



SPEAKER DISCLOSURE

SARA BARNES, AU.D.

- **Relevant Financial Relationships:**

- Is an employee of Widex USA and receive financial compensation.

- **Relevant Nonfinancial Relationships:**

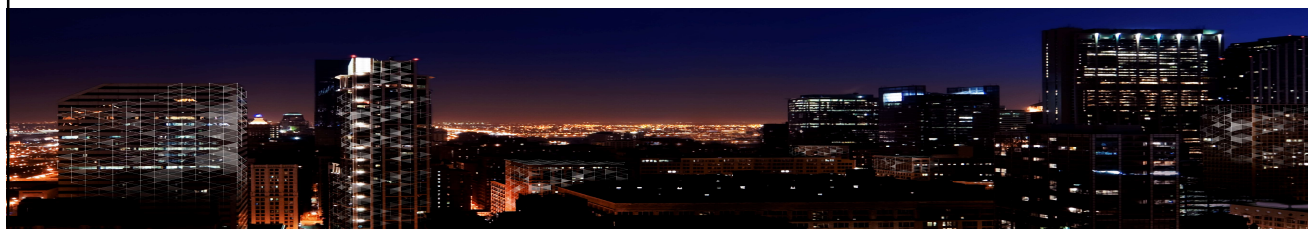
- There are no nonfinancial relationships.



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HEARING HAS EVOLVED

LEARNING OBJECTIVES & AGENDA

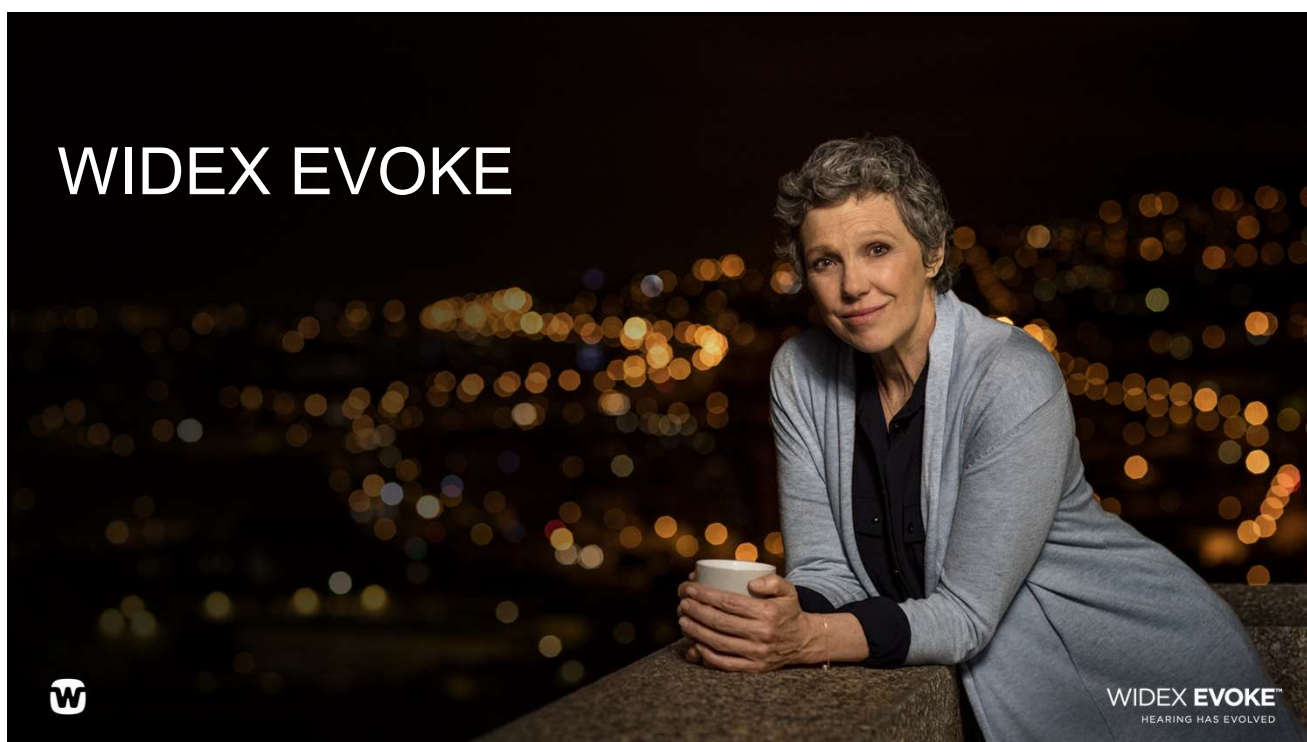
1. Describe changes to the Widex fitting rationale
 2. List the 2 new sound classes available in Widex Evoke
 3. Describe the key differences between Machine Learning and Artificial Intelligence
- Introduction
 - Intelligent Today
 - Improved Automation
 - Machine Learning
 - Evoke Styles
 - App options
 - Summary/Questions



