



INTRODUCING THE WORLD'S FIRST REAL-TIME **MACHINE LEARNING** HEARING SOLUTION

INTELLIGENT TODAY SMARTER TOMORROW

WIDEX EVOKE™
HEARING HAS EVOLVED





HEARING HAS **EVOLVED**

WIDEX EVOKE™ is based on our entirely new dual-core chip platform and is the first product inspired by our **Real-Life Hearing™** philosophy. The goal of every Widex hearing device is to make perfect hearing effortless, enabling wearers to fully connect with every moment of their lives.





Hearing happens in real life, not in a lab or in a clinic. And because real life changes from one moment to the next, automation has been our goal for years.

Automation also makes sense. Most hearing aid wearers benefit from applying their cognitive resources to the actual task of listening, rather than thinking about which hearing aid program they should use.

But automation has its challenges. What should be amplified? What shouldn't? What does the wearer intend to hear? And what happens when automation doesn't quite meet the wearer's needs?

Working with patients when they come to the clinic has its own set of challenges, including patient difficulty describing a problem and the clinician's difficulty interpreting that problem to find an effective solution fast.

Some wearers take matters into their own hands – even if they are not sure how to adjust complex controls correctly. **So which is better: user controls or automation?**

Now you do not have to choose.





THE BEST OF BOTH WORLDS





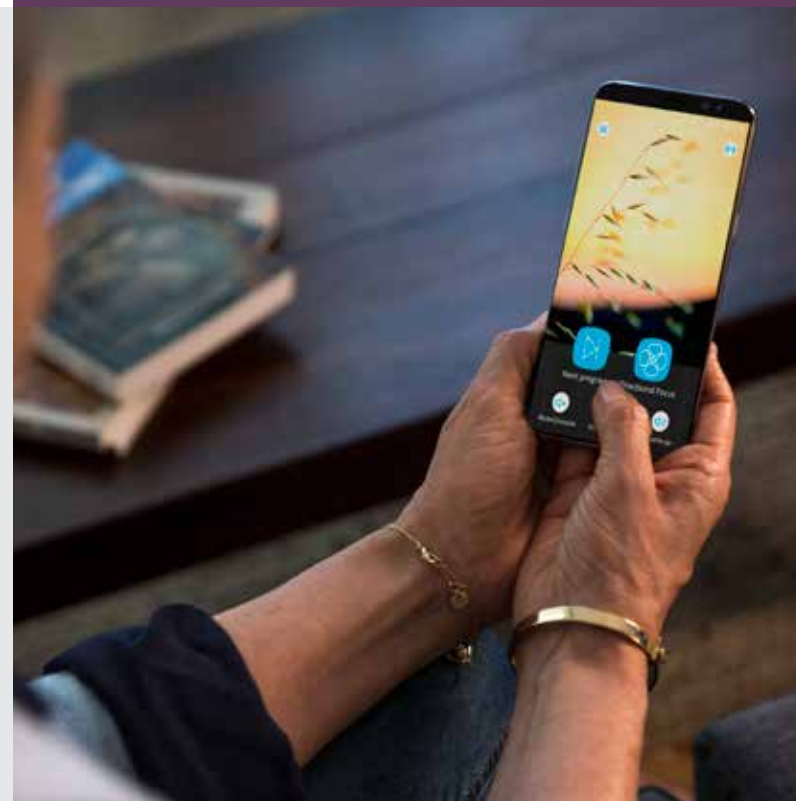
WIDEX EVOKE™

HEARING HAS EVOLVED

INTELLIGENT AUTOMATION MEETS **SMARTER** USER CONTROLS

Imagine excellent, tailored sound with superior environment identification and more automation than ever before. Add effective, intuitive controls that improve the automation – controls that quickly guide wearers to their desired hearing experience in a totally new way. All on a platform intelligent enough to handle true innovation.

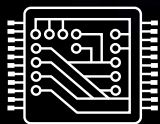
Introducing **WIDEX EVOKE™** – the only hearing aid that keeps on learning from the wearer's own real-life listening experiences – and from those of other wearers around the world – to constantly improve how your patients hear. Now, cutting-edge technology puts you at the forefront of a **new era in hearing**, in which both your and your patients satisfaction evolve long after the initial fitting.



THE NEW WIDEX EVOKE™ E-PLATFORM

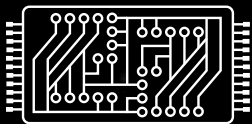
The dual-core chipset in WIDEX EVOKE™ has more connections, more processing power and more flexibility than any platform Widex has ever produced. It is the first hearing aid solution to enable real-time machine learning capabilities. The key to its incredible power is a flexible core with dedicated RAM, allowing new features or fitting data to be added without affecting the performance of the accelerated core. Additionally, the E-platform can access the huge processing power of a smartphone via our pure-link 2.4 GHz technology. This makes the large calculations necessary for machine learning features possible.

