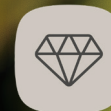




DISCOVER THE WIDEX DIFFERENCE



A partnership to help you overcome challenges,
stand out from the competition, and exceed patient expectations.

WIDEX

SOUND LIKE NO OTHER



DISCOVER THE WIDEX DIFFERENCE

Hearing care is changing rapidly. With new competitors entering the landscape, increased pressure from big box stores and evolving consumer habits, the road ahead is full of uncertainty.

Widex understands how overwhelming these difficulties can be and is dedicated to providing you with the strategic technology and support solutions you need to turn these challenges into business-building opportunities.

Our commitment and ability to do this is what has, and always will, separate Widex from the others.

OUR PROMISE

At Widex, we are passionate about great sound.

We always have been and always will be — it's in our DNA. But we know that our best today can always get better tomorrow. That's why we have our sights set to the future to keep redefining what it means to hear life in its purest, most vivid form.

With a mindset for innovation, we relentlessly and courageously push the boundaries of technology and never shy away from the chance to walk a

new path. We always strive to exceed our goals and move the industry forward.

We're a family business at heart and are driven by a deep sense of responsibility to our people — our customers, users, and employees. Because we are all united in wanting those with hearing loss to re-experience the sheer joy of hearing sound in its most natural form, all day, every day.

That's our promise. That's Widex.

SOUND — OUR LEGACY AS A BRAND

Sound connects us to the places we go and the people we meet. It is full of sensory information that we use to make sense of our world.

Widex believes that even when listening through a hearing aid, the sound must be as natural and unchanged as possible. This dedication to sound is seen in our rich heritage of delivering the ultimate sound quality.

Through our commitment to natural sound, Widex ensures that the rich sensory experience enjoyed via our hearing aids is as full and immersive as humanly possible. All sounds, nothing added, and nothing taken away.

Our goal is to help people with hearing loss to experience the sheer joy of hearing completely natural sound – all day, every day. We know you share this goal, and together, we can help you achieve it.



WHAT IS THE WIDEX DIFFERENCE?

For more than 65 years, we've demonstrated our commitment to you by standing by your side through every challenge the audiology profession has endured. And we will keep that promise today, and into the future, through the Widex Difference.

The Widex Difference is composed of three core pillars: Ally of the Independent, Unique Technology, and Premium Experience.

We strive to be the **Ally of the Independent** by developing hearing solutions designed to set you up for success in your practice and with your patients. Compared to anyone else in the industry, we make radically different choices to pioneer **Unique Technology** that is structurally different. And as part of our **Premium Experience**, you can count on Widex to deliver product, service, and support exactly when you need it.



**Ally of the
Independent**



**Unique
Technology**



**Premium
Experience**



ALLY OF THE INDEPENDENT

Committed to Independent Practices

We are committed to helping you navigate this dynamic landscape in response to new and existing disruptive channels, to ensure you're positioned to respond to the latest challenges and achieve long-term success. That's why we always keep an eye towards innovation and constantly adapt to market changes and shifting consumer behavior.

Committed to Independent HCPs

You can rely on Widex to provide the unparalleled expertise to help you meet patient needs. Our Clinical Education team has a combined 225 years of audiology expertise, while more than 80% of our field sales representatives are hearing care professionals themselves. This means you have the full support of our experienced team

to help you overcome challenges and deliver the best solutions possible.

Committed to helping you stand out in hearing care

Additionally, with cutting-edge patient consultation tools, you can transform the conversations you have with your patients and stand out as an expert in hearing care. These tools empower you to focus on patients' needs, not product features, ensuring you address their concerns about their overall health and wellness and discuss how Widex hearing aids can enhance their lives.

And since Widex can't be found in big box stores, you can be confident that our solutions are only available through hearing care professionals like you, further helping you to stand apart.



“

Our territory reps are very responsive, the customer service reps are very accommodating, and the products are outstanding. Turnaround time on orders as well as repairs are excellent.”

