

WE ALL THINK WE KNOW OUR CUSTOMERS



CONNECTED GO BEYOND

WIDEX BEYOND™
LIFE WITHOUT LIMITS

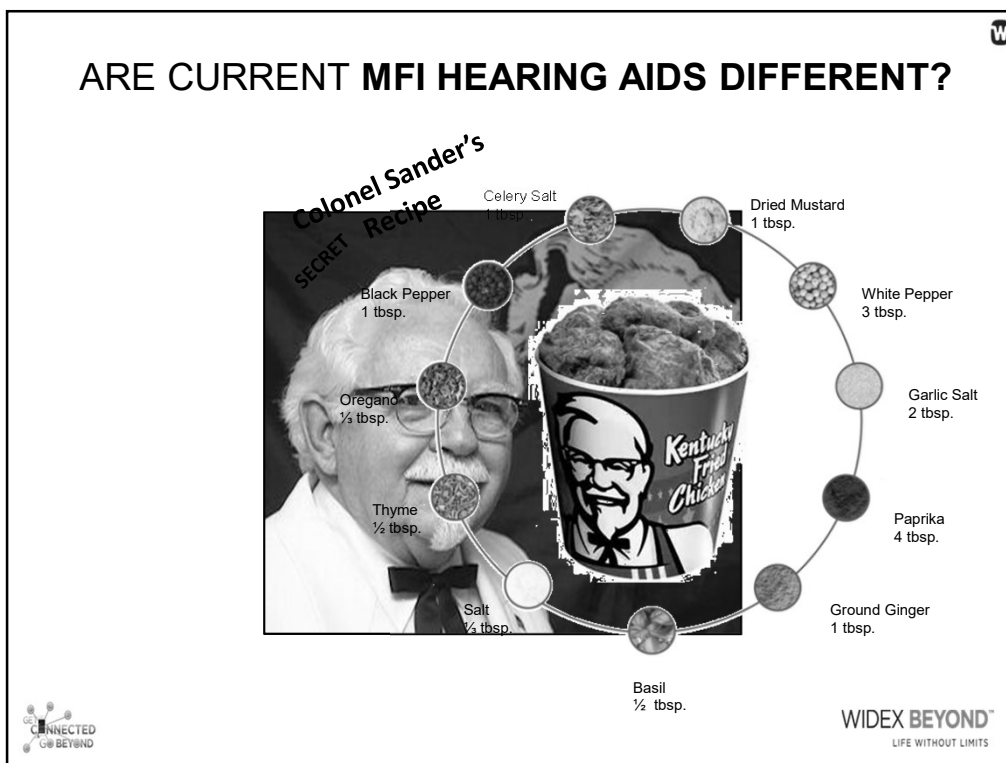
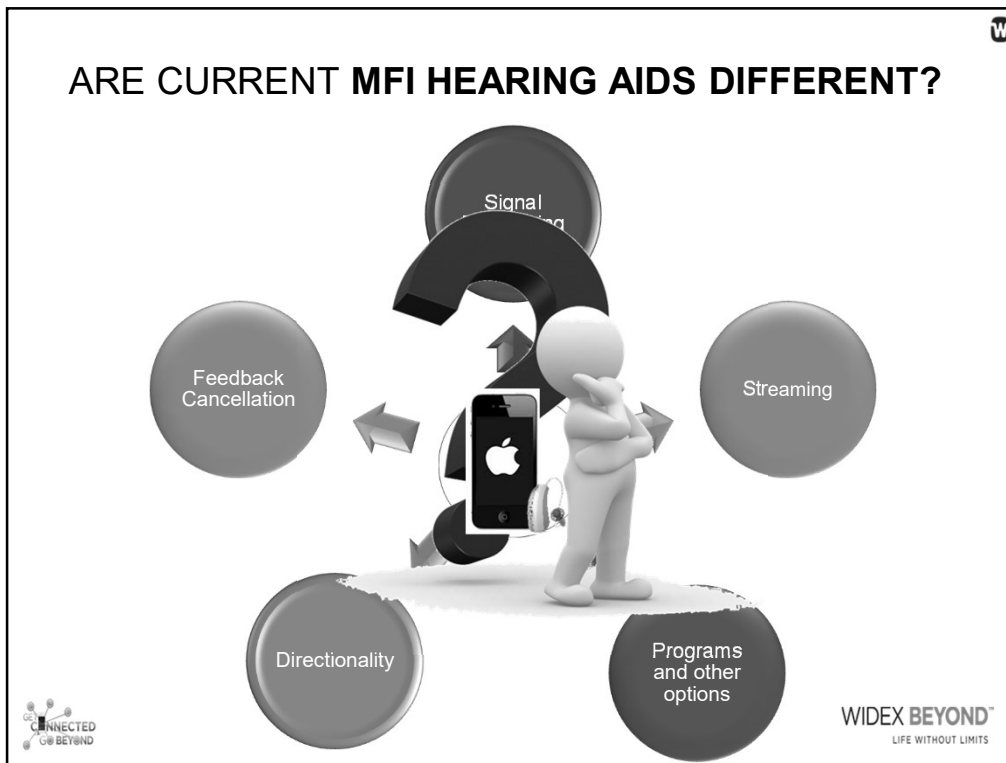
WHAT WE KNOW ABOUT OUR CUSTOMERS - 60+ YRS.

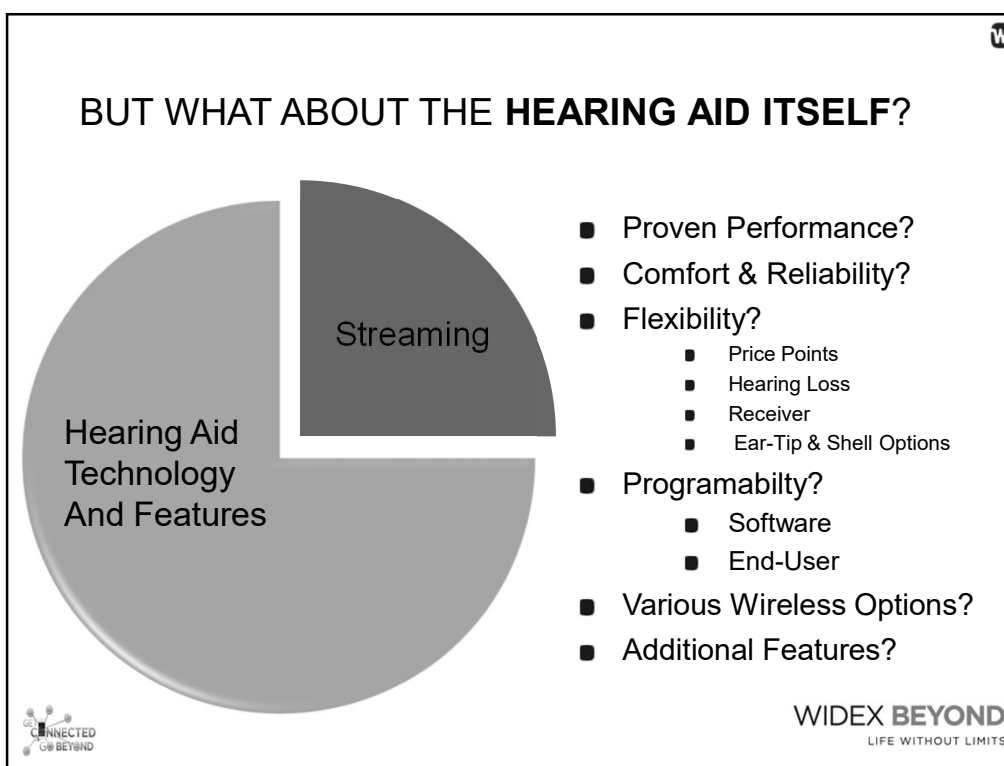
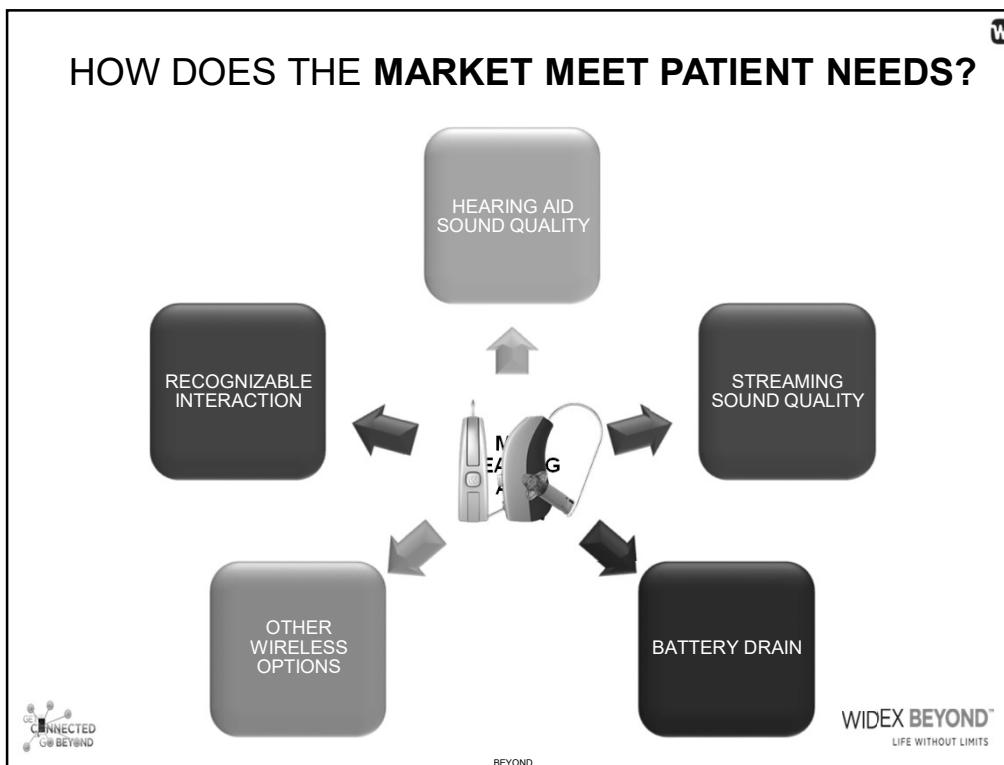
- Hold more than 50 % of wealth
- 33% of the workforce
- 91% use social media sites
- Desire brands with long history
- 2½ times more likely to be proactive about health
- 50% will retire at 66+



