

HIGH SATISFACTION AND EXCELLENT REAL-LIFE EXPERIENCE WITH ALLURE

At Widex, we strive to provide the most natural sound experience. That means developing hearing aids that deliver clear speech while preserving awareness of surrounding sounds, for a natural perception of everyday life. A satisfaction survey was collected from 270 users to evaluate the impact of the innovative features in the Allure platform on users' real life. Featuring a new Dynamic Feedback Controller, Speech Enhancer Pro, and the PureSound listening program, Allure is specifically designed to provide optimal sound quality while also supporting wearers in noisy environments. Among respondents who expressed an opinion about their experience with Allure in everyday life, Allure achieved very high satisfaction ratings, confirming that Allure delivers natural and clear sound while also improving speech understanding in noise.

Key findings:

Out of 270 users fitted with Allure and reporting an opinion:

- 97% state that sounds are natural and clear.
- 95% notice an improvement in speech understanding in noisy environments.
- 97% state that Allure improves their quality of life.

Methods

- Between April 2025 and March 2026, hearing-aid satisfaction surveys were collected from N=270 users fitted with Allure at WSA retail locations in USA and Canada.
- Users received a satisfaction survey within 30 days of being fitted with Allure.
- The survey included three questions (True/False/Not Sure) addressing naturalness and clarity, speech in noise, and quality of life.

Results

- Among respondents who expressed an opinion by responding either True or False, Allure achieved very high satisfaction ratings:
- 97% agreed that Allure sounds natural and clear.
 - 95% agreed that Allure improves speech understanding in noisy environments.
 - 97% agreed that Allure improves their quality of life.

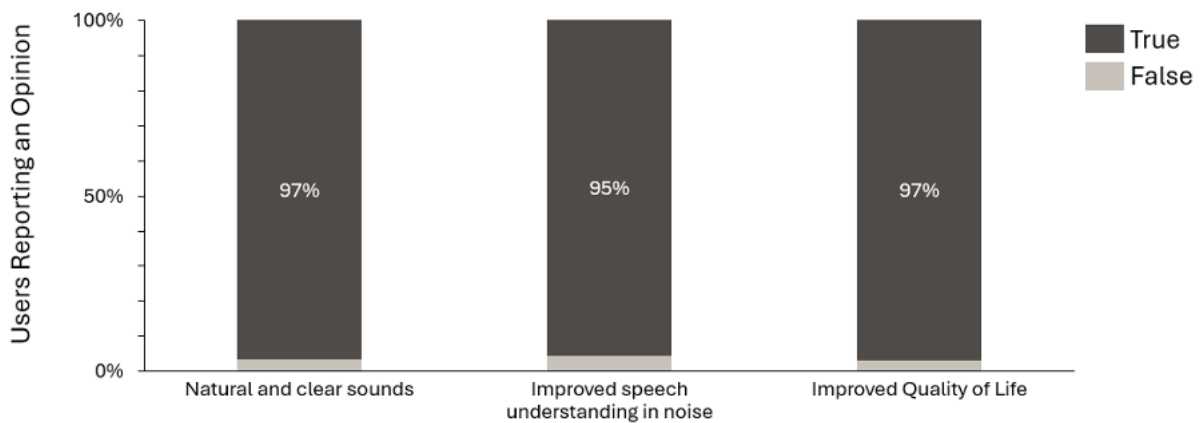


Fig. 1: Percentage of users who reported an opinion about their real-life experience with Allure regarding naturalness and clarity of sounds, speech understanding in noise, and quality of life.

Clinical implications

Widex Allure provides users with clear and natural sounds as well as improved speech understanding in noisy environments.



WIDEX ALLURE™

HIGH WEARER SATISFACTION POWERED BY THE WIDEX SOUND PHILOSOPHY

For decades, Widex has pursued one goal: delivering the most natural sound possible. With the Allure platform, that vision comes to life more vividly than ever. Allure builds on the Widex Sound Philosophy, blending precision engineering with clinical practicality to create the authentic sound the brain is built to understand.

THE WIDEX SOUND PHILOSOPHY

Nothing unnecessary added. Nothing important taken away. Our commitment to natural hearing is based on three fundamental principles. Let's highlight some of the technology that helps bring these principles to life.



RESPECT ALL SOUNDS

We preserve sound details and carefully apply processing only when needed. Our approach mimics the human auditory system to deliver sound that is pure, accurate, and complete.

Allure PureSound

Allure's PureSound program sets the standard with ~0.5 ms delay, eliminating comb-filtering for distortion-free sound for wearers with mild to moderate hearing loss. With advanced processing, it now also delivers a 4.3 dB boost in speech intelligibility*.

Dynamic Feedback Controller

Designed to stop whistling before it starts, this intelligent system applies adaptive frequency shifting to carefully manage feedback while preserving the signature Widex sound quality.



TAILOR TO THE USER

We leverage data-driven tools to provide a truly tailored sound experience, where intelligent technology shapes sound delivery to each individual user and their preferences.

Precision Fitting Tools

Precision Hearing Tools in Widex Compass Cloud are in-situ measurements that enable a personalized first fit, tailored to the unique acoustics of the wearer's ear. The tools help deliver a natural sound experience from the start, reducing the need for later adjustments.

AI Quick and Sound Assistant

AI Sound Assistant lets wearers fine-tune hearing in real time, adapting amplification and processing to personal preferences and environments. Custom programs can be saved and recalled, delivering a truly individualized listening experience.



FOCUS ON WHAT MATTERS

Advanced analysis continuously adapts to shifting environments — softening noise, boosting speech, and keeping awareness of surroundings intact.

Enhanced Sound Classifier

Enhanced sound classifiers adapt across an industry-leading 11 sound classes to keep speech clear, music rich, and awareness intact. By automatically making precise, context-based adjustments, Allure helps reduce distractions to help users focus on what matters most.

Speech Enhancer Pro

Speech Enhancer Pro uses 52-band analysis to separate speech from noise in real time. It then optimizes speech while lowering noise below hearing thresholds. This helps conversations stay clear and intelligible, while preserving awareness of surrounding sounds.

ALLURE EMBODIES THE WIDEX SOUND PHILOSOPHY

Widex Allure advances the Widex Sound Philosophy with integrated, cutting-edge sound processing that seamlessly balances focus and awareness of the environment. This enables wearers to fully engage in conversations, enjoy their surroundings, and experience life with clear, natural, and truly personal sound.

Learn more about the Widex Sound Philosophy www.widexpro.com/en/widex-sound/