E-PLATFORM



Flexible core

This “open” core adds flexibility and additional processing power to the platform and enables both superior automation AND user control.



Accelerated core

Despite all the calculations and processes on the integrated circuit, this core uses very little power.

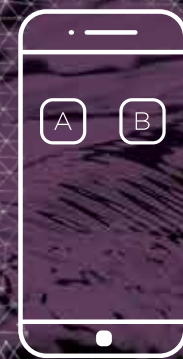
CONNECTIVITY



Pure-link 2.4 GHz

Smartphone integration via Bluetooth expands processing capabilities.

MACHINE LEARNING



SMARTPHONE APP

EVOKE™ uses the computational power of the smartphone to operate machine learning features such as SoundSense Learn.



WIDEX CLOUD DATA



Cloud Communication

The platform spreads across many processing cores, with the potential to link even more cores into a network of extraordinary processing power to help wearers.

MACHINE LEARNING HELPS **IMPROVE HEARING IN REAL LIFE**

Using a stepwise approach, the EVOKE™ app collects observations based on A/B comparisons presented for the wearer. Based on the input, EVOKE predicts the wearer's preferences and suggests a new setting. After the completion of 15-20 comparisons, the EVOKE™ machine learning algorithm has performed something equivalent to more than 2 million manual comparisons, which would be impossible for any wearer.

Now, all the wearer must do is keep his auditory intention in mind and rate the suggested settings accordingly. The EVOKE™ machine learning algorithm takes care of the rest.

The entire process allows wearers to focus on their hearing intent in just moments.



INTELLIGENT TODAY

WITH **MORE NATURAL SOUND**

WIDEX EVOKE™ features a powerful new Fluid Sound Controller that handles all the automatic processing more accurately and faster than ever before. It also features new, more specific sound classes, new programs and improved sound rationales, developed in response to the demands of the modern wearer's hearing life.

Together, these features give the wearer a more refined and responsive hearing experience from day one. They also make it easier to tailor personalized hearing solutions with ultimate audiological precision.

SMARTER TOMORROW

WITH **MACHINE LEARNING**

WIDEX EVOKE™ is the first hearing aid to use machine learning to discover the wearer's preferences and help guide them to a better, more personalized listening experience. This means that the wearer's hearing continues to

evolve even after fitting. Widex also learns from the data generated by each wearer's choices. We use this anonymous data to create more precise algorithms for firmware updates, so that EVOKE™ continues to benefit wearers in their real-life hearing.



NATURALLY **PRESERVES** SOUND

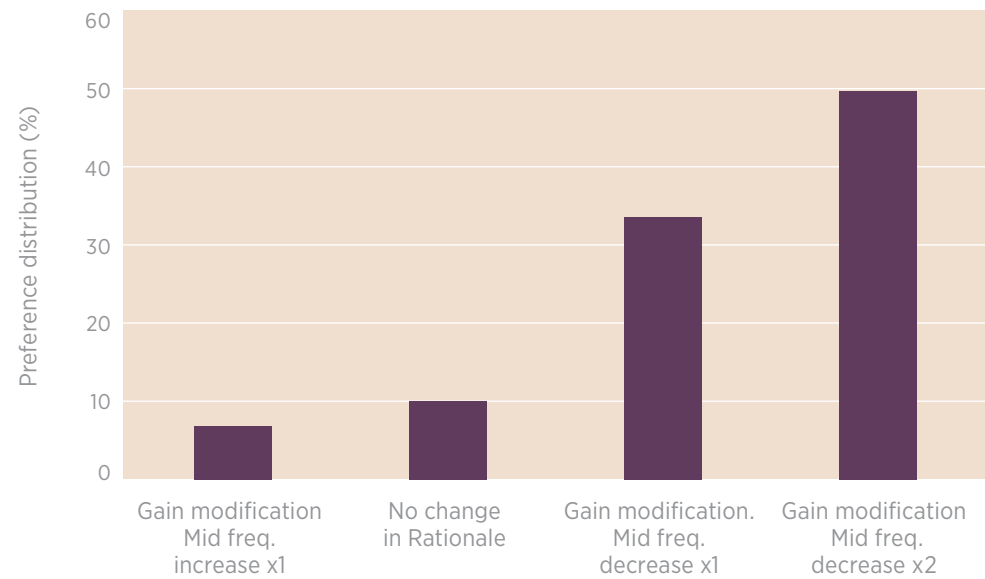
NATURAL SOUND - EFFORTLESS HEARING

With its **improved sound rationales**, WIDEX EVOKE™ delivers a listening experience so superior that both new and previous Widex wearers will notice the difference. Hearing becomes more effortless and natural. Four new sound rationales also make fitting Widex more personalized than before.