CONNECTED GO BEYOND

WIDEX





WIDEX REQUIREMENTS



- No compromise in sound quality
- The best streaming sound quality
- Best battery life
- No sacrifices with wireless connectivity anywhere
- Intuitive, attractive, feature packed APP



WIDEX BEYOND™
LIFE WITHOUT LIMITS

WIDEX BEYOND

The Best Sounding Made-For-iPhone
Hearing Aid on the Market



W


NEW ENHANCED DESIGN AND MORE

BEYOND FUSION2

Enhanced Design

Newly Designed Push-Button

Retains Nanocoating
IP68 Rating




WIDEX BEYOND™
LIFE WITHOUT LIMITS

CONNECTED
GO BEYOND

W

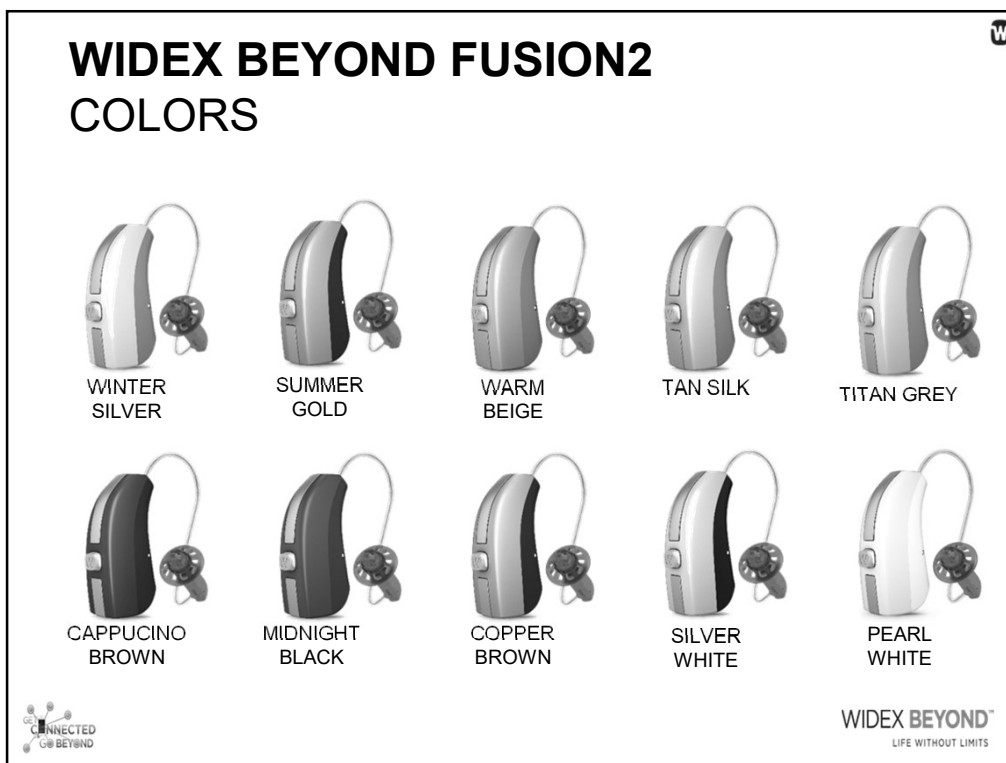
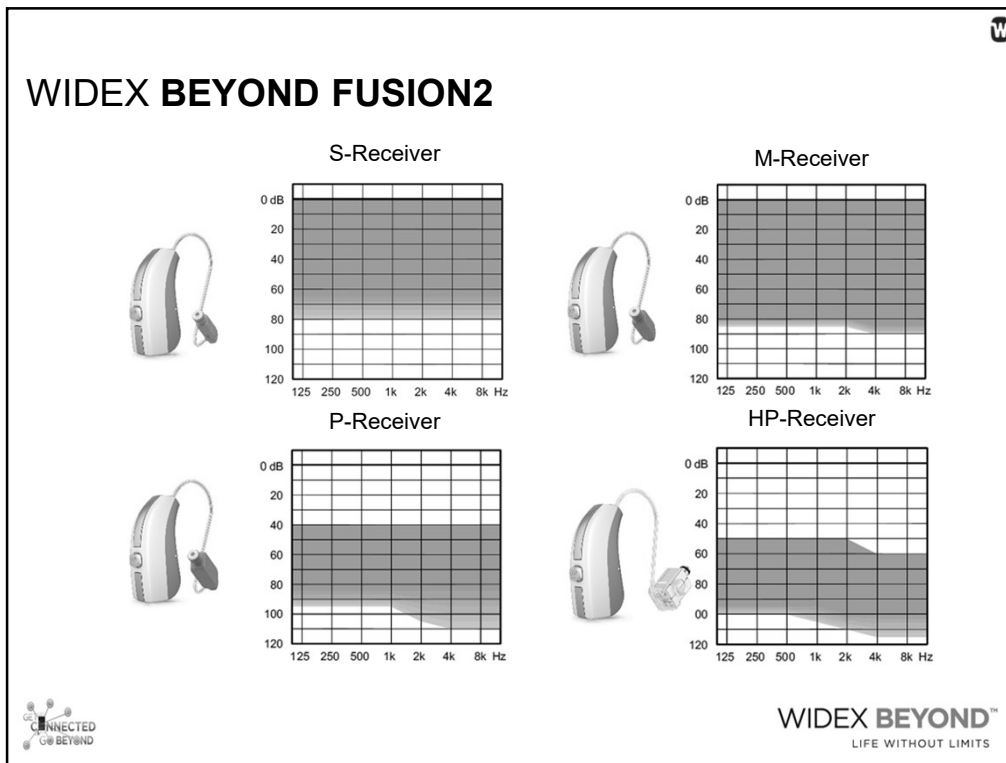
WIDEX BEYOND FUSION2

- 3 Levels of Technology
 - Beyond Fusion2 440
 - Beyond Fusion2 330
 - Beyond Fusion2 220
- Four different receiver sizes
- Widex Patented **Easywear**