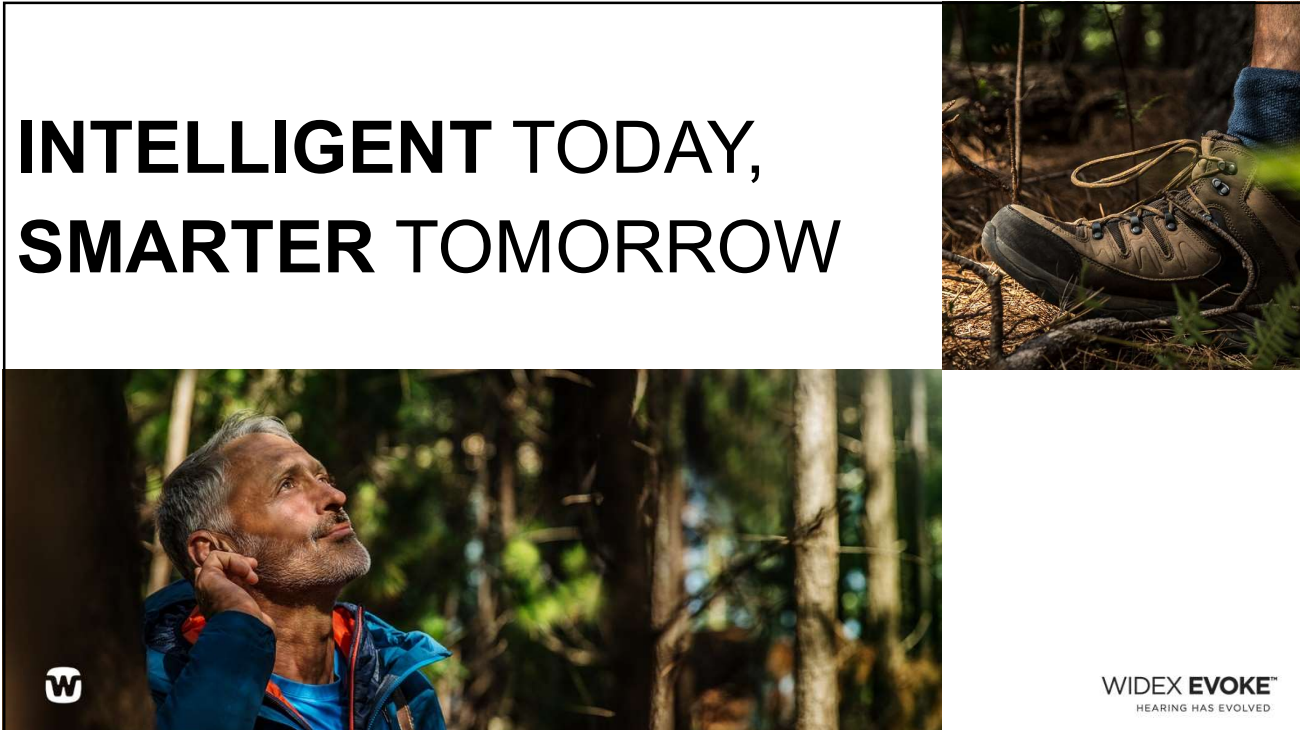
MEETING PATIENTS **WHERE THEY ARE**



WIDEX **EVOKE™**
HEARING HAS EVOLVED




INTELLIGENT TODAY, SMARTER TOMORROW



W

WIDEX **EVOKE™**
HEARING HAS EVOLVED

INTELLIGENT TODAY

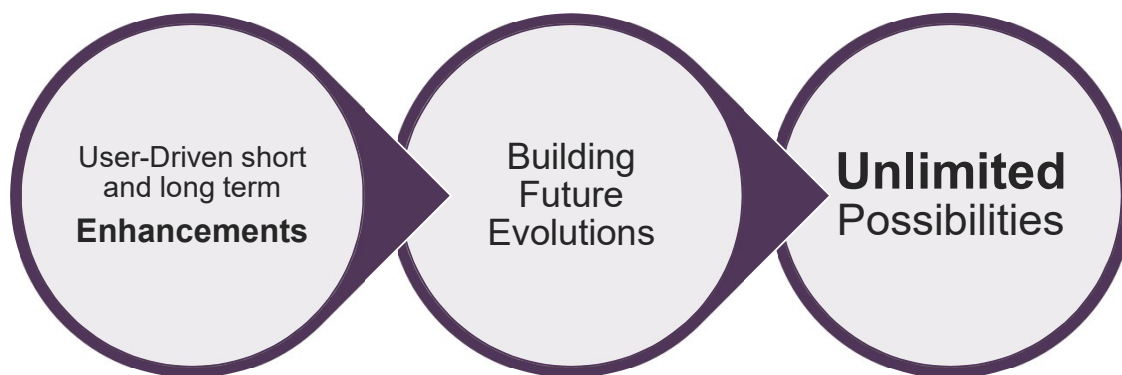


- NEW CHIPSET
- 4 NEW SOUND PROFILES
- 2 NEW ENHANCED SOUND CLASSES
- 3 NEW SPECIALIZED PROGRAMS
- Industry First Real-Time Machine Learning

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HEARING HAS EVOLVED

SMARTER TOMORROW



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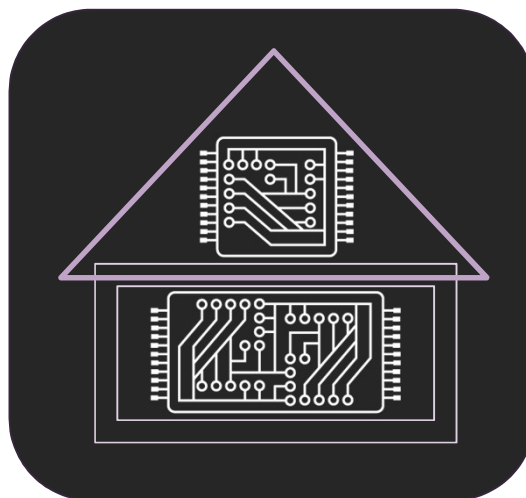
EVOKE DUAL CORE CHIPSET WITH DISTRIBUTED COMPUTING



DUAL-CORE CHIP TECHNOLOGY

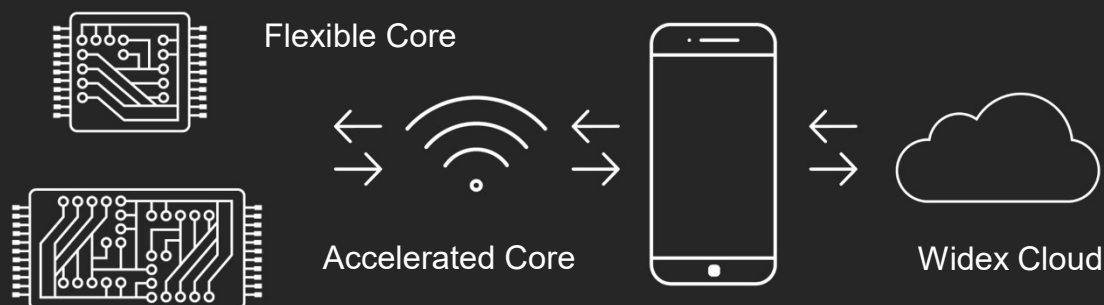
- **Widex Innovation**
 - Open flexible core
 - Closed accelerated core
- **30% more processing power**
 - 800 million ops/sec

Superior design for enhanced features and benefits with less delay and better battery



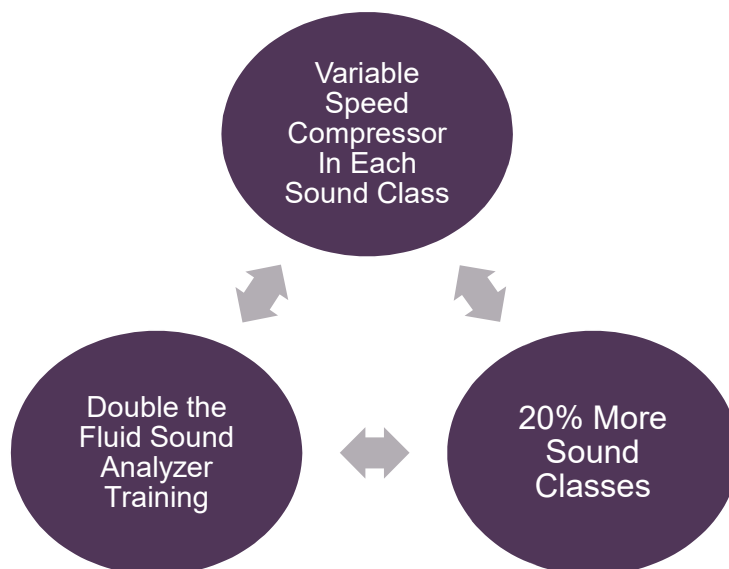
WIDEX **EVOKE™**
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EVOKE CHIPSET SYSTEM DISTRIBUTED COMPUTING