– Linda Morneau
Hawaii Professional Audiology

“Widex has great products, software, inside and outside reps and wonderful Audiology Department who is always very helpful!”

–Julie Delaney
Marietta Memorial Hospital

“My patients are very satisfied when I fit them with Widex hearing aids. They enjoy the sound quality and I enjoy the prompt and professional customer service I receive if I ever need anything. Our reps keep us in the know and help us as much as we need and I really appreciate it.”

– Nikki Plummer
ENT Physicians of Kearney

“Their customer service is always prompt to answer when I call, they have awesome product, and I really like our outside rep.”

– Carol Sayre
Salem Audiology Clinic



UNIQUE TECHNOLOGY

Natural Sound

Widex delivers a sound like no other. Research shows that users rate Widex Moment™ higher across the areas of sounding natural, own voice perception, and hearing in noise, compared to their previous hearing aids.¹ In another study, 90% of participants reported effortless participation in social situations with Widex Moment hearing aids.²

Powerful AI and Best-in-Class Apps

Today's consumers want to be more in control of their health — a trend accelerated by the Covid pandemic. Consumers demand greater transparency, personalization, and convenience.

By empowering patients to self-manage more of their hearing aid experience with the help of our AI solutions, like the My Sound™ function, and

accessories that help them communicate and understand sound better each day, you can help foster greater patient satisfaction, while saving you valuable time.

Patient-Centric Fitting

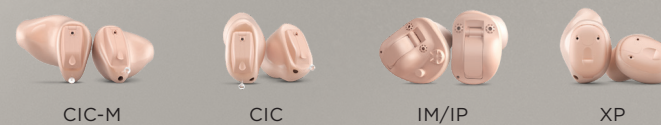
It's important for you to remain front and center with your patients, so they see you as being at the forefront of the latest technology developments. That's where our patient-centric tools come in. Our accurate and easy-to-use fitting software, Compass™ GPS, and the TruAcoustics™ fitting algorithm, help you provide a more accurate and individualized first fit. Not only do these solutions help you to ensure a better hearing aid experience from day one, but they also provide an efficient process that frees up your time for other activities that support your practice.

DISCOVER THE WIDEX PORTFOLIO

RECEIVER-IN-CANAL (RIC) / BEHIND-THE-EAR (BTE) MODELS



IN-THE-EAR (ITE) MODELS

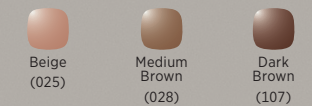


CHOOSE YOUR COLORS

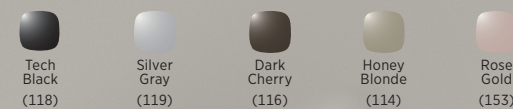
RIC and BTE colors:



ITE colors:



SmartRIC colors:



*SmartRIC, sRIC R D, RIC 312 D, BTE R D, and BTE 13 D allow direct streaming to compatible Apple® and Android™ phones.



“

*It's hard to explain
the detail these
hearing aids offer.
It's a natural sound...
The difference was
remarkable.”*

*—Scott Simons,
Musician and Paw Patrol Singer*

PATIENT SUCCESS STORY: SCOTT SIMONS

Singer, songwriter, and musician Scott Simons is best known as the voice behind the theme song for the hit children's television series *Paw Patrol*, and he also serves as music producer for the popular competition show *America's Got Talent*.

Having suffered from gradual, genetic hearing loss, Scott fully understands how hearing loss affects one's ability to participate fully in life.

"With hearing loss, there's this emotional baggage that builds up over a lifetime of people making jokes or asking if I can hear them... You start to withdraw from social interaction for fear of embarrassment. It's exhausting."

Once he overcame his initial hesitation about being a musician with hearing aids, Scott embraced them. And when it was time for a new pair, he was going to get the same brand he had been using. However, when his hearing care professional suggested he try Widex Moment, Scott was won over immediately.