SOUND RATIONALE PREFERENCE



Three alternative gain settings were tested against the previous Widex platform (N=13). The experiment showed a strong preference for two new gain settings. The graph shows the preference distribution (in %) for the different gain settings in real-life scenarios. For WIDEX EVOKE™ we have implemented two new modified gain prescriptions with a decrease in the mid frequencies. These two gain settings are optimized for experienced and first-time wearers respectively.*

* WidexPress: "The Widex fitting rationale for EVOKE™" by Erik Schmidt, Ph.D.



ACCURATELY ANALYZES SOUND SOURCES

TWICE AS MUCH TRAINING

WIDEX EVOKE™ intuitively analyzes your patient's sound environment and prioritizes the most important sound sources using its unique **Fluid Sound Analyzer**. With twice as much training as our previous classifier, EVOKE™ maps out the environment more accurately than ever to select the correct sound class.

TWO NEW SOUND CLASSES. TWO NEW PROGRAMS.

We've added new Social and Music sound classes in response to what we've learned about the changing needs of hearing aid wearers today.

The new **Social sound class** bridges the gap between our Party and Quiet classes and is specifically designed to give the best sound in small social gatherings.

This allows more precision and performance in noisy situations, an area that is difficult for most patients.

The new music sound class accommodates different styles of music: **Contemporary** and **Classical**.

These changes are designed to improve your patient's experience of different music styles.

WIDEX EVOKE™ includes two new programs as well: an **Impact program** for a sharper sound while listening in challenging situations, along with the return of our dedicated **Comfort program**.



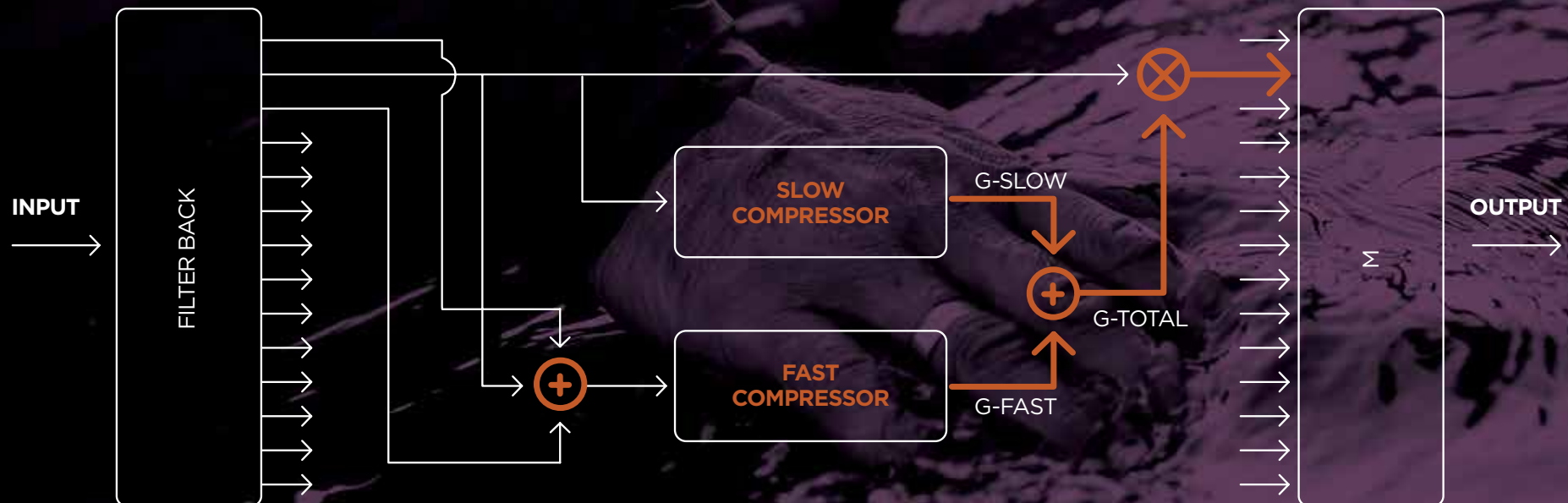
ADJUSTS INTELLIGENTLY TO MORE PARAMETERS THAN BEFORE

MORE PARAMETERS.
NEW FEATURES.
FASTER ADAPTATION.