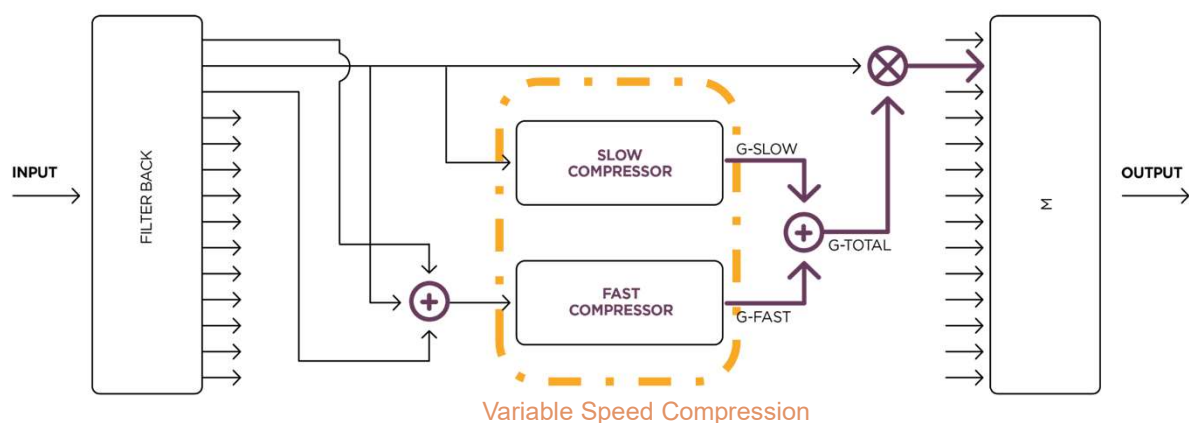


WIDEX **EVOKE™**
HEARING HAS EVOLVED

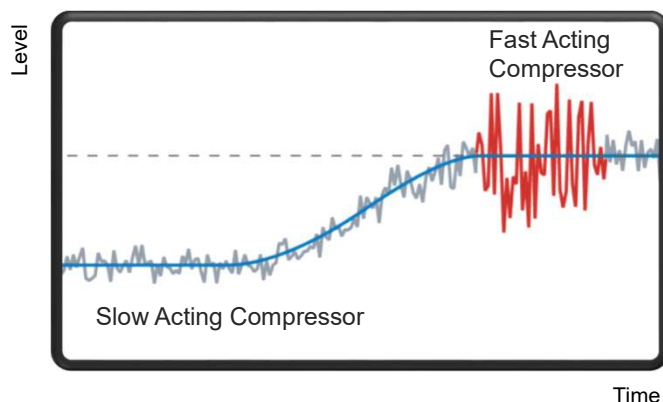
SMARTER AUTOMATION THAN EVER BEFORE



NEW FLUID SOUND CONTROLLER SEAMLESSLY ADAPTS TO DYNAMIC SITUATIONS PER SOUND CLASS



BOTH COMPRESSORS WORKING SIMULTANEOUSLY

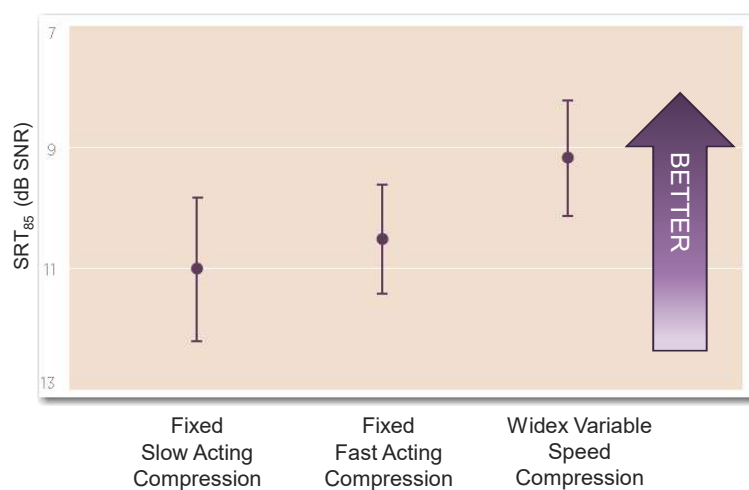


Variable Speed Compressor is not switching back and forth, but **TWO INDEPENDENT COMPRESSORS WORKING AT SAME TIME.**



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SPEECH INTELLIGIBILITY IN NOISE



- 85% correct achieved at 2dB lower SNR with VSC
- Significant improvement in speech intelligibility



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VARIABLE SPEED COMPRESSOR THE IDEAL BALANCE



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FLUID SOUND TECHNOLOGY

- More accurate
 - Analyzing the environment
 - Choosing a Sound Class
- 20% More Sound Classes
- New Sound Level Contrast feature



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SOCIAL SOUND CLASS

- Bridge between Party & Quiet
- Provides the best sound in smaller social gatherings



MUSIC SOUND CLASSES

- To accommodate different styles of music









Contemporary



Classical



SOUND CLASSES

	EVOKE440 11 Sound Classes	EVOKE330 7 Sound Classes	EVOKE220 4 Sound Classes	EVOKE110 3 Sound Classes
	Quiet with Speech Quiet without Speech	Quiet with Speech Quiet without Speech	Quiet	Quiet
	Party with Speech Party without Speech	Party with Speech Party without Speech		
	Classical Music Contemporary Music	Music	Music	Music
	Transport with Speech Transport without Speech			
	Urban with Speech Urban without Speech	Urban		
	Social			

