

STRONG ADOPTION OF ALLURE PURESOUND FOR MILD AND MODERATE HEARING LOSSES

Allure PureSound with ZeroDelay™ technology processes sound faster than any other hearing aid, with an average signal processing delay around 0.5 ms. This ultrafast processing prevents artifacts caused by the mixing of direct and amplified sound in open and vented fittings, which is particularly important for mild to moderate hearing losses. With Allure's expanded fitting range and advanced signal processing features, PureSound has become a key technology, further reinforcing the natural sound experience that Widex is known for.

Key findings:

- Fitting rates of Allure PureSound have more than doubled compared to Moment PureSound.
- Allure PureSound was selected by clinicians for 60.7% of mild and 31.5% of moderate hearing losses.

Background

When fitting Widex Allure in Compass Cloud, an audiogram-based recommendation indicates PureSound candidacy to the hearing care professional (HCP). With the addition of Dynamic Feedback Controller, the fitting range of Allure PureSound greatly expanded compared to Moment PureSound. The HCP can follow the recommendation by activating PureSound in a dedicated program. If the wearer prefers the PureSound program, the HCP can easily set it as the default listening program.

Method

32,897 Allure and 171,653 Moment fitting sessions were analyzed.

Results

- In more than one out of three (35.1%) of the Allure fitting sessions analyzed, the PureSound program was added by the HCP. This represents more than double the fitting rate compared to Moment.
- For **users with mild hearing loss** (<40 dB HL; Fig. 1), PureSound was fitted in 60.7% of cases for Widex Allure, nearly doubling the fitting rate compared to Moment.
- For **users with moderate hearing loss** (40-60 dB HL; Fig. 2), PureSound was fitted in 31.5% of cases for Widex Allure, more than tripling the fitting rate compared to Moment.

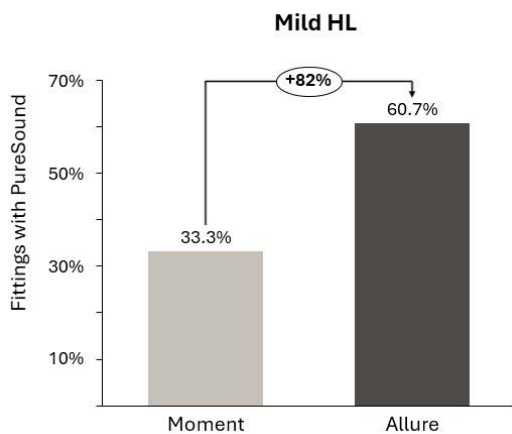


Figure 1 Percentage of fitting sessions with PureSound for users with mild hearing loss (HL) for Widex Allure vs. Moment.

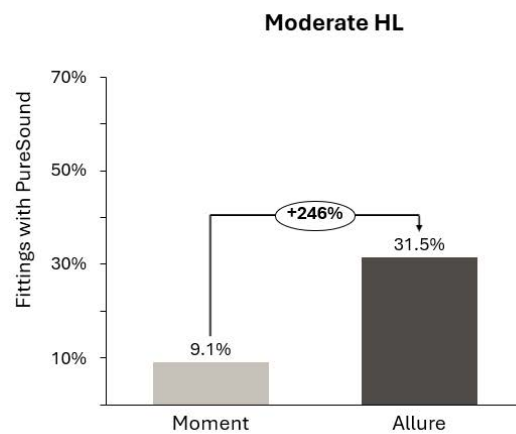


Figure 2 Percentage of fitting sessions with PureSound for users with moderate hearing loss (HL) for Widex Allure vs. Moment.

Clinical implications

With advanced features and an expanded fitting range, more users can benefit from the natural sound experience offered by the Widex Allure PureSound program.

DATA INSIGHTS – ALLURE PURESOUND™

Allure PureSound with ZeroDelay Technology minimizes distortion caused by hearing aid processing delay, which can create an unnatural sound quality due to the comb-filter effect. Additionally, the Allure PureSound program includes advanced signal processing features within the ZeroDelay pathway (Figure 3) that provide optimal sound quality, while supporting wearers in noisy environments.

Directional Microphones: Allure PureSound includes directional microphones that improve speech intelligibility in noise without increasing processing delay.

Dynamic Feedback Controller: Allure has a new Dynamic Feedback Controller compatible with PureSound, for more stable gain without compromising on sound quality.

