

THE DIFFERENCE IS CLEAR

WIDEX **ALLURE**™

WIDEX

SOUND LIKE NO OTHER

OUR MOST ADVANCED HEARING AID YET. EMBRACING THE BEST OF WIDEX TECHNOLOGY.



A CLEAR DIFFERENCE THAT ALLOWS YOU TO BALANCE FOCUS AND AWARENESS

With the new Widex Allure™, we provide remarkable speech clarity without compromising the naturalness of sounds around you. A clear difference that allows you to balance focus and awareness – understanding speech clearly while staying deeply connected to the world around you.

Because life isn't just about hearing. It's about truly connecting with every word, every sound, and every occasion. Only then can life be lived to the fullest, enjoying a more natural hearing experience.



THE DIFFERENCE IS CLEAR

CRYSTAL-CLEAR SPEECH WITHOUT COMPROMISING YOUR AWARENESS OF THE SURROUNDINGS

By following the principles of the Widex Sound Philosophy, Allure offers you a hearing experience that feels authentic and deeply connected to the world around you. The Allure platform with Precision Hearing Technology is designed to help you embrace life fully, just like before your hearing loss.

OUR MOST NATURAL HEARING EXPERIENCE YET

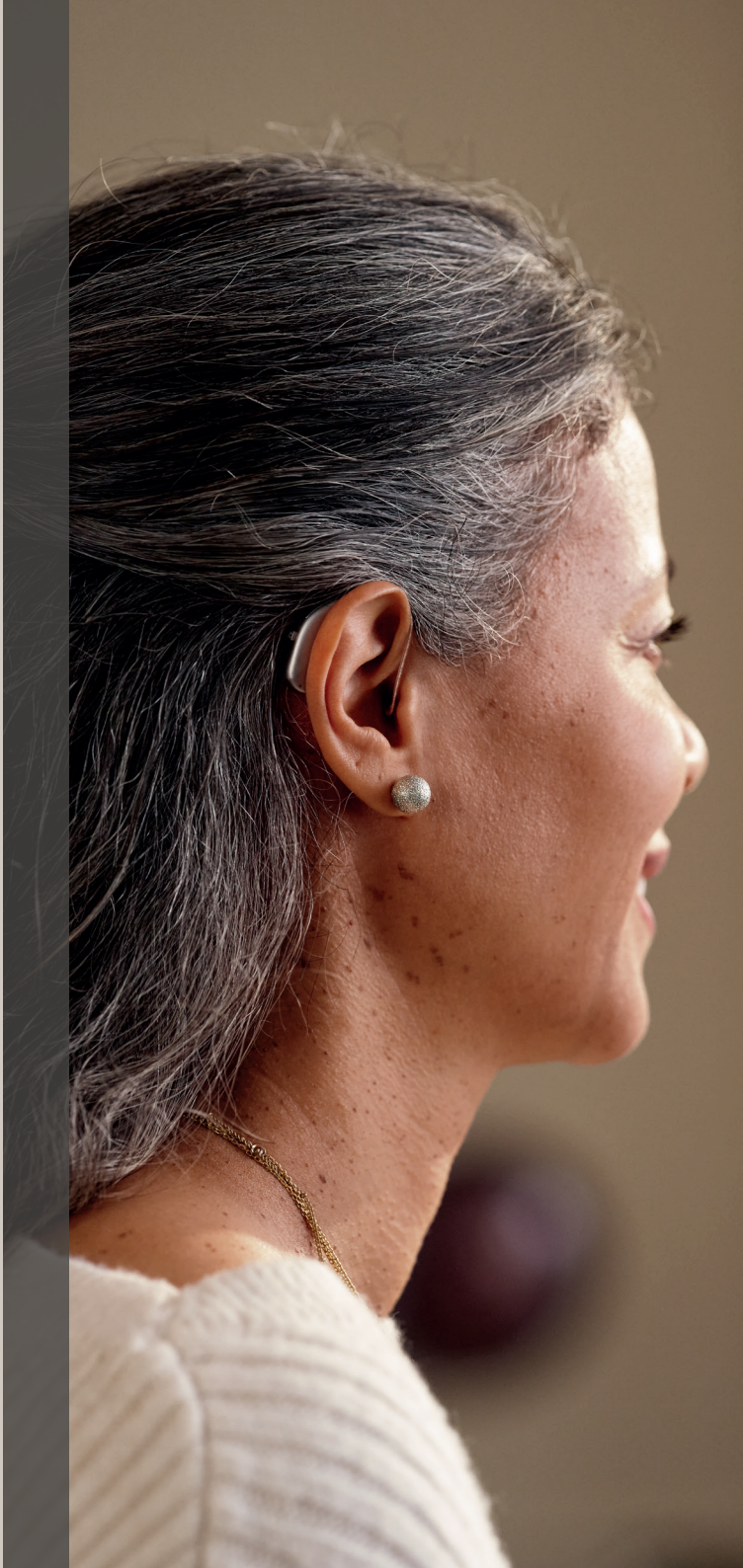
Hearing the natural sounds around you can enable you to experience a whole range of benefits, including less pain, lower stress, enhanced mood, and improved cognitive performance.[1] This is what Allure aspires to support through its balanced representation of your surroundings.