"I remember soon after I got them, putting in my Widex Moments and tapping on my jeans," Scott explains. "It was the craziest thing, but I could hear it all so clearly. Like a 3D representation of sound that I hadn't heard before. I could hear my hand; I could hear the jeans; I could hear the air. It's hard to explain the detail these hearing aids offer. It's a natural sound—a smoother sound. I hear things I wasn't hearing before but it's not overly bright or harsh."

Today, he doesn't mind telling people that hearing aids have changed his life—and could change theirs, too. "That's right," he says, "I'm a musician who wears hearing aids. In fact, I wear my Widex Moment hearing aids like a badge of honor."

*Pointing to his
Widex Moment
hearing aids,
Scott says,
"When I put
these in, I am
my full self."*

WIDEX IN THE NEWS

In Forbes Health's "Best Hearing Aids of 2024" article, Widex Moment was named "Best for Tinnitus Management".

Widex Moment is an award-winning line of hearing aids designed to give your patients pure, undistorted, natural sound.

We pride ourselves on doing things differently, and our approach to developing solutions makes us a pioneer in the areas of sound processing, Artificial Intelligence, and more. This results in hearing aids that stand out to you, your patients, and even the media. Our solutions have been covered extensively by the media, including multiple appearances in *Forbes*, *The Wall Street Journal*, and other leading technology, healthcare, and lifestyle publications.

Forbes

THE WALL STREET JOURNAL.



The sound quality of Widex hearing aids is validated by numerous technology experts who have tried Moment and written about their experiences:

“

For the first time I can wear hearing aids without really knowing that I am wearing hearing aids. The impact was instantly noticeable with the sound clarity and lack of feedback, just not being an issue. I have been extremely impressed with the way that the devices have easily fit into everyday life, something I have not previously experienced with any hearing aids before.”

– Matthew Drive,
The Journal of mHealth

“

It was as if I wasn't wearing the Moment at all, which is quite something: I did not expect a hearing aid to be so unobtrusive and good at reproducing the sounds from around me that it would disappear.”

– Riccardo Robecchi,
Soundphile Review

Soundphile Review

“

All and all, the Widex Moment BTE R D can truly restore your hearing by greatly improving your sound perception, thus ultimately allows you to better connect with your surroundings.”

– David Novak,
GadgetGram

“

The automated environment detection technology significantly improves your listening experience compared to more manual based ones...the ability to customize your listening experience is equally important. Once you have adjusted to the unit you will find the flexibility invaluable.”

– Chinh Toquale,
Digital Reviews Network



“

The Widex Moment solution for digital hearing aid does not only work, it works great. As a matter of fact, our tester clearly stated it was the best he had tried yet. “

– Christopher Isak,
TechAcuter



PREMIUM EXPERIENCE

*The average wait
time to receive
service from
a Widex Care
Representative is
an industry-leading
23 seconds*

Exceptional Customer Service

You can expect a seamless experience at every touch point when you call our Customer Services line, use our online chat function, or send us an email. We work hard to ensure that your questions are answered the first time you contact us — leaving you more time to do the value add actions for you, your practice, and your patients.

Consumer Hotline

We understand your time is important. That's why whenever a patient has an issue with connectivity or an accessory, they can call our consumer hotline. We'll keep you informed about what we do for them, while you benefit from more time for patient consultations and fittings.

Immediate Product Availability

Thanks to our forward-looking product planning and strategic supply chain management, Widex hasn't experienced any significant product shortages that would impede your ability to meet patient needs. Getting you the product you need when you need it is a hallmark of the Widex Premium Experience.

Available 24/7, mywidexPRO.com is your destination for easy online ordering, product information, order updates, and much more!

With Widex Express Repair, you can replace your patients' hearing aids upfront before they bring their damaged hearing aids to you, saving you and your patients a significant amount of time.

“

I have been a faithful fan of the Widex products and their customer service and support is the best in the industry!!! Consistent for years and excellent product.”

