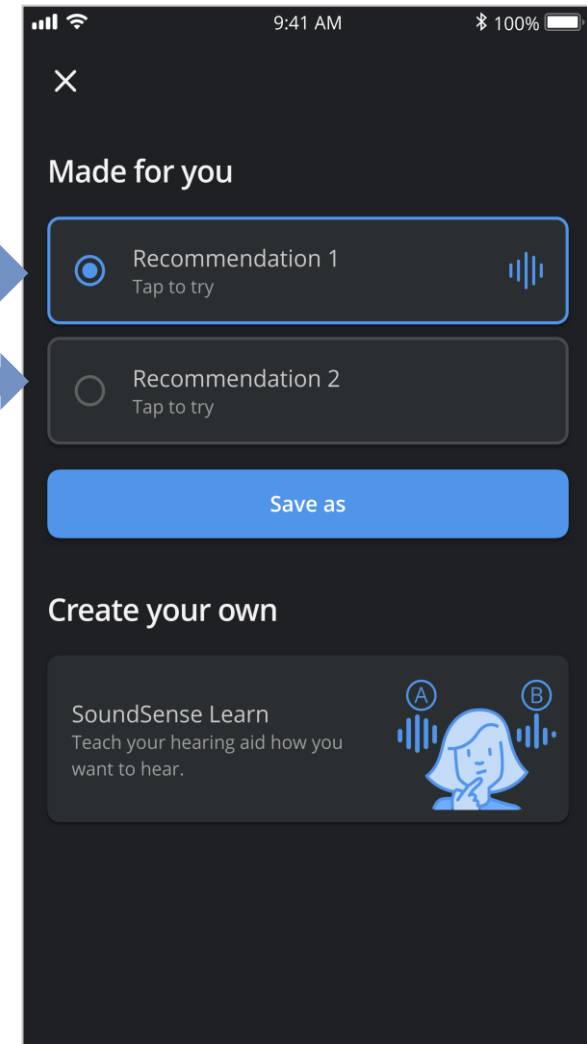
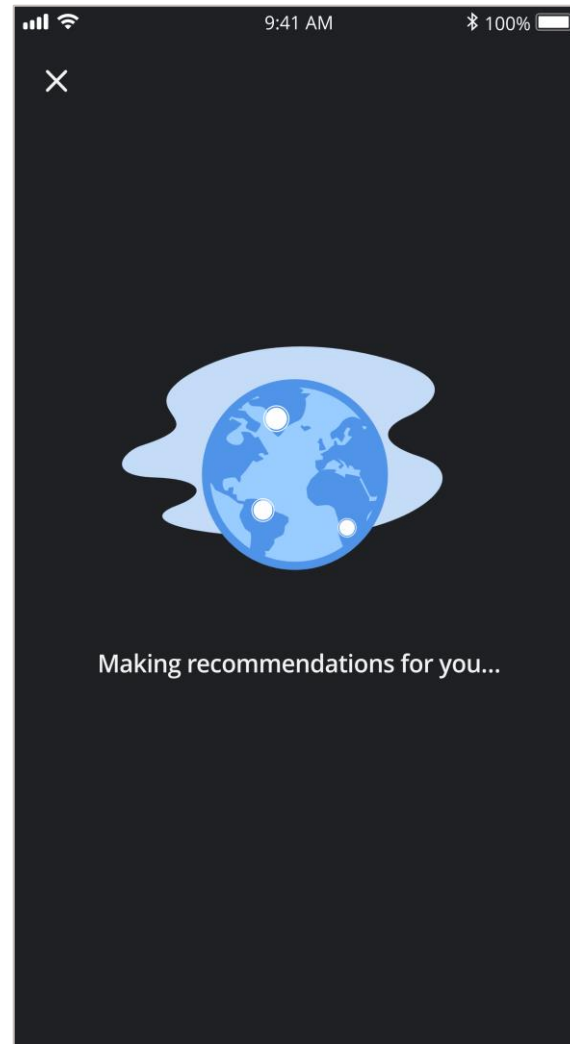
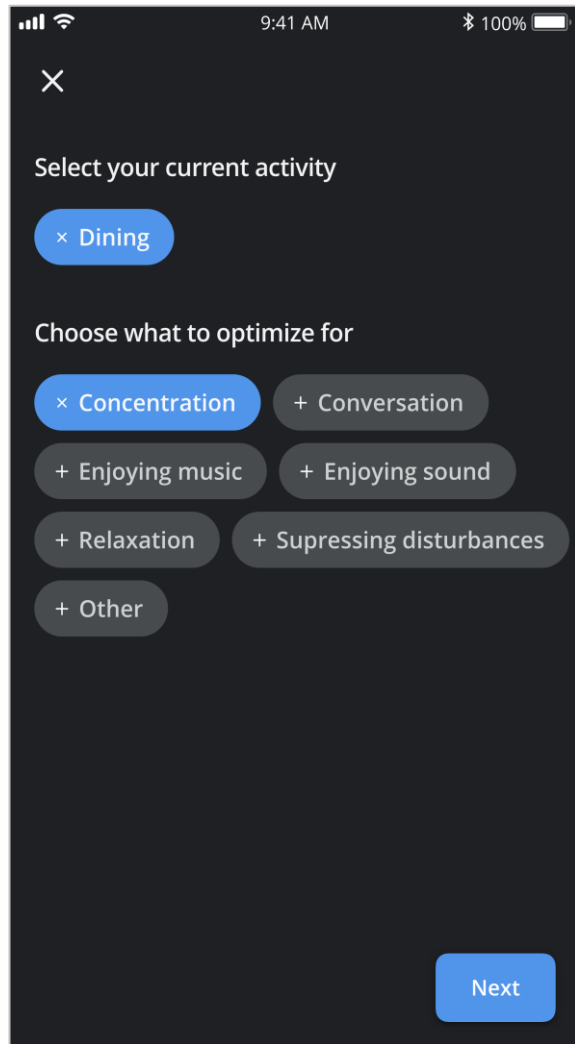
MYSOUND 2.0