[1] Buxton RT, Pearson AL, Allou C, Fristrup K, Wittemyer G. A synthesis of health benefits of natural sounds and their distribution in national parks. *Proc Natl Acad Sci U S A. 2021 Apr 6;118(14)*

PureSound™

NO MORE DISTORTED, ARTIFICIAL HEARING AID SOUND – JUST SOUND THAT IS PURE, ACCURATE AND COMPLETE

Rediscover the sounds you love with Allure PureSound™. Allure PureSound processes sound unlike any other hearing aid, using revolutionary ZeroDelay™ technology to drastically reduce the time it takes the hearing aid to process the sound. The result? Crystal-clear, distortion-free speech that is natural and immersive.



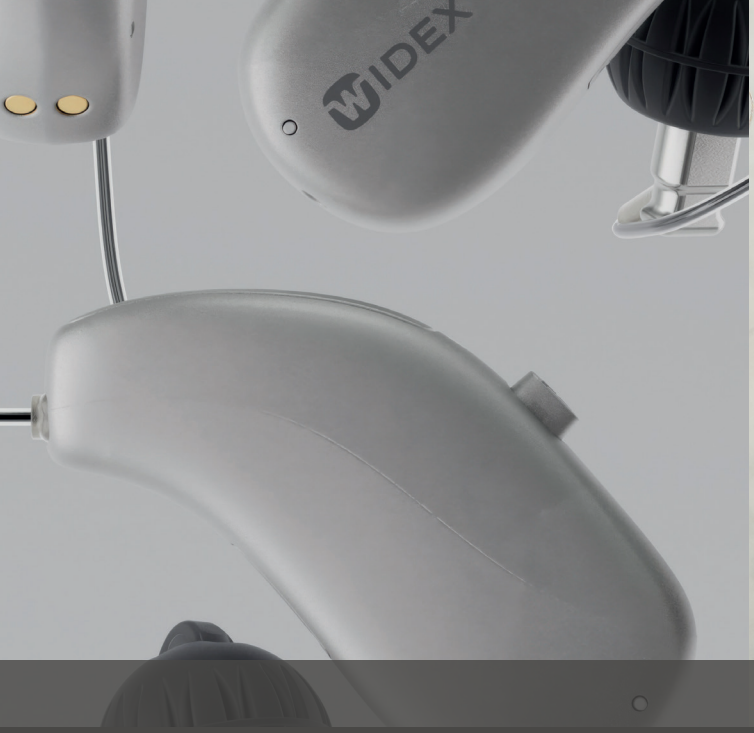


Speech Enhancer Pro

NO MORE FEELING DISCONNECTED – JUST COMFORTABLE LISTENING, EVEN IN CHALLENGING ENVIRONMENTS

Managing noise isn't just a feature – it's at the heart of why people turn to hearing aids in the first place. Yet many manufacturers rely on aggressive processing methods that, while effective at reducing noise, can rob the sound of its natural quality and leave users feeling isolated from the world around them.

With its advanced noise management, Allure distinguishes between unwanted noise and the sounds that matter most. It softens unwanted noise to stay comfortably below your hearing level while enhancing speech for crystal-clear conversations – all while preserving your awareness of the surroundings, ensuring a clear and enjoyable hearing experience.