WIDEX BEYOND™
LIFE WITHOUT LIMITS

CONNECTED
GO BEYOND



CONNECTED HEARING NEVER SOUNDED BETTER

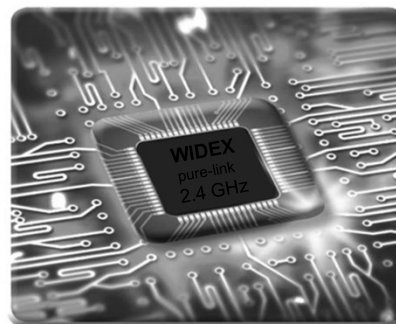
- Highest Performing Chip Platform
- Market's Largest Sound Window
- Without Distortion or Compromise



WID

HIGHEST PERFORMING CHIP PLATFORM

- **4 x 108 dB Linear Dynamic Range** (5-113dB SPL)
Four 18-bit A/D converters for all input sources
- **600 MOPS** (Million Operations Per Second)
Processing power to preserve sound quality
- **2 Million Gates**
Provide speed of current flow through-out the platform
- **33.1K Hz Scanning Frequency**
Internal frequency bandwidth up to 16k Hz
- **33,000+ times per second in 15 channels**
Analysis in every hearing aid
- **21 times per second in 15 channels**
InterEar data exchange rate
- **1.3 bit < 3 ms delay**
15 channel filter bank with minimal delay filters



WIDEX BEYOND™
LIFE WITHOUT LIMITS

W

MARKET'S LARGEST **SOUND WINDOW**

● **UPPER INPUT LIMIT BY BEYOND 113dB SPL**

108 dB
LINEAR INPUT
DYNAMIC
RANGE





● **LOWER INPUT LIMIT BY BEYOND 5dB SPL**

 **WIDEX BEYOND™**
LIFE WITHOUT LIMITS

CONNECTED HEARING NEVER SOUNDED BETTER

- WIDEX pure-link
- TRI-LINK™

  **WIDEX**
LIFE

TRI-LINK™ TECHNOLOGY

Widex pure-link
(2.4 GHz)

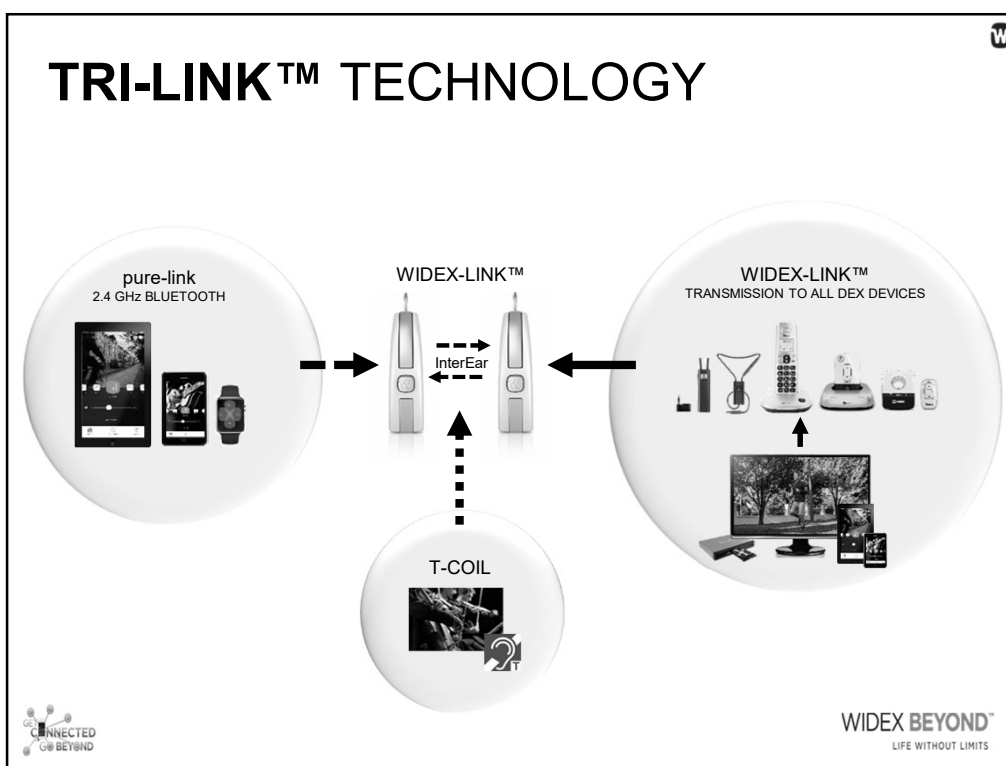
Widex T-Coil
(Induction)

Widex POWERSAVER PLUS™

WidexLink™

AVAILABLE in BEYOND FUSION2 440, 330, 220

WIDEX BEYOND™
LIFE WITHOUT LIMITS



TRI-LINK™ TECHNOLOGY

PURE-LINK (2.4GHZ)

- Used for streaming audio &/or voice
- BLE = Bluetooth Low Energy
 - Different than classic Bluetooth
- Extremely low power consumption
 - compared to standard Bluetooth
- Ideal for short smooth connections
- Control connections via BEYOND APP

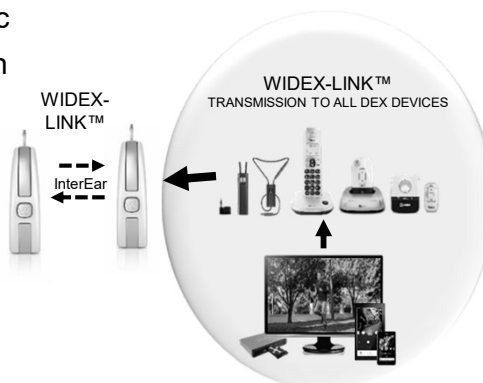


WIDEX BEYOND™
LIFE WITHOUT LIMITS

TRI-LINK™ TECHNOLOGY

WIDEXLINK™

- Widex proprietary wireless codec
- Extremely low power consumption
 - compared to BLE & Bluetooth
- Instant, ongoing communication
 - Between hearing aids
 - Direct connect to external audio sources
- Dedicated (bit-true) system
 - Multi-Phase transceiver
 - EchoFree
 - MP3 sound quality
 - 21 Hz data exchange rate

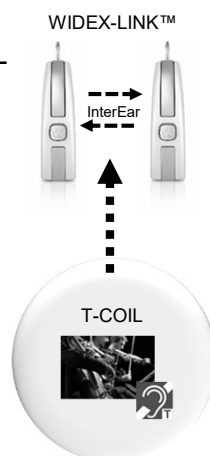


WIDEX BEYOND™
LIFE WITHOUT LIMITS

TRI-LINK™ TECHNOLOGY

T-COIL

- Industry Standard – Induction
- Linear input dynamic range of 108dB SPL
- Large public buildings/venues
- MT &/or T options
- Nothing in industry that has more standardization and advantages over a large distance



WIDEX BEYOND™
LIFE WITHOUT LIMITS

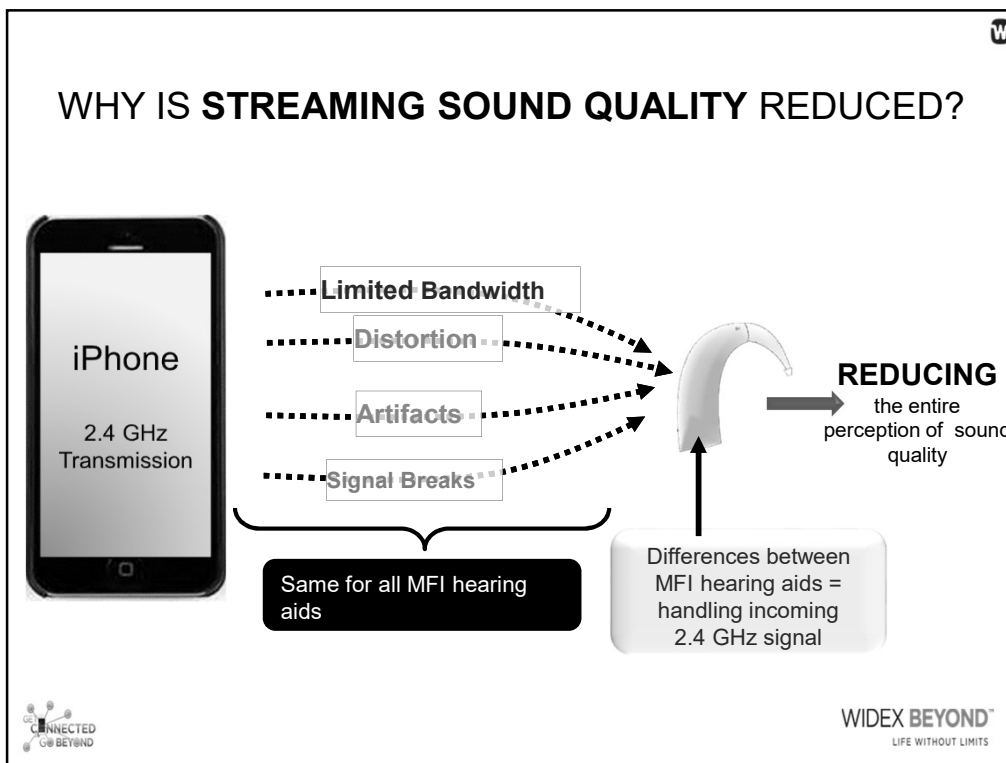
WHY IS STREAMING SOUND QUALITY SO IMPORTANT?