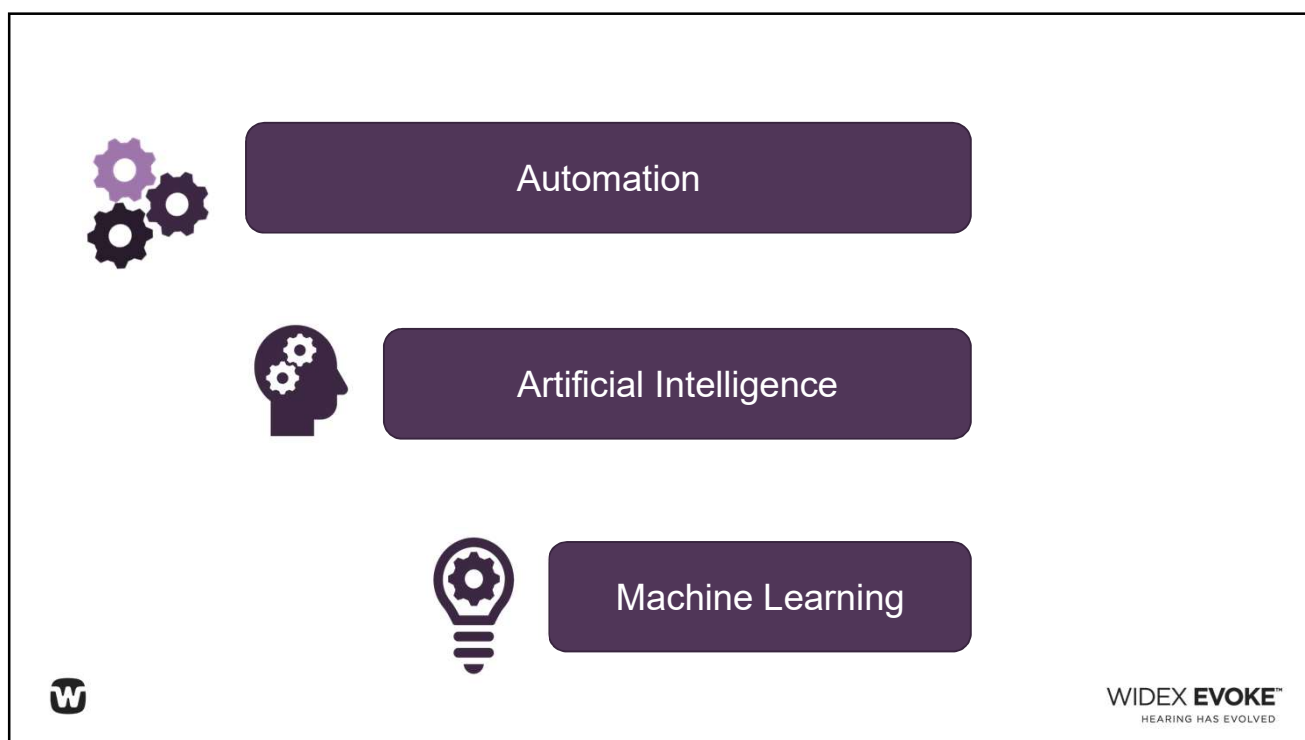
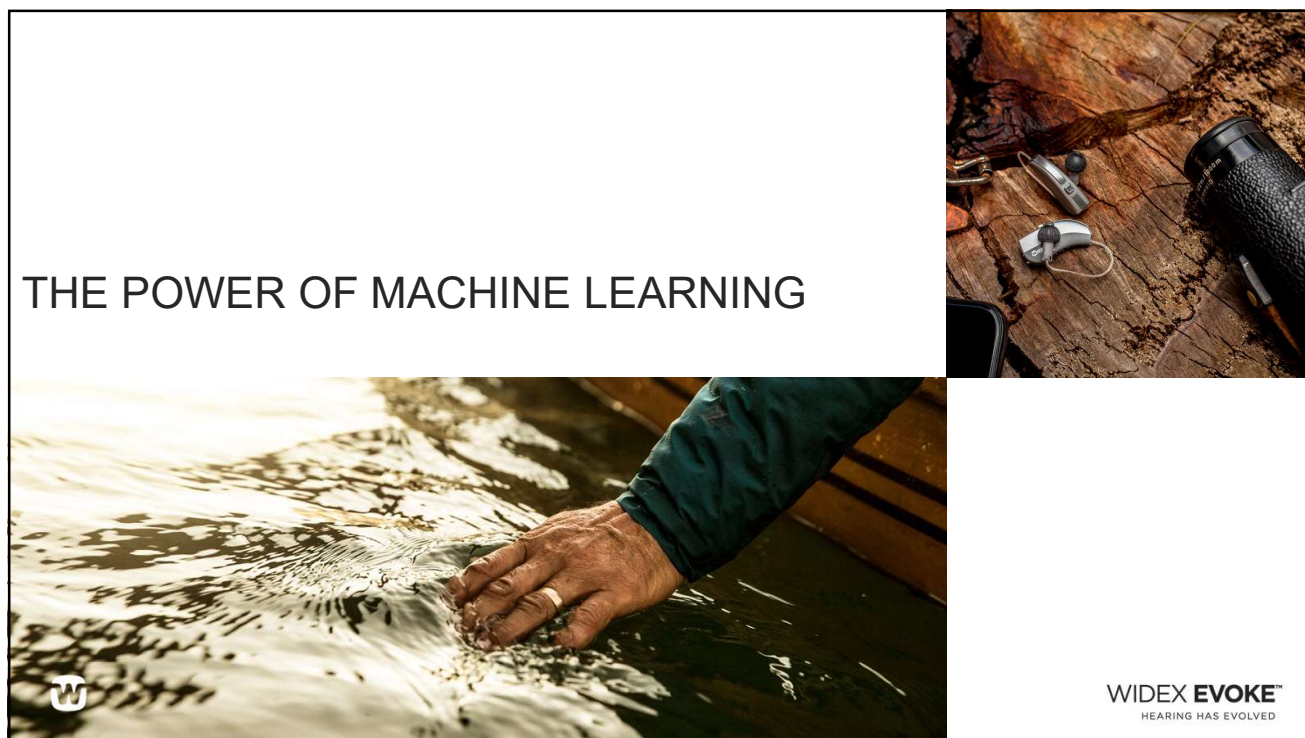


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SUPERIOR AUTOMATION FOR DYNAMIC LIVES



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Hearing Care Professionals Will NOT Be Replaced By Technology,
BUT Those Who Do Not Use And Understand Technology
Will Be Out Performed By Those Who Do