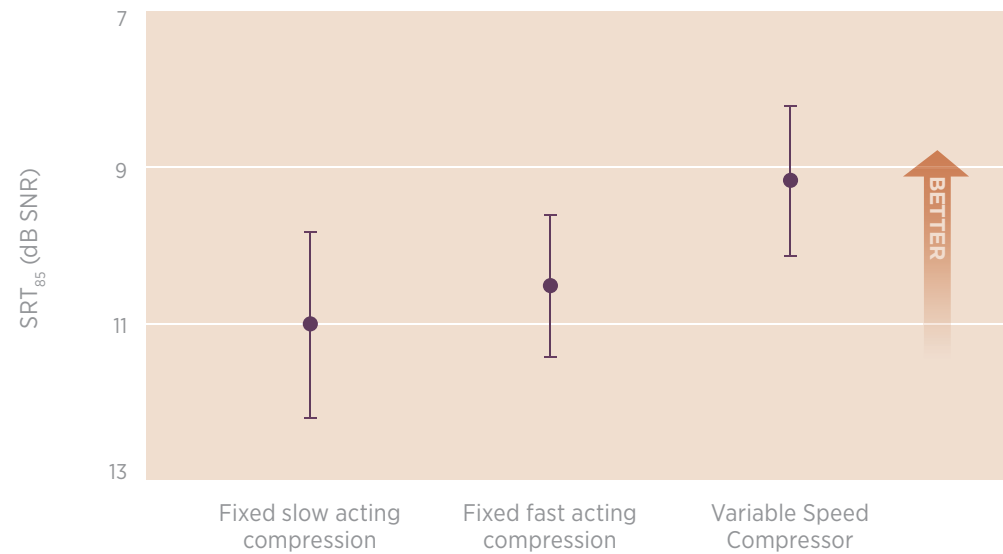
The **Fluid Sound Controller** in WIDEX EVOKE™ now adjusts more parameters than ever before, in every sound class and in real time.

It includes a Variable Speed Compressor that combines the natural, nuanced sound of slow compression with the benefits that fast compression can provide in dynamic environments.

THE VARIABLE SPEED COMPRESSOR



VARIABLE SPEED COMPRESSOR SPEECH INTELLIGIBILITY IN NOISE



The above graph shows the effect of compressor types on mean Speech Reception Threshold at 85% words correct (N=16). Error bars represent 95% confidence intervals. On average, the Variable Speed Compressor obtains 85% correct at 2dB lower SRT compared to the two other compressor types. The Variable Speed Compressor provides significantly better speech intelligibility.*

* Data on file/Submitted for publication

The Variable Speed Compressor comprises two separate compressors: a primary, slow-acting compressor and a fast-acting compressor working in parallel. This enables us to preserve the temporal waveform as well as the audibility cues of the system.

With one particular channel, you can see that the signal is split so that it goes to a slow compressor (Slow), which determines the overall gain of the hearing aid. Another branch of the same signal goes to a fast compressor (Fast) to work on shorter-term fluctuations of the signal. The output from the fast compressor and the slow compressor is added together to give you the output at that particular channel.

EFFORTLESSLY GUIDES THE WEARER TO GREAT SOUND

MORE CONTROL. LESS EFFORT.

Hearing technology today must address the industry's most interesting paradox: wearers want more control over their sound, but they want to forget they're wearing a hearing aid. WIDEX EVOKE™ addresses this challenge with new **SoundSense Technology**, which consists of SoundSense Learn and SoundSense Adapt.

The **SoundSense Learn** feature, available via pure-link II technology to the EVOKE™ app,

leverages the power of machine learning to effortlessly guide the wearer to a better, more personalized hearing experience with just a couple of taps in a smartphone app available for iOS and Android devices.

And because wearers can refine their sound themselves, on the go, there's no need for them to try and remember sounds and then describe them to you when they encounter challenging listening situations.

AS SIMPLE AS POINTING TO WHAT SOUNDS BETTER

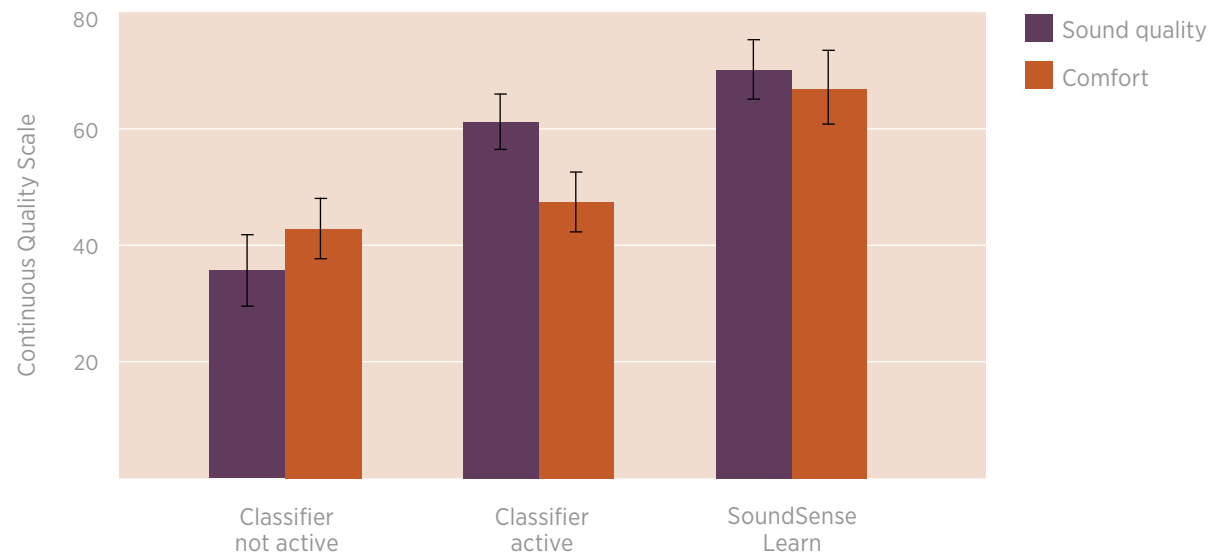
Once you've fitted your patients, they can use the EVOKE™ app to take personal control of their hearing. All they have to do is listen to two sound profiles and point to which they prefer: A or B. No need to learn complex controls. The more your patients use the app, the more the EVOKE system learns about how they want to hear. EVOKE™ never stops improving.