STREAMING

- Standard feature in today's hearing aid technology
- Expected by hearing aid wearers
 - Hearing loss?
 - Discrimination deficits?
 - Reduced cognitive functioning?
- Significant challenges in development of new technology that maintain sound quality



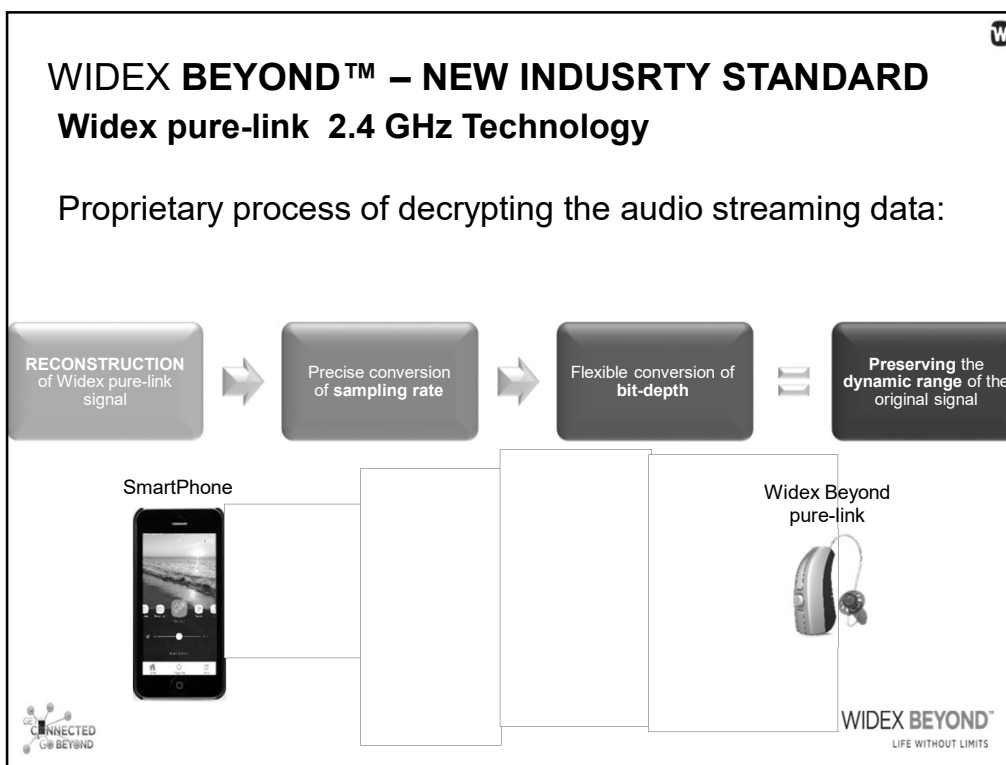
WIDEX BEYOND™
LIFE WITHOUT LIMITS



CONNECTED HEARING NEVER SOUNDED BETTER

- Widex pure-link
 - Brilliant Sound – even while streaming
 - New industry sound quality standard






W

WIDEX BEYOND™ – NEW INDUSRTY STANDARD

Widex pure-link 2.4 GHz Technology


SPEECH FORMAT

- Specially designed for speech/voice format providing distinct sound quality (phone calls)
- Streaming automatically occurs in the Universal Program
- Adjust with the Beyond APP, RC-Dex or program button



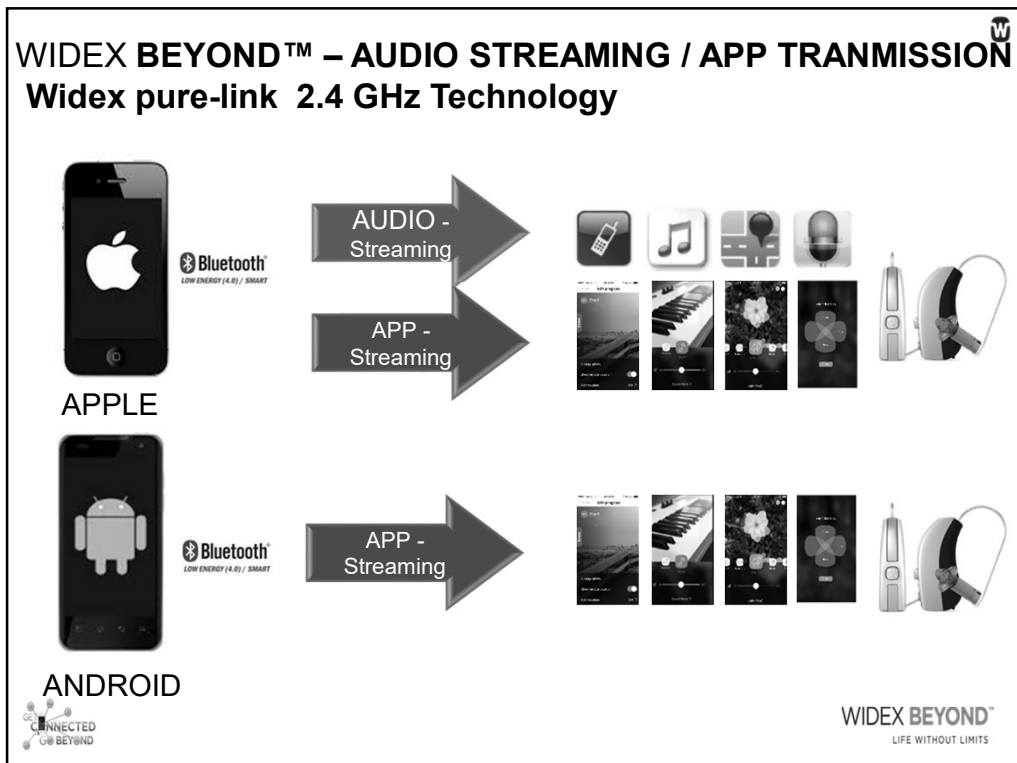
MUSIC FORMAT

- Specially designed format provides distinct sound quality when listening to music
- Streaming automatically occurs in the Music Program
- Adjust with the Beyond APP, RC-Dex or program button



CONNECTED
GO BEYOND

WIDEX BEYOND™
LIFE WITHOUT LIMITS



CONNECTED HEARING NEVER SOUNDED BETTER

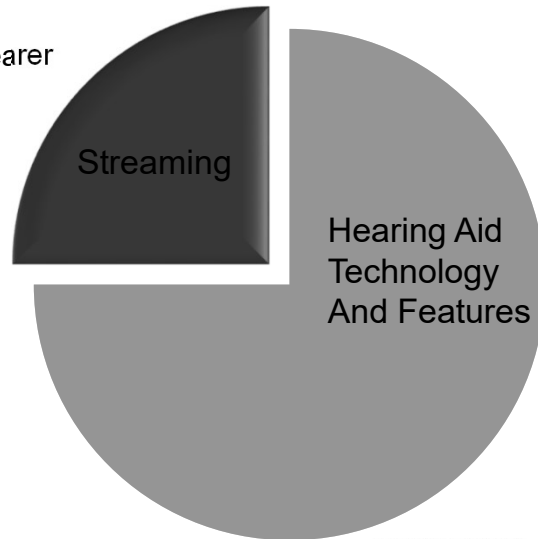
- **POWERSAVER PLUS™**
 - Industry Leading - Lowest Battery Drain