– Tanya Linzalone,
Mill Neck Audiology

“Patients are happy with Widex and the software is easy to navigate. Customer service support is also superior.”

– Jessica Ali,
ENT & Audiology Associates

“Widex support is top notch and customer service is always willing to go the extra mile. Widex fitting software is very user friendly and solutions guide has been a lifesaver for me.”

– Eddie Guzman,
Providence Speech & Hearing Center

“Great customer service. Great express repair system. And great sound quality.”

– Elizabeth Falconer,
Family Hearing Center

“Widex has great products that are always evolving and excellent customer service support!”

– Carissa Allen,
Head & Neck Surgery of Kansas



WIDEX ACCESSORIES

In addition to exceptional hearing aids, Widex offers a wide range of accessories to ensure the best experience for your patients. From high-tech chargers to TV streamers and more, see how our accessories can help your patients each and every day.

CHARGING AND DRYING OPTIONS



WIDEX SMARTRIC PORTABLE CHARGER

- Galvanic charging that is portable
- Four-hour hearing aid charge for up to 37 hours of battery life
- 30-min fast charge for eight hours of hearing aid use
- A fully-charged charger provides up to five full hearing aid charges



CHARGE N CLEAN

- Four-hour charge for full day use — 30-min quick charge for four hours of hearing aid use
- UV-C LED treatment eliminates up to 99.99% of bacteria, yeast and viruses
- Active and controlled drying function from the device's two fans and heating device



PERFECT DRY LUX

- 45 minutes drying time
- 360° UV-light
- Optimal accessory for all non-rechargeable Widex hearing aids



STANDARD CHARGER

- Four-hour charge provides full day use
- 30-min quick charge for four-hours of hearing aid use
- LED light indicators to show charging status
- For use with Widex rechargeable hearing aids

COMPLETE CONNECTIVITY

With Widex Moment, connectivity isn't limited to our apps. Our range of DEX communication solutions keeps users connected to a world of sound.

WIDEX SOUND ASSIST™ AN ASSIST FOR ANY SITUATION

- Unparalleled versatility with six different streaming functions
- Elegant and lightweight design
- Integrated clip and lanyard option available
- 10 hours of use on a three-hour charge

- Compatible with SmartRIC and Moment 2.4 GHz hearing aids



TV PLAY™ FOR TV SOUND LIKE NEVER BEFORE

- Easy to pair and install for TV streaming
- Compatible with SmartRIC and Moment 2.4 GHz hearing aids
- Control with the Widex Moment app, RC-DEX, or button on your hearing aid



TV-DEX FOR ENJOYING TV

- High-quality audio
- 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



PHONE-DEX 2 FOR EASY LANDLINE USE

- Integrated answering machine
- Range from base up to 164 feet
- Stores up to 150 contacts
- 320 hours of standby time and 14 hours of call time
- Additional handset available separately



WIDEX SOUNDCONNECT FOR SEAMLESS COMPUTER AUDIO STREAMING

- An easy way to stay virtually connected
- Plug-and-play device (no setup required)
- Range of 26 feet (line of sight)
- Moment app compatible
- Compatible with SmartRIC and Moment 2.4 GHz hearing aids



COM-DEX HEAR CONVERSATIONS IN DETAIL

- Hands-free calls
- Streams with most mobile phones and Bluetooth devices
- Full charge: three hours
- Eight hours of streaming
- Room off feature



RC-DEX EASY REMOTE CONTROL

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



DISCOVER THE WIDEX DIFFERENCE

As the industry continues to change, Widex is your dedicated partner, committed to helping you be successful. And that's what the Widex Difference is all about — setting you up for success by standing apart from the crowd and turning more consumers into satisfied, loyal patients.

Contact us to see how the Widex Difference can help you.

1.800.221.0188 | [widexPRO.com/en-us/difference](https://www.widexPRO.com/en-us/difference)





SOUND LIKE NO OTHER



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