A DIFFERENCE YOU CAN HEAR

Trials have shown that wearers report a subjective improvement in their listening experience by using SoundSense Learn.

SOUNDSense LEARN **EFFECT**



The effect of SoundSense Learn on perceived comfort and sound quality, averaged across a wide selection of sound scenarios, is documented above.

The graph shows mean ratings (N=19) of SoundSense Learn compared to the Universal program with and without the Classifier active. Error bars represent 95% confidence intervals. The SoundSense Learn settings provide significant improvements in perceived comfort and sound quality.*

* Data on file

INTELLIGENTLY
REMEMBERS
THE WEARER'S
PREFERENCES



ONCE TOUCHED, ALWAYS REMEMBERED

The one-touch **SoundSense Adapt** control feature in WIDEX EVOKE™ uses adaptive learning to gradually remember the wearer's preferred settings across multiple parameters for each sound class environment. This results in better sound, even if the wearer has never visited that location before. This environmentally linked, adaptive feature can be accessed using the new WIDEX TONELINK™ smartphone app, with on-board hearing aid controls or by using DEX accessories.





CONTINUOUSLY EVOLVES

HEARING **PERFECTED** IN
THE REAL WORLD

WIDEX EVOKE™ is the world's first hearing device to use real-time machine learning. Every day, it helps wearers' experience of sound. Plus it learns from the listening preferences of wearers all over the world – moving the evolution toward better hearing from the lab and the clinic into real life.



THE MORE WE **LEARN**, THE BETTER THE WORLD **HEARS**

In the first iteration of WIDEX EVOKE™, each time someone uses the device's SoundSense Learn feature, we learn more about how our wearers prefer to hear. Widex will use that anonymous data for firmware updates and performance enhancements.

It is our goal to evolve WIDEX EVOKE™ so that improvements in sound quality shaped by wearer experiences can benefit wearers continuously and in real time.

That means the hearing aid your patients buy today will be even better tomorrow.

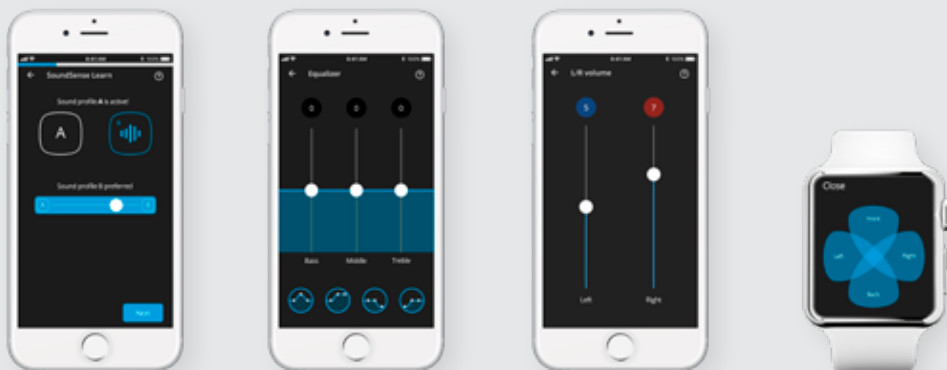
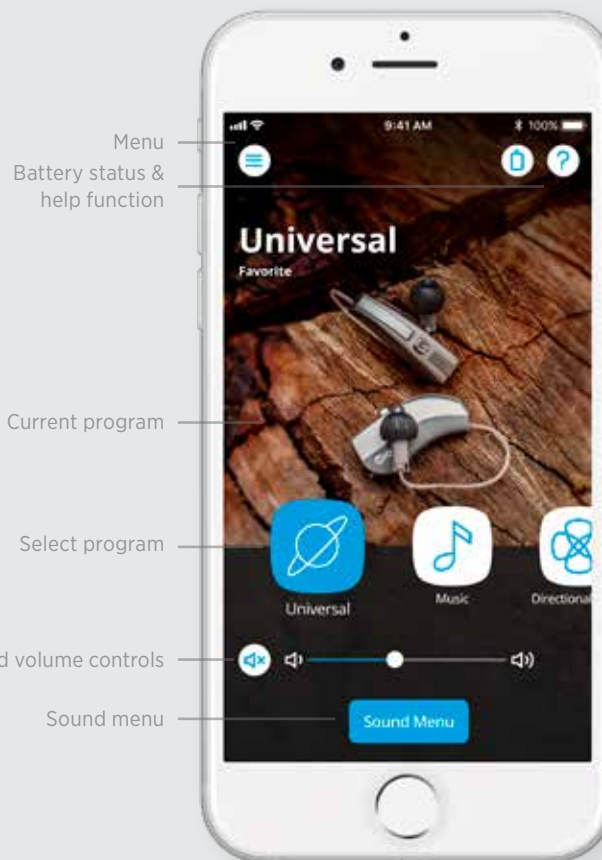
EVOKE™ APP*