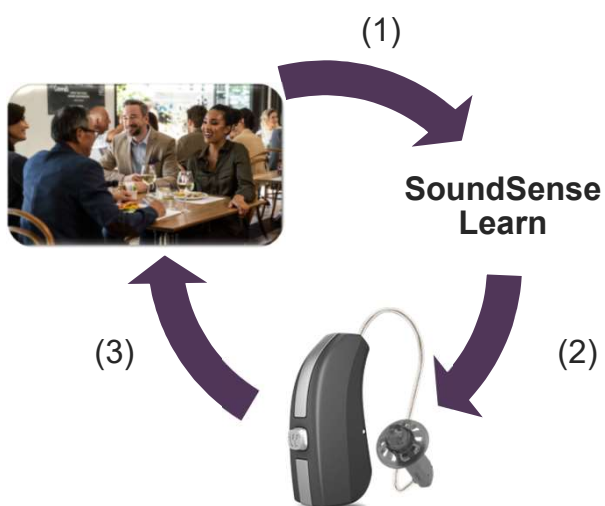
-James Martin

SOUNDSENSE LEARN

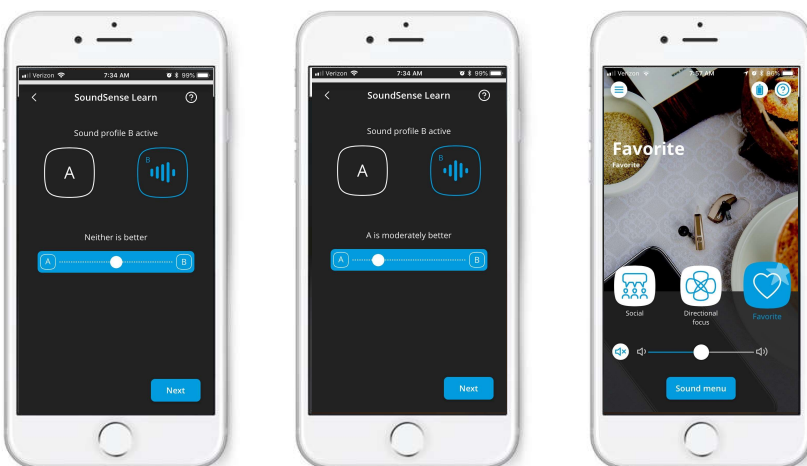
- Industry First Real-time Machine Learning
- Cloud-based Networked Learning

WIDEX EVOKE
HEARING HAS EVOLVED

LISTENING INTENTION WITH SOUND SENSE LEARN



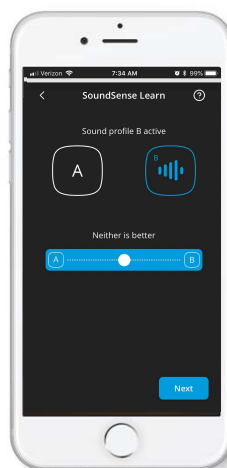
EFFORTLESSLY GUIDES THE USER TO THE PERFECT SOUND



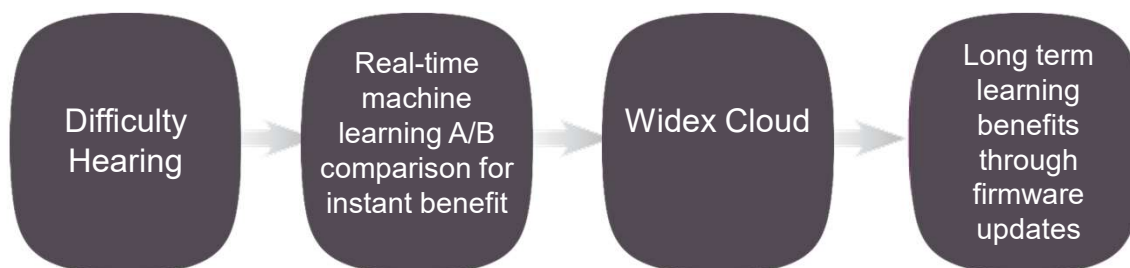
TRUST EVOKE EFFICIENT AND IN THE MOMENT

13³ =
2197
(2197) × 100 = 219,700
2412306 comparisons

**Personalization
Within Moments**



SOUNDSense LEARN

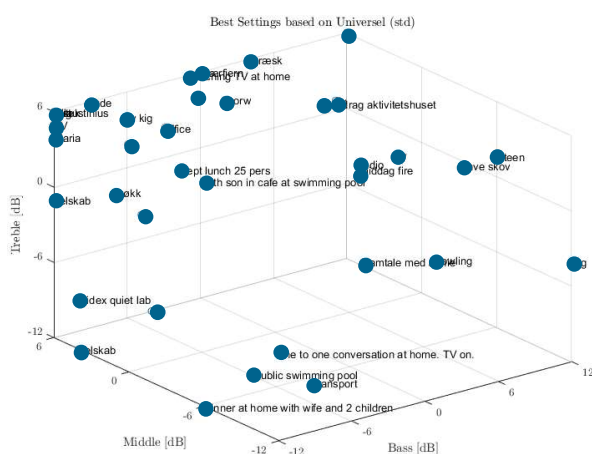


Instant gratification to hear in the moment
AND long term learning benefits



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PERSONAL PREFERENCE



Field Trial Programs Created from SoundSense Learn Settings



Individual Preferences
in Real-World
Environments Vary
Based on Setting and
Intention.

WIDEX **EVOKE™**
HEARING HAS EVOLVED

WHAT ARE END-USERS SAYING?

"I was at a department lunch for more than 25 people. For the first time I was able to hear and understand all the comments from the Department Head, as well as more of the comments from around the table than before!"

"While sitting in the lounge with my children I can hear even more of what they say to each other, as well as hear the television - a revelation!"

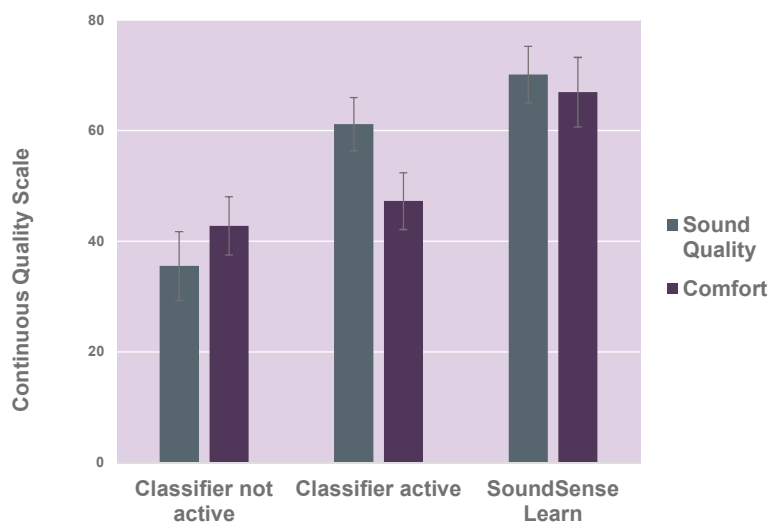
"I managed to create a program at the swimming pool just prior to my son's swimming lesson. This allowed me to have conversations with other parents, and my sons swimming teacher, whilst largely excluding the 'water' sounds and the many 'echoing' sounds of the children having fun. Really wonderful, and so much less stress."