Speech and Noise Management: Noise reduction features including Speech Enhancer Pro, low-level noise reduction and transient handling aim to provide support in noisy environments.

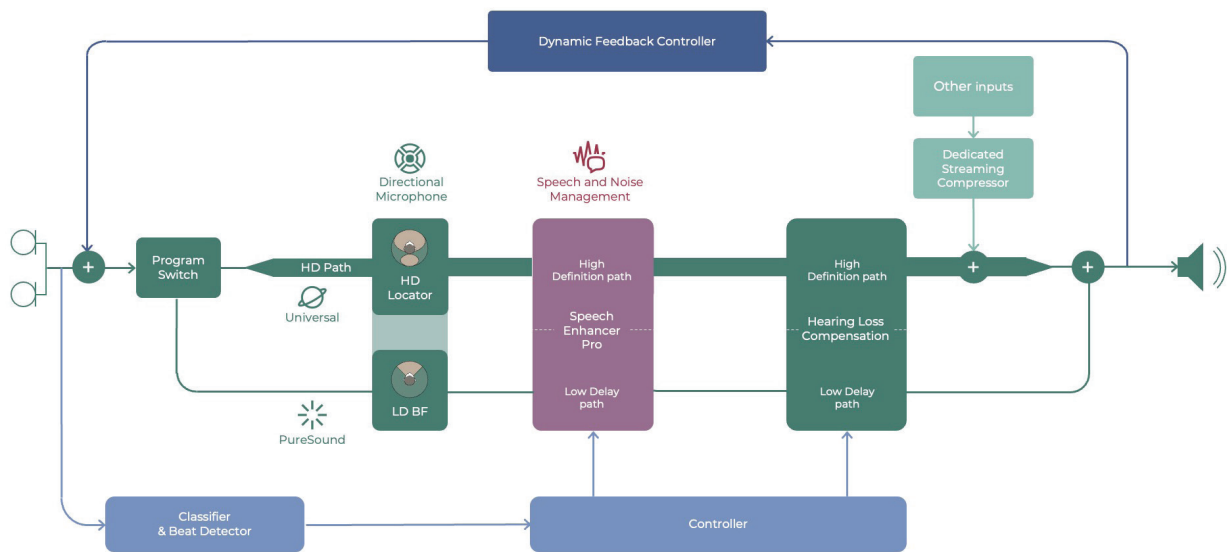


Figure 3 PureSound program in Widex Allure, featuring directional microphones (Low delay Beamformer, LD BF), Speech Enhancer Pro, and Dynamic Feedback controller.

In addition, the Allure PureSound program preserves the ultra-low delay of ZeroDelay technology (Figure 4), retaining the established benefits:

- Preferred sound quality (Lelic et al. 2022, Balling et al. 2020, 2021)
- More robust neural representation (Zhou et al. 2023, Slugocki et al., 2020)
- Better spatial experience (Korhonen et al., 2022, Balling et al. 2021)
- Less distortion of speech sounds (Korhonen et al., 2024, Slugocki et al., 2023)

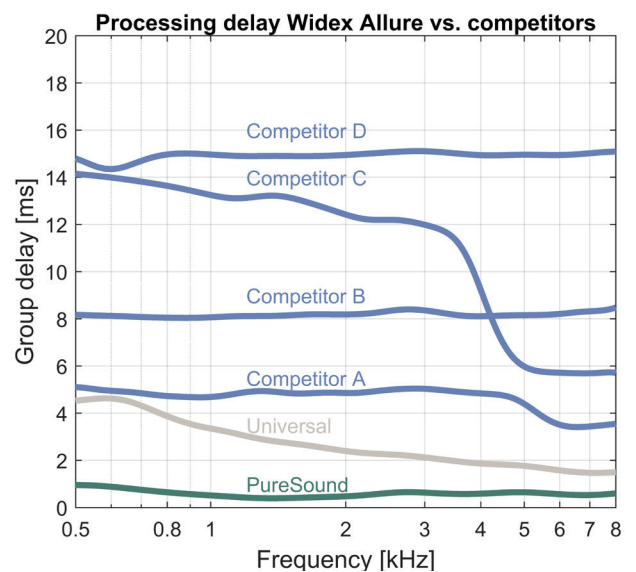


Figure 4 Processing delay measurements for Widex Allure compared to leading competitor devices.

Find the results of these studies and more at [widexpro.com/en/business-support/evidence](https://www.widexpro.com/en/business-support/evidence)