GUIDES THE WEARER TO PERSONALIZED HEARING

The EVOKE™ app allows wearers to refine their hearing in real life by simply comparing sound profiles in real time. The more often they do this, the more WIDEX EVOKE™ learns about how they want to hear in the moment.

The EVOKE™ app also allows wearers to:

- Mute, adjust volume and use the equalizer to adjust sounds
- Create personal programs with your own photos and sound adjustments
- Add locations to programs and locate your EVOKE hearing devices if lost



Download the app in:



*The EVOKE™ app is for the EVOKE™ FUSION2 312 RIC 2.4 smartphone-compatible model.



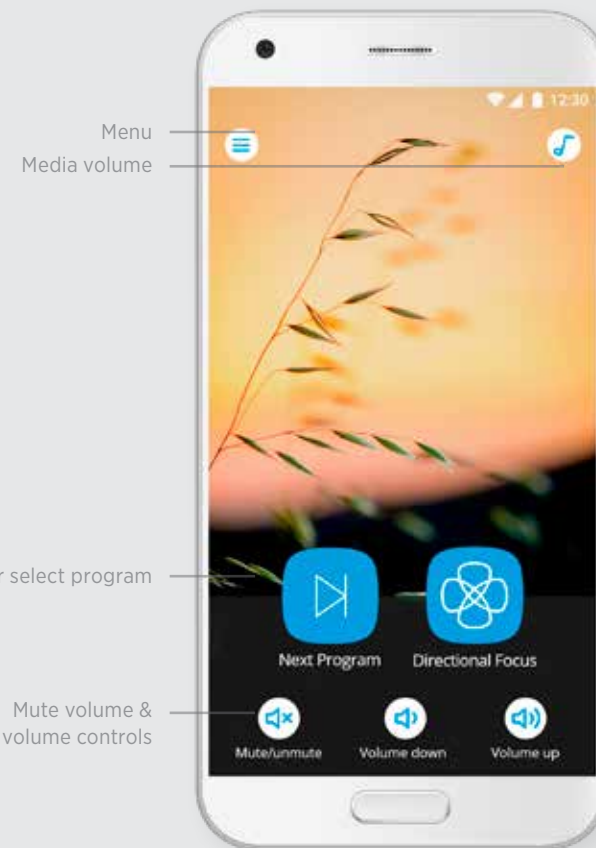
With the EVOKE FUSION2 312 RIC 2.4 model, wearers can also benefit from direct binaural streaming from an iPhone with both speech and music sound templates. Wearers can then control the balance of the streaming with the EVOKE App Sound Mixer feature for optimal listening intent.



TONELINK APP*

DISCREET **CONTROL** OF KEY FUNCTIONS

WIDEX EVOKE™ wearers can turn their smartphones into remote controls to discreetly change programs, adjust volume, and mute and change directional focus. TONELINK's simple interface is right at their fingertips. Adjustments become such a naturally integrated part of daily life that they might even forget they're wearing EVOKE™. There's no need to carry separate assistive listening devices or to manually adjust the hearing instruments.



*The TONELINK app is for all EVOKE™ models (except the CIC-M model)

THE WIDEX EVOKE™ FAMILY



**PASSION
10 RIC**

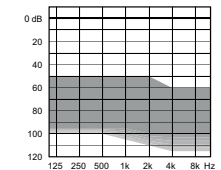
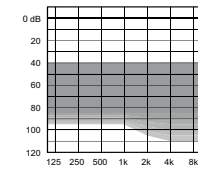
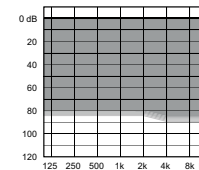
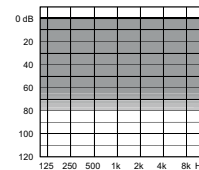
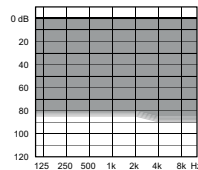
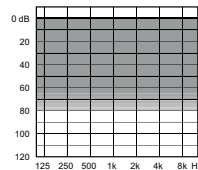
**FUSION
312 RIC/RITE**