GET IT ON Google Play

Download on the App Store

The Widex Allure App works with the new Allure RIC R D (ARRD1)

Dynamic Feedback Controller

NO MORE WORRYING ABOUT ANNOYING WHISTLING – JUST COMPLETE CONFIDENCE

At the heart of Widex Allure's story is the new Dynamic Feedback Controller, which has been redesigned for unparalleled adaptability.

This innovative technology reduces the distraction of annoying whistling before it even begins, tailoring its response to your unique ear canal shape.

With Allure, you can embrace every moment with complete confidence, less whistling – and fully immersed in a world of rich, authentic sound.

A CLEAR DIFFERENCE IN HOW YOU INTERACT WITH THE WORLD AROUND YOU

In today's digital world connectivity isn't just a luxury – it's a necessity.

We understand that staying connected to your digital life is more important than ever. With the new Widex Allure app, designed for everyone, including those who may be less tech-savvy, we introduce the smartphone app that makes a clear difference in how you interact with the world around you.

THE ALLURE ECOSYSTEM

Discover a comprehensive and unique experience package that brings value to you. The difference is clear.

WIDEX ALLURE HEARING AIDS

With the new Widex Allure hearing aids, the difference is clear. Allure can help you embrace life fully, just like before your hearing loss.

Experience crystal-clear speech without compromising your awareness of the surroundings, and have the most natural hearing aid experience yet.

The New Widex Allure is available in 10 sophisticated colours.



WIDEX ALLURE APP

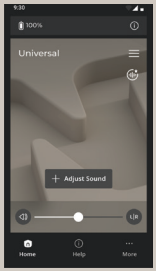
The intuitive and easy-to-use Widex Allure App, available for both iOS and Android devices, enables you to personalise the sound in the Widex Allure hearing aids, check the battery level, change program, adjust the volume and mute/unmute your hearing aids.

- Stream directly to your hearing aids: Hear phone calls, music and everything else from your phone directly in your hearing aids. In the app, adjust the balance between stream and surroundings
- Customise the sound: Adjust your hearing aids to sound exactly how you want them to. You can adjust the bass, midrange and treble frequencies to optimise the sound in situations where you struggle to hear
- Use the AI Assistant: When you need to adjust your sound, you can try the Quick Assistant for instant sound recommendations or experience the full AI-guided tour via Sound Assistant
- Using the app, you'll experience seamless support of your phone's accessibility features such as haptic feedback and adjustable text size
- Control your hearing aids via Apple Watch, adjust volume, change program and see hearing aid battery status
- Get help whenever you need it: Watch video guides, get instructions, find solutions to issues you may experience, and get help finding your hearing aids if they're misplaced

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COMPATIBLE ACCESSORIES

Explore the full range of accessories to enhance your Widex Allure experience.

STANDARD CHARGER

The new Standard Charger offers you hassle-free charging in an elegant, compact, and modern design.

- Compact in size and stable positioning on flat surface
- Stylish look and feel
- 4 hours full charge and 30 minutes fast charging
- Connected via USB-C
- LED light indicators to show charging status



WIDEX TV PLAY 2

Enhance your TV experience by integrating your Widex Allure hearing aids with the new WIDEX TV PLAY 2, delivering seamless high-quality streaming.

- Award-winning design with Kvadrat fabric top
- Premium look and feel with high-quality materials and finish
- Ready for future Widex hearing aid platforms using LE Audio



CHARGE N CLEAN

The new Charge n Clean charger gives you peace of mind by combining charging with automatic cleaning and sanitising, all in one smart solution.

- 3 charging status LEDs per HA + 1 sanitising status LED
- Detailed state of charge of the hearing aids
- 4 hours full charge and 30 minutes fast charging
- Maintenance cycle (UV-C and sanitising) during charging
- Connected via USB-C



WIDEX RC-DEX

The remote control for Widex Allure hearing aids allows effortless adjustments.

- Volume up/down
- Program change
- Approximately 12 months of battery life
- Lock switch
- Compatible with Allure and previous platforms



SOUND LIKE NO OTHER

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