WIDEX BEYOND BATTERY CONSUMPTION

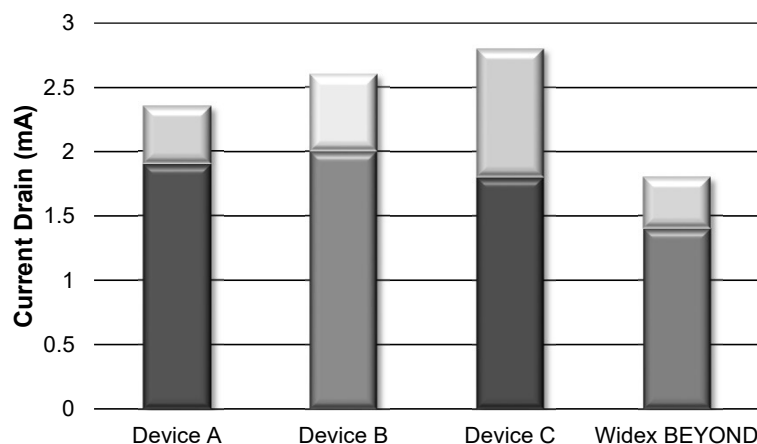
Consider "real-life" hearing aid wearer usage:

- Most users do not always use streaming:
 - 75% Normal hearing aid use
 - 25% Streaming



WIDEX BEYOND™
LIFE WITHOUT LIMITS

STUDY: WIDEX POWER SAVER PLUS™



■ ■ ■ ■ Average with 25% Direct Streaming

■ ■ ■ ■ Average without Streaming

WIDEX BEYOND™
LIFE WITHOUT LIMITS

CONNECTED HEARING NEVER SOUNDED BETTER

- SmartWind Manager™
 - Reduces wind noise annoyance
 - Improves speech intelligibility
 - Benefits monaural hearing aid users



SMARTWIND MANAGER™


Wind in Front

- Noise is equal in intensity at both hearing aids
- No “better side”
- Independent system per hearing aid
- Each hearing aid responds based on wind turbulence in real-time



WIDEX BEYOND™
LIFE WITHOUT LIMITS

SMARTWIND MANAGER™ – STAGE 1 ^W



Speech

- Correlated Signal
- Identified as “speech”
- Amplified


Wind

- Un-Correlated Signal
- Identified as “wind noise”
- Ignored by the processor

CONNECTED
GO BEYOND

WIDEX BEYOND™
LIFE WITHOUT LIMITS

SMARTWIND MANAGER™ – STAGE 2 ^W



Active Reduction Stage

- Subtract the wind noise
- 26 dB reduction 3kHz and below

CONNECTED
GO BEYOND

WIDEX BEYOND™
LIFE WITHOUT LIMITS



SMARTWIND MANAGER™ – LOMBARD EFFECT



- Everyone raises their **voice above the crowd noise**
- **Unconsciously** improves SNR

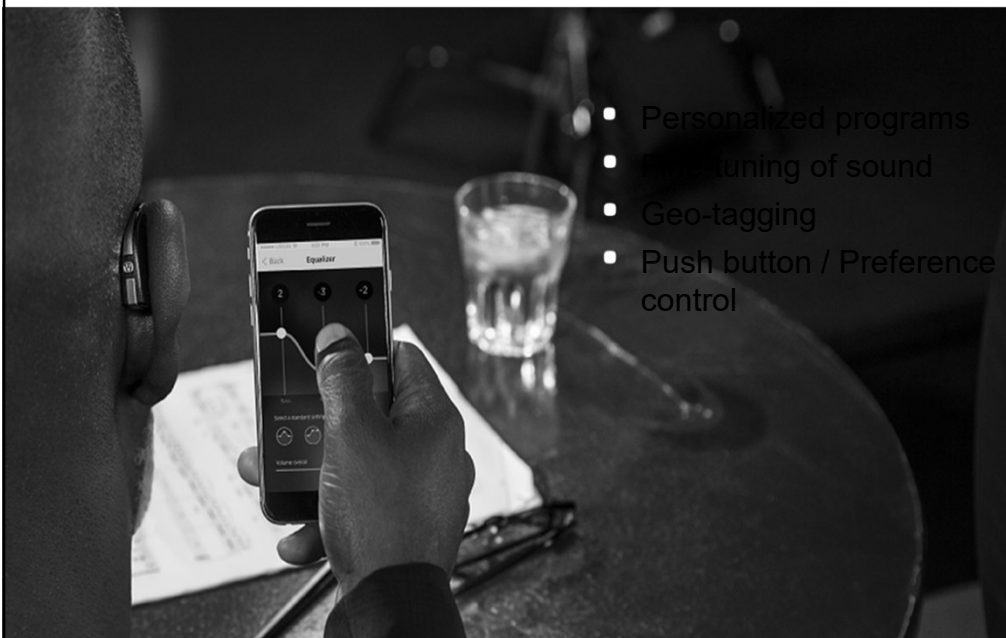


- Non-hearing aid wearer:
 - Does not hear wind turbulence noise
 - Will not raise their voice over the wind noise

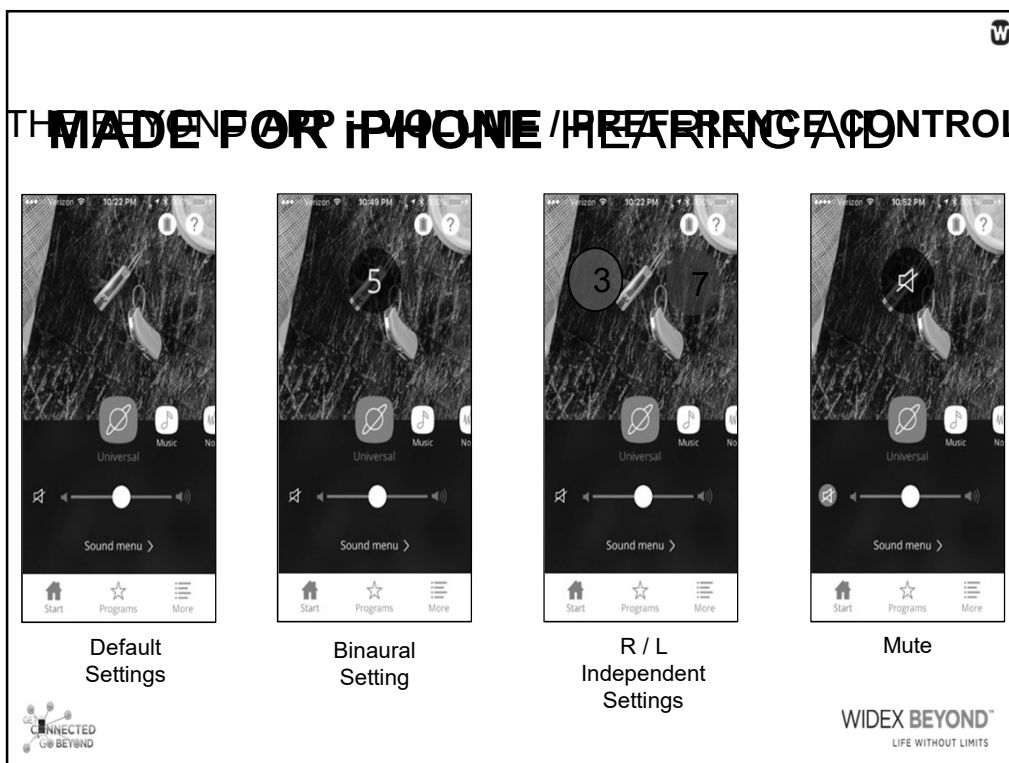
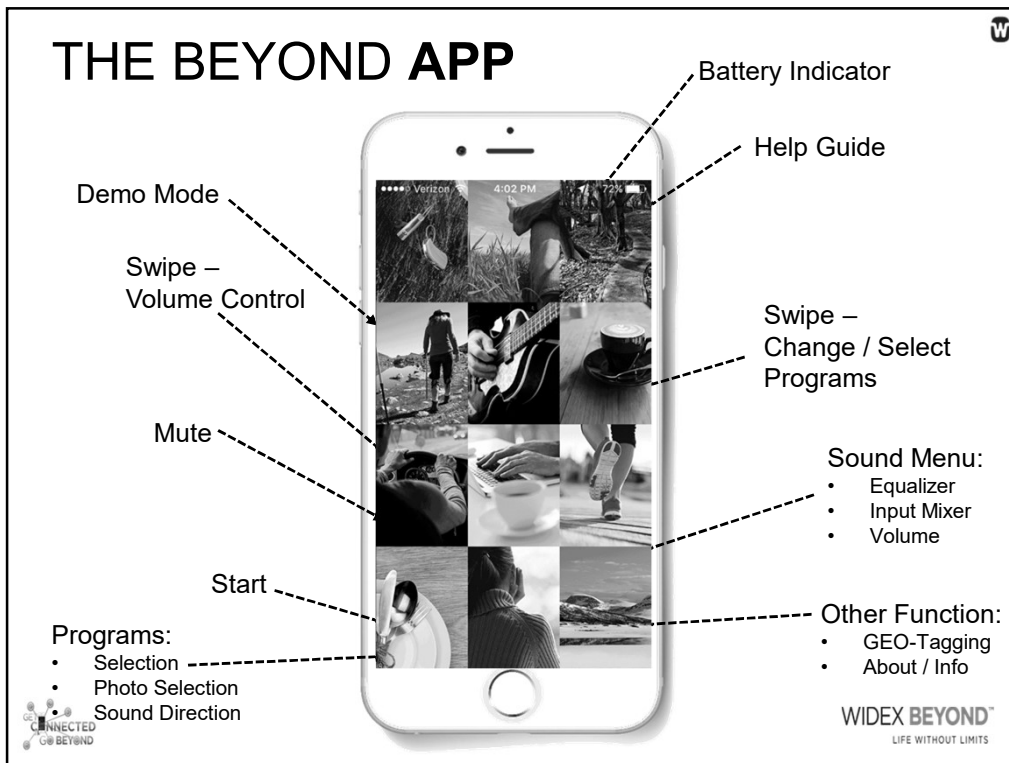
WIDEX BEYOND™
LIFE WITHOUT LIMITS