STYLE

Receiver	S-receiver	M-receiver	S-receiver	M-receiver	P-receiver	HP-receiver
Open fit option	Yes	Yes	Yes	Yes	No	No
Battery size	10	10	312	312	312	312
Battery life	100 hrs	100 hrs	170 hrs	170 hrs	160 hrs	155 hrs
Z Power rechargeable solution	No	No	No	No	No	No
Preference control	Via ToneLink or DEX	Via ToneLink or DEX	Optional/Via ToneLink or DEX	Optional/Via ToneLink or DEX	Optional/Via ToneLink or DEX	Optional/Via ToneLink or DEX
Program shift	Via ToneLink or DEX	Via ToneLink or DEX	Standard/Via ToneLink or DEX	Standard/Via ToneLink or DEX	Standard/Via ToneLink or DEX	Standard/Via ToneLink or DEX
Telecoil	Via DEX	Via DEX	Yes	Yes	Yes	Yes
2.4GHz mfi streaming	No	No	No	No	No	No
Widex CROS compatible	Yes	Yes	Yes	Yes	Yes	Yes
DEX devices*	All	All	All	All	All	All
Max gain	63 dB	69 dB	63 dB	68 dB	70 dB	84 dB
MPO	118 dB SPL	124 dB SPL	118 dB SPL	124 dB SPL	131 dB SPL	137 dB SPL
Bandwidth	100 Hz - 10000 Hz	100 Hz - 10000 Hz	100 Hz - 10000 Hz	100 Hz - 9200 Hz	100 Hz - 6700 Hz	100 Hz - 6000 Hz
IP-rating	IP-68	IP-68	IP-68	IP-68	IP-68	IP-68

* COM-DEX, COM-DEX Remote Mic,
CALL-DEX, UNI-DEX, RC-DEX.
TV-DEX, FM+DEX, PHONE-DEX

IEC Standard



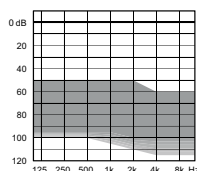
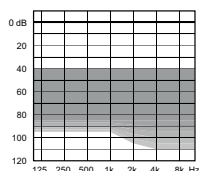
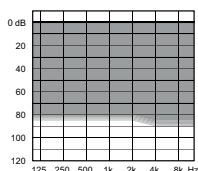
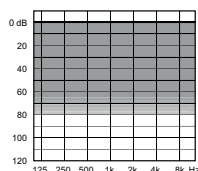
COLOR RANGE
BTE MODELS





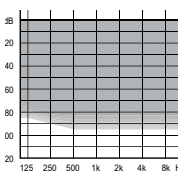
**FUSION2
312 RIC/RITE 2.4**

S-receiver	M-receiver	P-receiver	HP-receiver
Yes	Yes	No	No
312	312	312	312
165 hrs	165 hrs	160 hrs	155 hrs
Yes	Yes	Yes	Yes
Optional/Via App or DEX	Optional/Via App or DEX	Optional/Via App or DEX	Optional/Via App or DEX
Standard/Via App or DEX	Standard/Via App or DEX	Standard/Via App or DEX	Standard/Via App or DEX
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
No	No	No	No
All	All	All	All
62 dB	69 dB	70 dB	84 dB
118 dB SPL	124 dB SPL	132 dB SPL	138 dB SPL
100 Hz - 10000 Hz	100 Hz - 10000 Hz	100 Hz - 6750 Hz	100 Hz - 7300 Hz
IP-68	IP-68	IP-68	IP-68



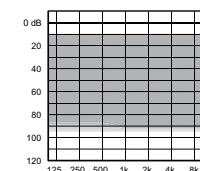
**FASHION MINI
312 BTE MINI**

-
Yes
312
155 hrs
No
Optional/Via ToneLink or DEX
Standard/Via ToneLink or DEX
Via DEX
No
Yes
All
64 dB
135 dB SPL
100 Hz - 8450 Hz
IP-68



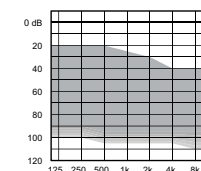
**FASHION
312 BTE**

-
Yes
312
160 hrs
No
Standard/Via ToneLink or DEX
Standard/Via ToneLink or DEX
Yes
No
Yes
All
71 dB
137 dB SPL
100 Hz - 7600 Hz
IP-68



**FASHION POWER
13 BTE**

-
No
13
285 hrs
No
Standard/Via ToneLink or DEX
Standard/Via ToneLink or DEX
Yes
No
Yes
All
77 dB
138 dB SPL
100 Hz - 6250 Hz
IP-68



Colors available in
FUSION2, FUSION,
PASSION, FASHION
MINI, FASHION and
FASHION POWER