NOW AVAILABLE IN MOMENT APP 1.5

- Compression parameters are part of the A/B comparisons with “Made by you” personalization in MySound
- New video to encourage use of A/B comparisons



RECOMMENDATIONS MADE FOR YOU



THE EVOLUTION OF AI—MYSOUND 2.0

Now changes gain and compression for the best customized sound yet



Focus on nearer/louder inputs



Open to softer/farther inputs

WIDEX SOUND ASSIST

Removes barriers so you can
fully engage with your environment
and loved ones



AN ASSIST FOR EVERY SITUATION

T-Coil



Partner Mic



Remote
Control



Table Mic



Hands Free
BT



WIDEX

SOUND ASSIST

- Compatible with WIDEX MOMENT 2.4 GHz hearing aids (all MOMENT styles with “D”)
 - NEW sRIC R D
 - mRIC R D, RIC 312 D, BTE 13 D, BTE R D
- Multi-functional accessory to improve communication in a variety of settings

AVAILABLE IN NOV 2022

Packaging content: Sound Assist unit, Lanyard, Micro USB cable, Power adaptor, User Instructions



SOUNDASSIST COMPACT AND DISCRETE

LED's show mic directionality
3 microphones



Push button –
answer/end calls
Voice command Siri

On/off button toggle
between functions

Volume buttons
for HA

Program button
for HA



Integrated metal clip
Low profile – good stability on
tabletop



Micro USB plug
for charging

WIDEX MOMENT & THE SHEER DESIGN PHILOSOPHY

Built on the proven benefits of natural sound in overcoming the challenges of hearing loss, our newest solutions go **beyond better hearing, to better living.**

MODERN
DESIGN

**Elevated user
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PERFECTION OF
NATURAL
SOUND

Better hearing so
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ENGAGEMENT & WELL
BEING

Advanced
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better living

WHAT'S NEW IN THE WIDEX MOMENT FAMILY



Feature	sRIC R D	312 D	BTE 13 D/ BTE R D	RIC 10	ITE
SoundRelax™	X	X	X	X	X
PureSound™ as base for Zen & SoundRelax™	X	X	X	X	
Sound Assist™	X	X	X		
MySound™ 2.0	X	X	X		
New Domes	X	X	X	X	
New Design with redesigned charger	X				

Moment Sheer

mRIC R D phasing out
December 2022

*Only compatible with Magnify mRIC R D, RIC 312 D, BTE 13 D, and BTE R D.





SOUND LIKE NO OTHER