THE BEYOND APP



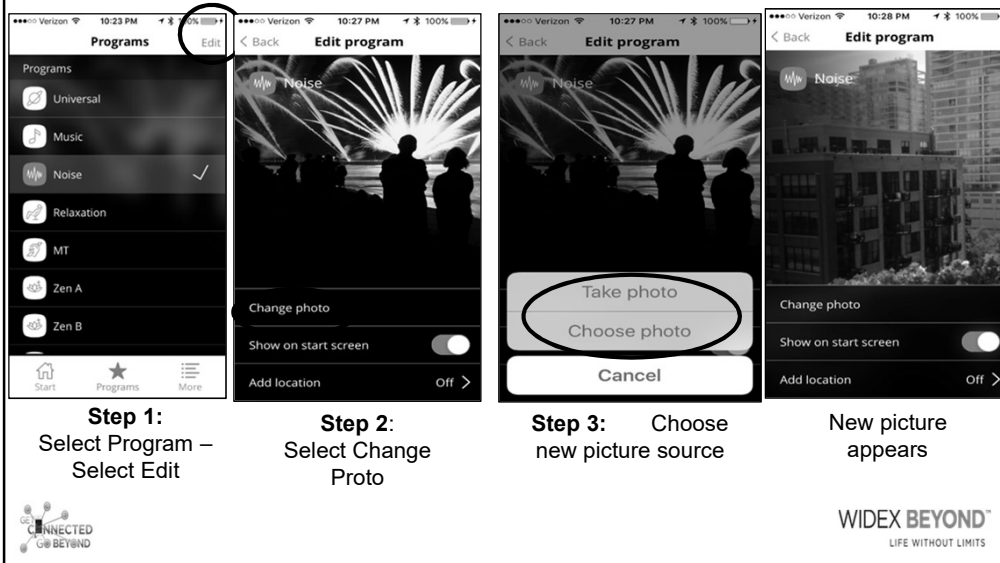
- Personalized programs
- Fine-tuning of sound
- Geo-tagging
- Push button / Preference control



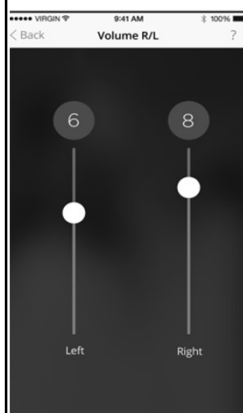
THE BEYOND APP – PROGRAMS MADE FOR iPhone HEARING AID