Pearl
White
068



Silver
Grey
119



Titanium
Grey
121



Tan
Silk
081



Autumn
Beige
123



Summer
Gold
069



Capp.
Brown
071



Tech
Black
118



Deep
Blue
136



Sporty
Red
076

Additional colors
available in
FUSION2, FUSION,
PASSION and
FASHION



Shocking
Pink
077



Lime
Green
075



Mediterranean
Turquoise
078

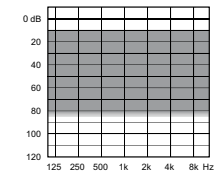
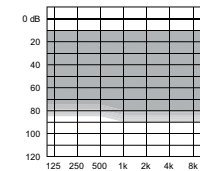
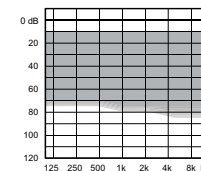
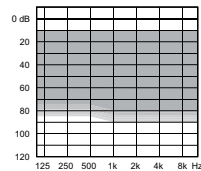
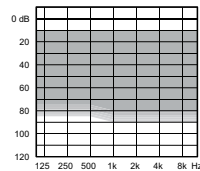
THE WIDEX EVOKE™ FAMILY



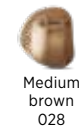
STYLE	CIC-M 10 CIC MICRO	CIC 10 CIC	IM 312 ITC, 312 Half Shell, 312 Full Shell, Swing door	IP 312 ITC, 312 Half Shell, 312 Full Shell, Swing door	XP 312 ITC, 312 Half Shell, 312 Full Shell, Flip door
Receiver	-	-	-	-	-
Open fit option	No	No	No	No	No
Battery size	10	10	312	312	312
Battery life	105 hrs	100 hrs	165 hrs	125 hrs	140 hrs
ZPower rechargeable solution	No	No	No	No	No
Preference control	-	Via ToneLink or DEX	Optional/Via ToneLink or DEX	Optional/Via ToneLink or DEX	Via ToneLink or DEX
Program shift	-	Via ToneLink or DEX	Optional/Via ToneLink or DEX	Optional/Via ToneLink or DEX	Via ToneLink or DEX
Telecoil	-	Via DEX	Via DEX	Via DEX	Yes
Widex CROS compatible	-	Yes	Yes	Yes	Yes
DEX devices*	-	All	All	All	All
Max gain	60 dB	63 dB	63 dB	67 dB	68 dB
MPO	118 dB SPL	124 dB SPL	123 dB SPL	127 dB SPL	128 dB SPL
Bandwidth	100 Hz - 10000 Hz	100 Hz - 9700 Hz	100 Hz - 10000 Hz	100 Hz - 10000 Hz	100 Hz - 9800 Hz
IP-rating	IP-68	IP-68	IP-68	IP-68	IP-68

* COM-DEX, COM-DEX Remote Mic,
CALL-DEX, UNI-DEX, RC-DEX,
TV-DEX, FM+DEX, PHONE-DEX

NOTE:
Custom models available in Summer 2018



COLOR RANGE
CIC/ITE MODELS



COMPLETE DEX CONNECTIVITY

With WIDEX EVOKE™, connectivity doesn't stop with the apps. Our range of DEX communication solutions keeps wearers connected to a world of sounds.

TV-DEX

FEATURES

- High-quality audio in stereo
- Ultra-low delay Echo-Free™
- Inputs for both TV and hi-fi systems
- Room Off feature
- 10 hours of non-stop capacity
- Rechargeable using the TV Base



RC-DEX

FEATURES

- Program toggle
- Volume up/down
- Keyring attachment
- Approximately 12 months of battery life
- Lock switch



COM-DEX

FEATURES

- True hands-free communication
- Compatible with most mobile phones
- Streams audio from most Bluetooth devices
- Available in three stylish colors
- 8 hours of streaming time
- 8 days of standby/control time*
- Comfortable fabric neck loop
- Controls your hearing devices via COM-DEX app



*12 hours per day

UNI-DEX

FEATURES

- Connects to all devices with 3.5 mm jack output
- Streams automatically
- Built-in microphone for hands-free talking
- Battery life 40 hours when streaming
- Battery recharges in 1 hour
- Room Off feature



FM+DEX

FEATURES

- A flexible device for FM, Audio and telecoil streaming
- Small and easy to handle
- Antenna range up to 30 meters
- 10 hours of battery capacity



COM-DEX REMOTE MIC

FEATURES

- Connects wirelessly via COM-DEX to all Widex wireless hearing devices
- Convenient steel clip for easy attaching
- Mute/unmute microphone directly on the COM-DEX Remote Mic button
- Microphone can also be controlled using the COM-DEX app
- Up to 8 hours of streaming time



PHONE-DEX

FEATURES

- Range to base up to 900 ft.
- Phonebook for 50 numbers
- 100 hours of standby time and 10 hours call time on battery
- Can also be used as a regular phone – a phone for the whole family



CALL-DEX

FEATURES

- Connects to most mobile phones with 3.5 mm jack output
- Streams automatically
- No buttons
- Constant streaming up to 80 hours on size 10 battery
- Standby up to 3 weeks
- Small and easy to handle





DBR126/0818. 9 502 4770 041 #02

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