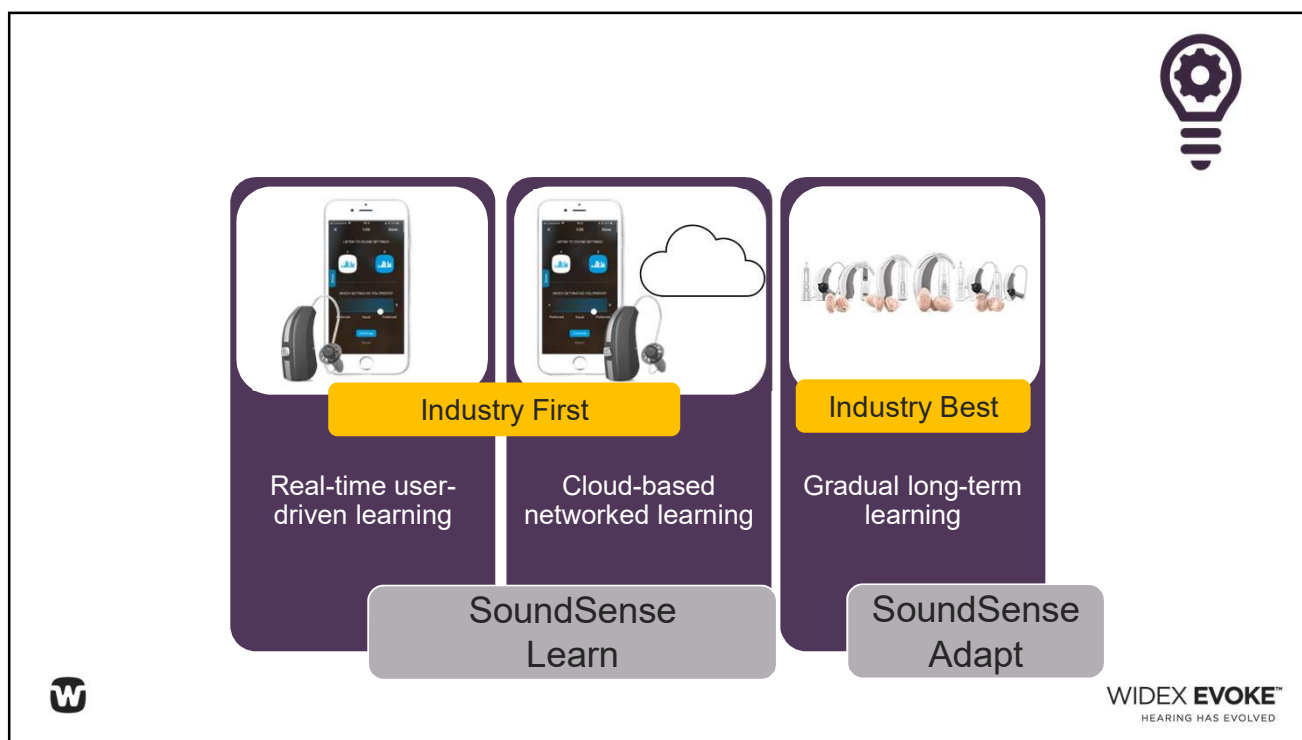
WIDEX EVOKE™
HEARING HAS EVOLVED

PROOF OF BENEFIT

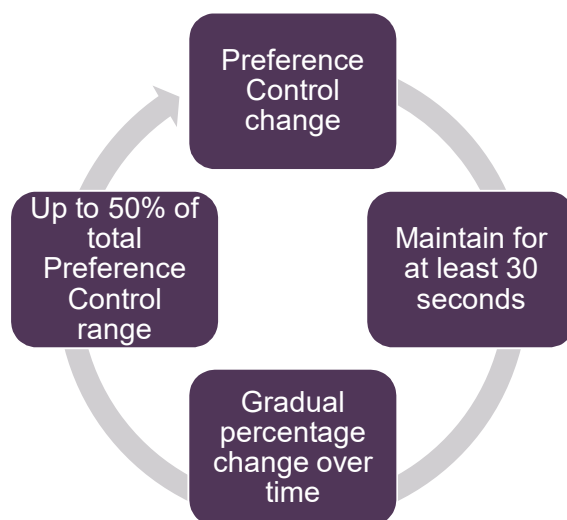
SUBJECTIVE IMPROVEMENT IN BOTH COMFORT AND SOUND QUALITY



WIDEX EVOKE™
HEARING HAS EVOLVED



SOUNDSSENSE ADAPT GRADUAL PREFERENCE CONTROL LEARNING OVER TIME

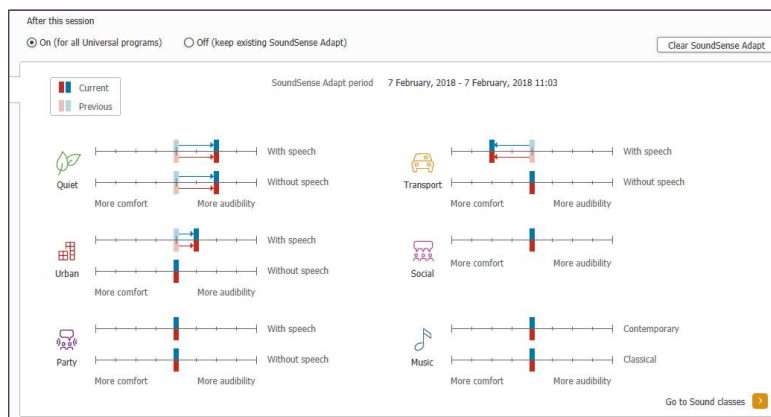


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SOUNDSense ADAPT

GRADUAL ADAPTIVE LEARNING

- Sound Class specific
- Reduces fine tuning confusion
- Clear visual of patient preference
- Easy on/off and reset options



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EVOKE

FITTING ENHANCEMENTS



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FOLLOW THE FLOW...

New Rationale
New Gain
 Optimization
 Test +
 Sensogram

SoundClass
SoundSense
 Adapt
 New Programs

**Counseling &
 Guidance**

...TO ACHIEVE SUCCESS



WIDEX EVOKE™
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FOUR NEW SOUND RATIONALES

- Enhanced first impression regardless of experience level
 - Meet preference and need faster
 - Increased comfort with open fit

New User
Open fit

New User
vented fit

Experienced
vented fit

Experienced
Open fit



WIDEX EVOKE™
 HEARING HAS EVOLVED

BENEFIT OF NEW SOUND PROFILES



YOU NEVER GET
A SECOND
CHANGE
TO MAKE A
FIRST
IMPRESSION



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EXPERIENCED VERSUS INEXPERIENCED

Hearing aid experience

Select the level of experience your client has with hearing aids

The gain settings will be optimized according to your client's experience level.