THE BEYOND APP – CHANGE PICTURES MADE FOR iPhone HEARING AID

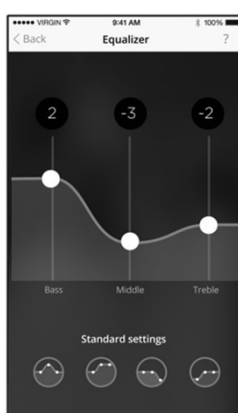


THE BEYOND APP – SOUND MENU



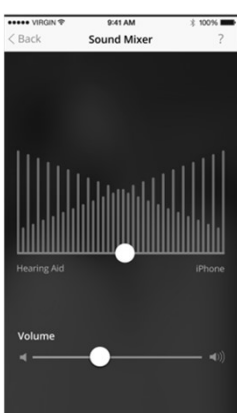
VOLUME R/L

Adjust volume on two hearing aids individually



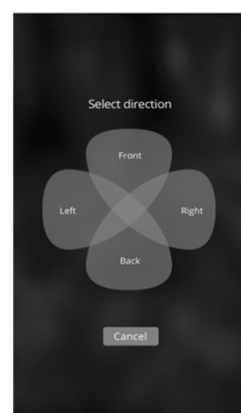
EQUALIZER

Adjust gain in low, mid and high frequency bands



SOUND MIXER

Adjust the sound mix of the hearing aid and streaming levels



SOUND DIRECTION

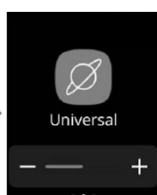
Select directionality of microphones

WIDEX BEYOND™
LIFE WITHOUT LIMITS

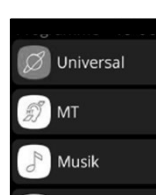
THE BEYOND APP – APPLE WATCH MADE FOR IPHONE HEARING AID



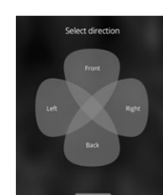
Mute



Programs and
preference-control
or volume



Program line-up



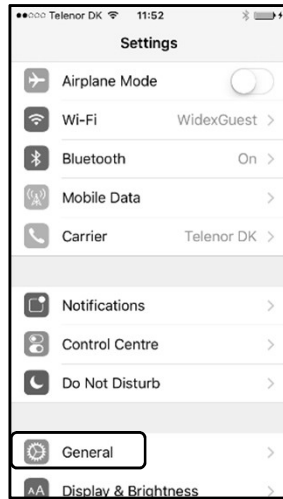
Directional Focus



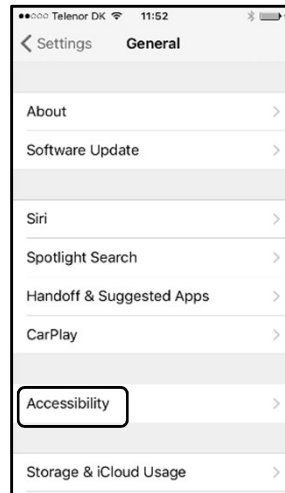
WIDEX BEYOND™
LIFE WITHOUT LIMITS

WIDEX BEYOND TO i-PHONE PAIRING

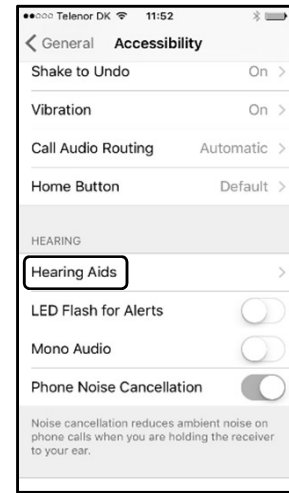
STEP 1



STEP 2



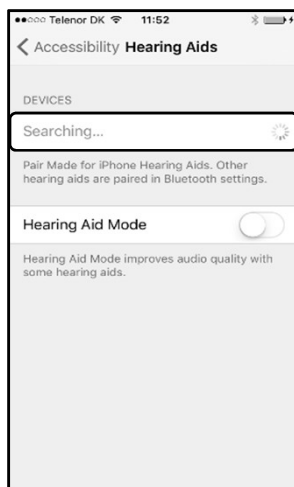
STEP 3



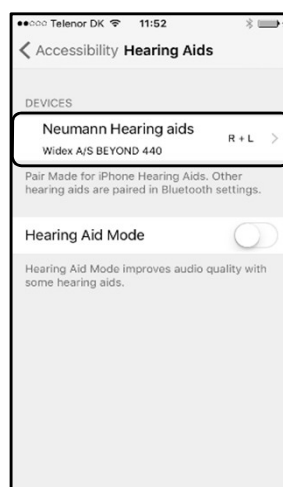
WIDEX BEYOND[™]
LIFE WITHOUT LIMITS

WIDEX BEYOND TO i-PHONE PAIRING

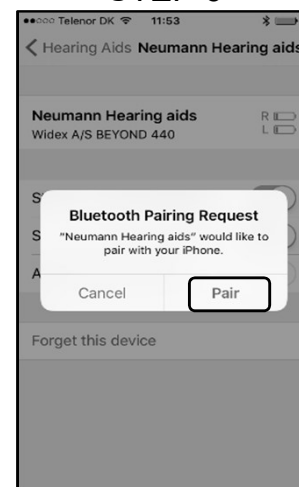
STEP 4



STEP 5



STEP 6



WIDEX BEYOND[™]
LIFE WITHOUT LIMITS

THE BEYOND APP IOS APP - LIVE LISTEN MADE FOR IPHONE HEARING AID

CONNECTED TO BEYOND

WIDEX BEYOND™
LIFE WITHOUT LIMITS

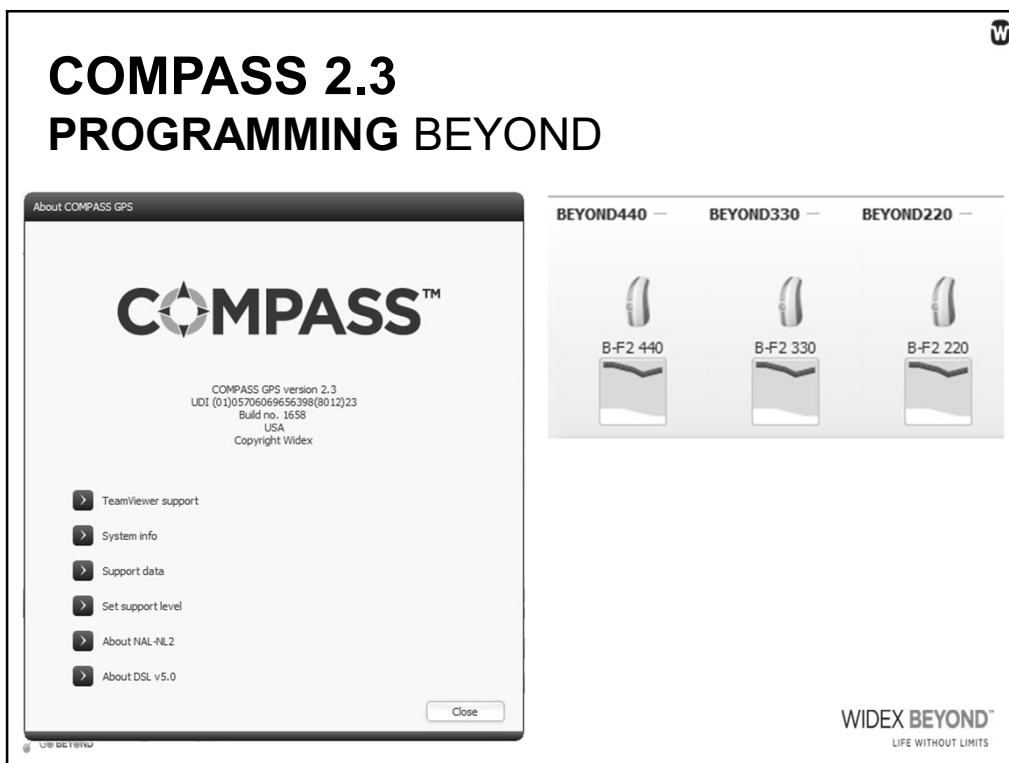
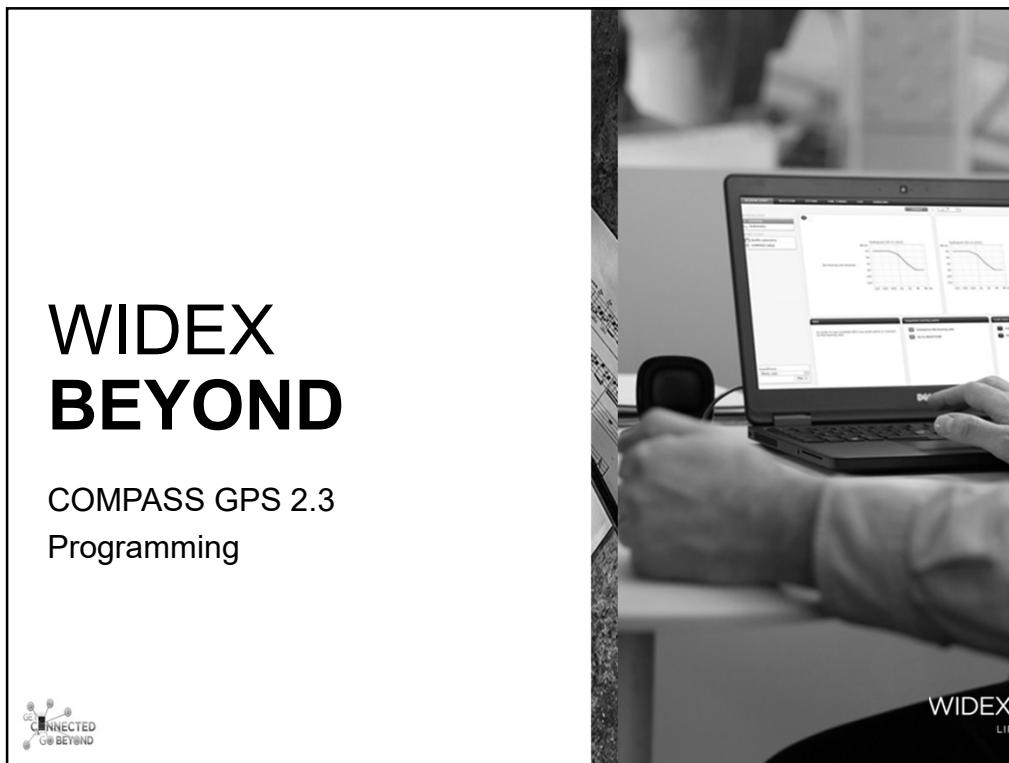
BEYOND APP UPDATES

BEYOND APP will automatically update

- Hearing aids will also be updated remotely by APP
- No need for an extra visit to the office
- Enable "Auto Updates"

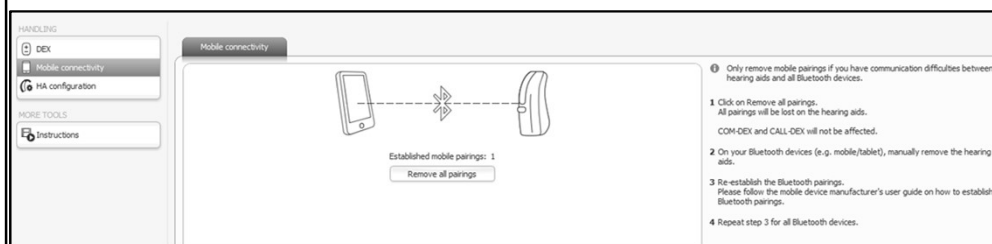
CONNECTED TO BEYOND

WIDEX BEYOND™
LIFE WITHOUT LIMITS



COMPASS 2.3 PROGRAMMING BEYOND

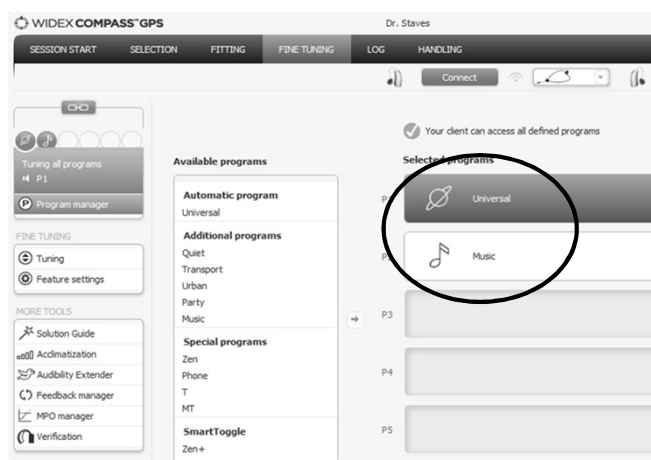
- HANDLING > Mobile Connectivity
- Hearing Aid(s) – have already been paired via i-Phone
- Remove the "Pairing" from HA memory