Select Inexperienced if your client is a first-time user or a short-term user.
Select Experienced if your client is a long-term user.

Inexperienced

<1 year active use

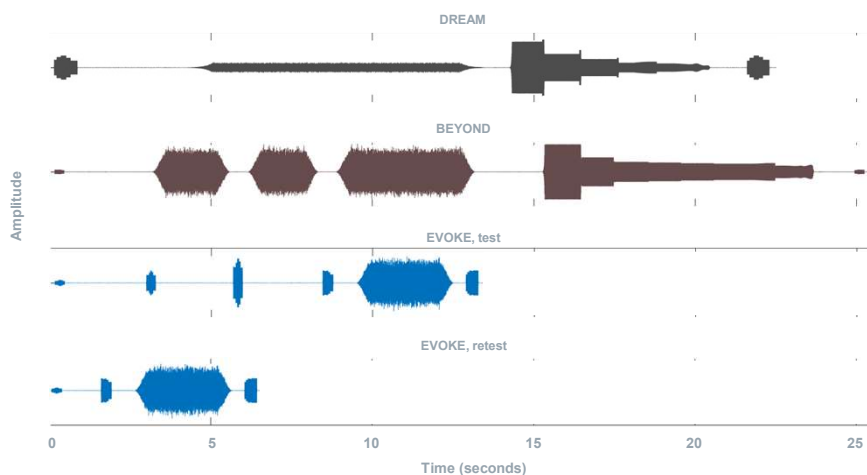
Experienced

1+ year active use



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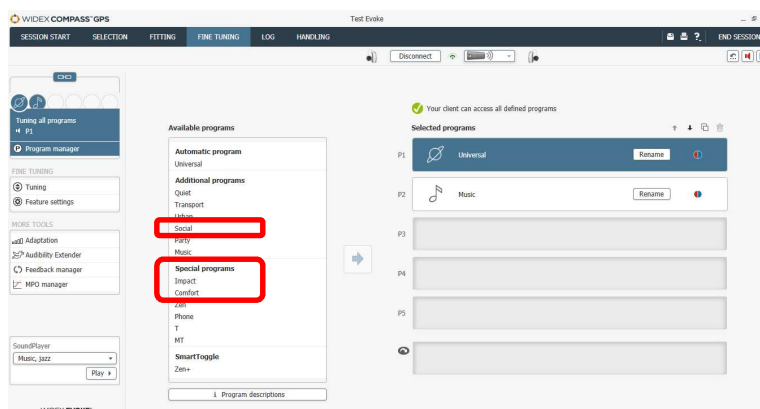
FASTER GAIN OPTIMIZATION TEST



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NEW PROGRAMS

- 3 new programs:
 - Impact
 - Comfort
 - Social
- Patient-centric focus



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NEW COMFORT PROGRAM



Back by Popular Demand!

- Comfort in Quiet or Noise
- Speech is not primary intent
- Evoke 440, 330, 220



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NEW IMPACT PROGRAM



- Optimized for speech in very challenging situations
- Sharper overall sound
- Appeal depends upon wearer's personal preference towards sharp sounds
- EVOKE 440



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NEW SOCIAL PROGRAM

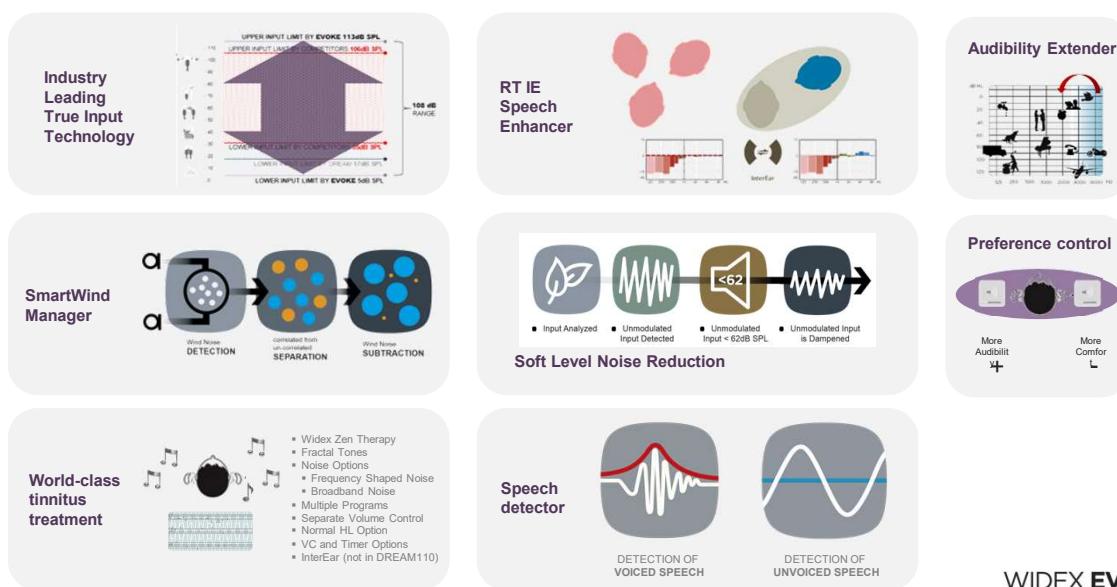


- Optimized for small group situations with multiple speakers with a focus on speech
- EVOKE 440



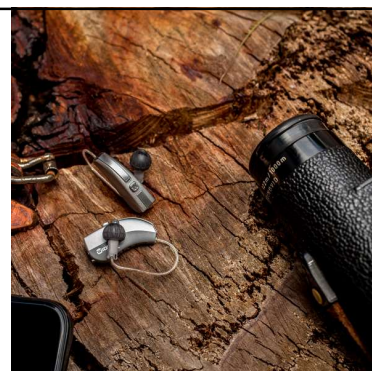
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WIDEX EVOKE – SIGNATURE FEATURES



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EVOKE STYLES AND TECHNOLOGY LEVELS



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EVOKE AVAILABILITY

May, 2018

June, 2018

July, 2018



Evoke Fusion 2	Evoke Fusion 2Z	Evoke Fusion	Evoke Passion	Evoke Fashion Mini	Evoke Fashion	Evoke Fashion Power	Evoke XP	Evoke Custom	Evoke CIC	Evoke CIC Micro
312 RIC2.4	312 RIC2.4 Z Power**	312 RIC	10 RIC	312 BTE mini	312 BTE	13 BTE	312 Custom Flip door	312 Custom Swing door	10 CIC	10 CIC micro
<p>QUICK NAMING SYSTEM</p> <p>← CROS Compatible →</p>										

*retrofit only until June

WIDEX EVOKE FAMILY AND COLORS



Additional Colors in Fusion, Fusion2, Passion, and Fashion:



WIDEX DEX ACCESSORIES COMPLETE DEX CONNECTIVITY



UNI-DEX



TV-DEX



COM-DEX



CALL-DEX



PHONE-DEX



COM-DEX REMOTE MIC



RC-DEX



FM+DEX



WIDEX EVOKE™
HEARING HAS EVOLVED

... IT GETS EVEN BETTER

WIDEX introduces a **new solution** that lets your clients **enjoy great TV sound**.

- Compatible with WIDEX **EVOKE** 2.4 GHz hearing aids
- **High quality direct streaming**

COMING
FALL 2018



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EVOKE TECHNOLOGY

KEY FEATURES*	440	330	220	110
Performance	High	Mid	Value	Basic
Processing & fine tuning channels	15	12	10	6
CONNECTIVITY				
2.4 GHz control (Android and iOS)	•	•	•	
2.4 GHz audio streaming (iOS)	•	•	•	
WidexLink (IE & DEX devices)	•	•	•	•
Telecoil	•	•	•	•
APPS FOR iOS AND ANDROID				
EVOKE App with SoundSense Learn	•	•	•	
TONELINK App	•	•	•	•
COM-DEX App	•	•	•	•



*Model dependent

RT=Real Time; IE=InterEar

FEATURES*	440	330	220	110
Adaptation Manager	•	•	•	•
Fluid Sound Analyser (Sound classes)	11 (IE)	7 (IE)	4	3
Programs	5	4	3	3
SMARTWIND Manager	•			
Wind noise attenuation	•			
High-frequency boost	•			
Speech Enhancer	RT/IE	IE		
Digital Pinna	•	•		
HD Locator	•	•	•	
TruSound Softener	•	•	•	
SoundSense Adapt	•	•	•	
Preference control	•	•	•	•
Programmable Push Button	•	•	•	•
Soft-level noise reduction	•	•	•	•
Noise Reduction	•	•	•	•
IE ZEN	•	•	•	•
Audibility Extender	•	•	•	•

EVOKE APP OPTIONS

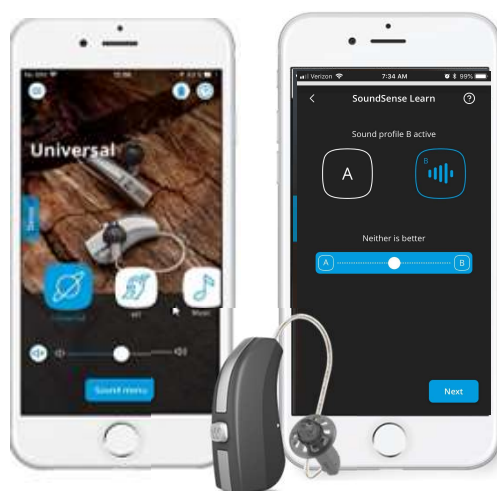


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EVOKE APP – FUSION2 312RIC2.4

- **SoundSense Learn**
- **Firmware Updates**
- **Personal Programs**
- **Find My Hearing Aids**
- **Equalizer**
- **Sound Mixer**
- **SoundSense Adapt**
- **R/L Preference Control**
- **Directional Focus**
- **Program Change**
- **Mute**
- **Android and iPhone compatible**

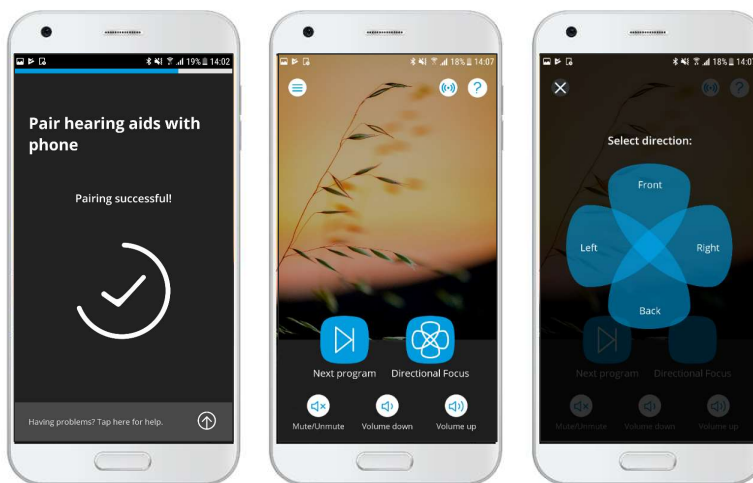
**Binaural Streaming Made-for-iPhone
Connectivity with Music and Speech
Templates**



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TONELINK APP – ALL STYLES*

- High frequency tone communication
- Easy App control
 - SoundSense Adapt Preference Control Learning
 - Program Change
 - Directional Focus
 - Preference Control
 - Mute Hearing Aids
- Android and iPhone compatible



*Except CICm

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BENEFITS OF TONELINK



WIDEX EVOKE™
HEARING HAS EVOLVED

INTELLIGENT TODAY

Refined natural sound with more precision, speed and superior automation than ever before.

- 30% more processing power
- 50% more sound training
- 20% more sound classes with integrated Variable Speed Compression
- 3 new specialized programs
- 4 new sound profiles
- Best natural preservation of loud and soft sounds

Intelligent user control focusing on comfort and listening intentions in the moment with real-time machine learning

- Industry-first SoundSense Learn

All with the lowest energy consumption!

SMARTER TOMORROW

Ability to keep up with a dynamic lifestyle

- SoundSense Learn
- SoundSense Adapt
- Evoke App
- ToneLink App

UNLIMITED Future Potential!

- Automatic firmware updates
- A hearing network of Evoke users shaping the future with the Widex Cloud



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ADDITIONAL EVOKE COURSES



Intelligent Today, Smarter Tomorrow: Machine Learning in Widex EVOKE

- Discover how the world's first machine learning algorithm can enhance your hearing aid fittings and patient satisfaction.

Presenter: James Martin, AuD



Evolve with EVOKE and Compass™ GPS 3.0 Fitting Software

- Learn how to customize the EVOKE instruments through new enhancements in the Compass GPS 3.0 software and explore a new level of personalization that you can offer to your patients.

Presenter: Nancy Heflin Bridges, AuD



THANK YOU!

For any questions, Please email: AOInquiry@widex.com