WIDEX BEYOND™
LIFE WITHOUT LIMITS

COMPASS 2.3 PROGRAMMING BEYOND

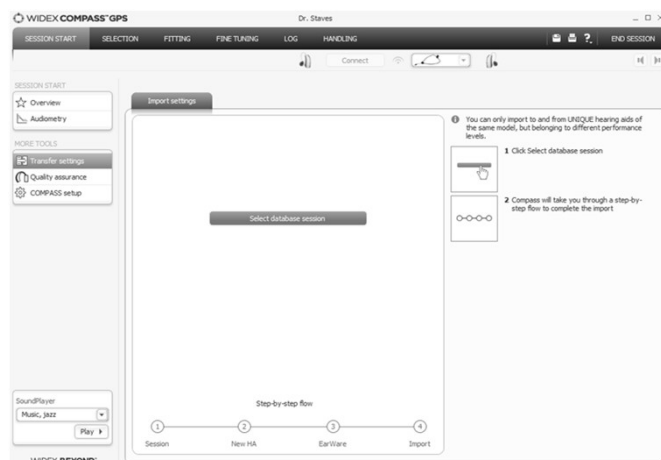
DEFAULT PROGRAMS



WIDEX BEYOND™
LIFE WITHOUT LIMITS

COMPASS 2.3 PROGRAMMING BEYOND

TRANSFER SETTINGS



WIDEX BEYOND™
LIFE WITHOUT LIMITS

CONNECTED HEARING NEVER SOUNDED BETTER

113dB SPL
Linear Input Benefit

**EQUIVALENT to
NORMAL
HEARING**

PowerSaver Plus

**LOWEST
312 BATTERY
DRAIN**

SmartWind
Manager

**INCREASES
INTELLIGIBILITY
OF SPEECH**

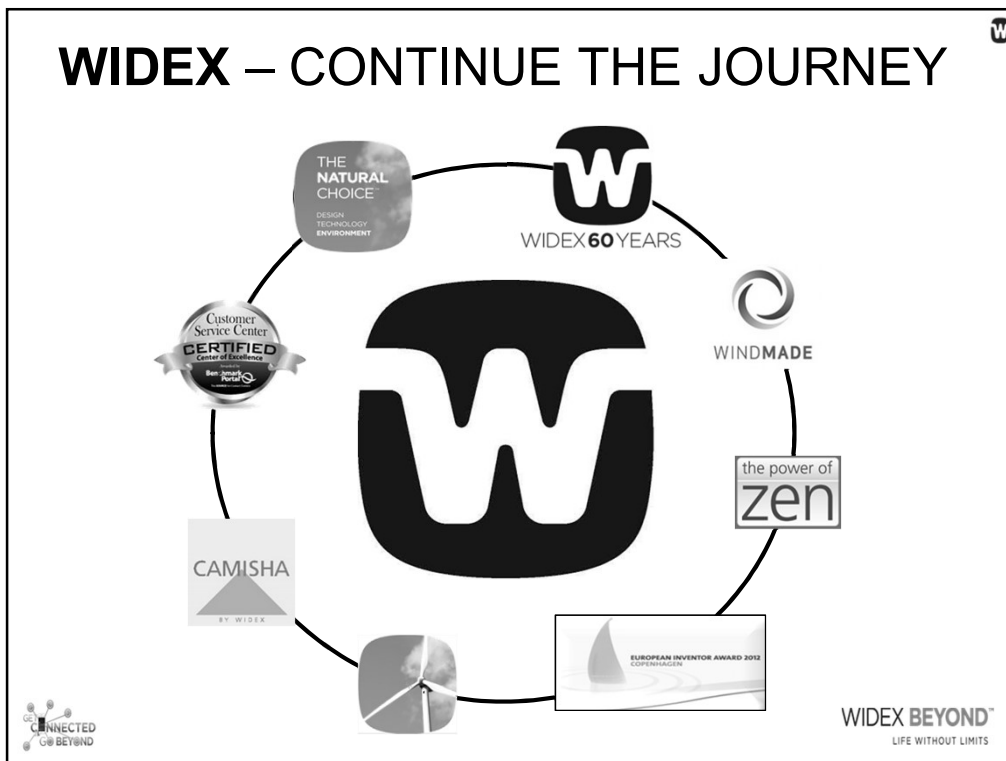
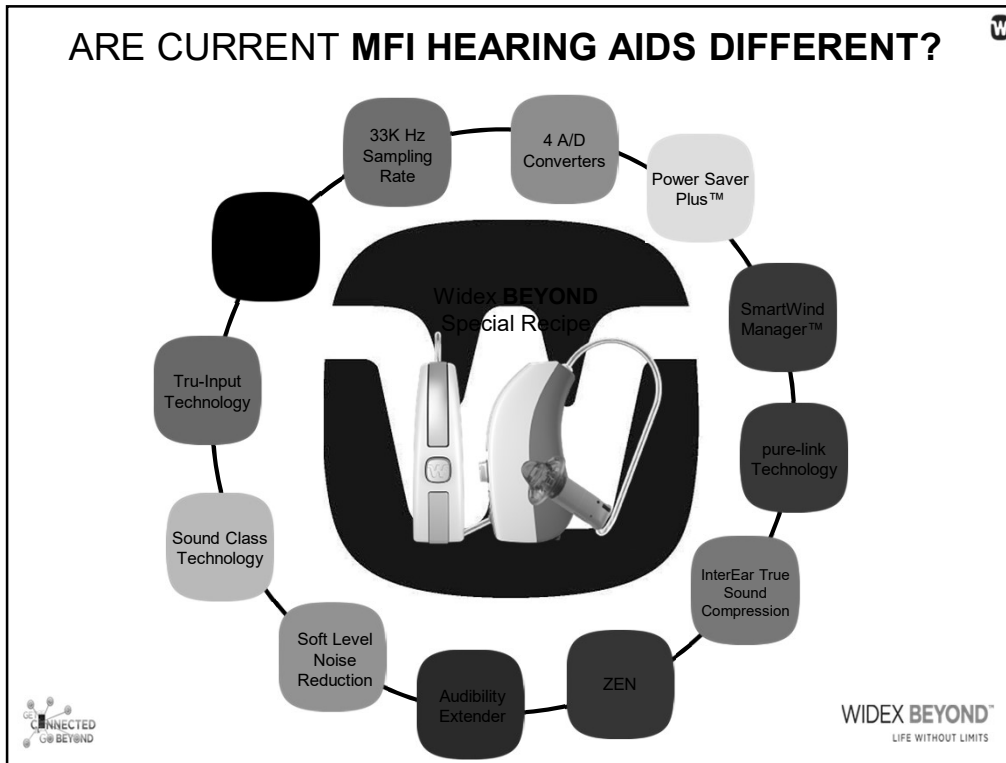
Highest Rated

**STREAMING
SOUND
QUALITY**

Beyond APP

**HIGHLY
INTUITIVE &
EASY TO USE**





WIDEX **BEYOND** LIFE WITHOUT LIMITS



MORE INFORMATION:

www.WIDEX.pro/LEARN

www.widexpro.com

- Dispenser eLearning
- App eLearning
- Two articles in Hearing Review

Aoinquiry@widex.com



WIDEX BEYOND™
LIFE WITHOUT LIMITS