

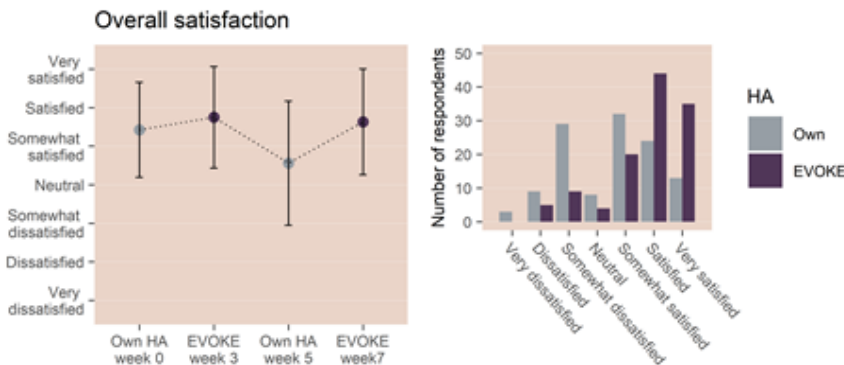
REAL-LIFE BENEFITS OF WIDEX EVOKE

A large multi-national survey of hearing aid users shows large advantages and high satisfaction with Widex EVOKE. The advantages are particularly substantial for noisy situations and soft sounds. In addition, users are highly satisfied with the SoundSense Learn functionality which uses real-time machine learning to personalize sound in the moment.

We conducted a large-scale surveyⁱ across nine countries to investigate users' experiences and satisfaction with Widex EVOKE and its unique combination of automation and personalization. The survey ran over 7 weeks, with 118 participants switching twice between their own hearing aids and EVOKE. They answered 4 parallel questionnaires about hearing aid satisfaction, two about their own hearing aids (in week 0 and week 5) and two about in Widex EVOKE (week 3 and week 7). Satisfaction with different aspects was rated on a scale from 'Very dissatisfied' (value of 1) to 'Very satisfied' (value of 7).

OVERALL HIGHER SATISFACTION FOR WIDEX EVOKE

Users are significantly more satisfied with Widex EVOKE than with their own hearing aids (see figure 1). When asked about their overall satisfaction with their hearing aids, users reported significantly higher satisfaction with EVOKE, and more than twice as many users were 'Satisfied' or 'Very satisfied' with EVOKE.



AFTER TRYING WIDEX EVOKE, USERS REPORTED DECREASED SATISFACTION WITH THEIR OWN HEARING AIDS

Figure 1: Overall satisfaction ratings with own hearing aids (grey) and EVOKE (purple).

94% PREFER WIDEX EVOKE ACROSS NOISY SITUATIONS

Noisy situations are at the same time the most difficultⁱⁱ and the most importantⁱⁱⁱ for hearing aid users. With Widex EVOKE, users are more satisfied in all noisy situations (see figure 2) – and 88% are happier with EVOKE across all noisy situations. For non-Widex users, 94% are happier with EVOKE!

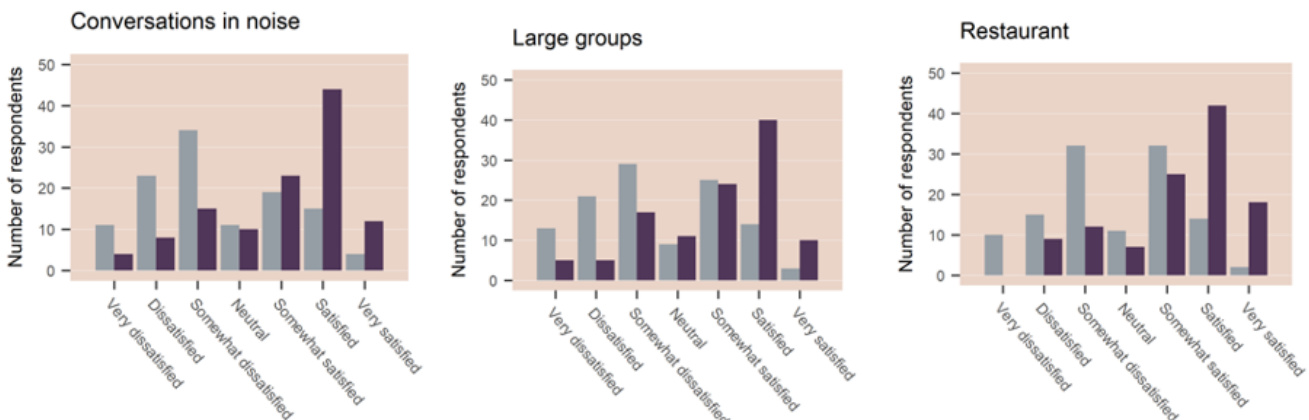


Figure 2: Satisfaction ratings for noisy situations of own hearing aids (grey) and EVOKE (purple).

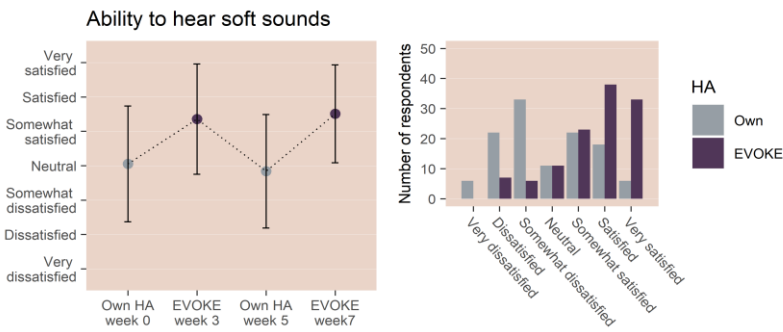


Figure 3: Ratings of satisfaction with ability to hear soft sounds.

USERS PREFER WIDEX EVOKE FOR SOFT SOUNDS

Being able to hear soft sounds is important in many situations, like trying to understand a soft-spoken conversation partner. Users were more satisfied with their ability to hear soft sounds with EVOKE, with three times as many users being ‘Satisfied’ or ‘Very satisfied’ with EVOKE compared to own hearing aids.

PERSONALIZATION WITH SOUNDSSENSE LEARN

The real-time machine learning in SoundSense Learn allows the user to personalize sounds for the individual real-life moment in a quick and intuitive way – and many users do so.

Across all EVOKE users with access to SoundSense Learn, approximately one in five use it, achieving very different personal profiles in the three frequency bands where gain can be adjusted with SoundSense Learn (each frequency band illustrated on one axis in figure 4).

In the survey, 72% of users report that they were able to improve a listening situation using SoundSense Learn and 80% would recommend SoundSense Learn to others (see figure 5).

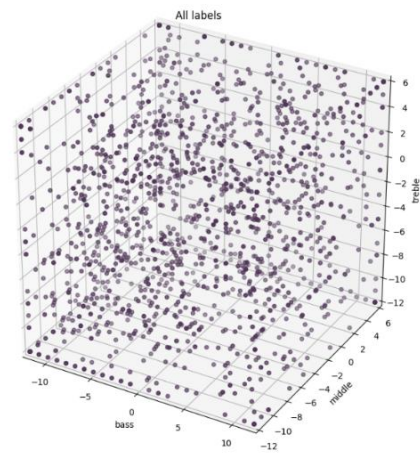


Figure 4: Gain adjustments from a sample of 1860 SoundSense Learn users.

**80% OF
USERS
RECOMMEND
SOUNDSSENSE
LEARN**

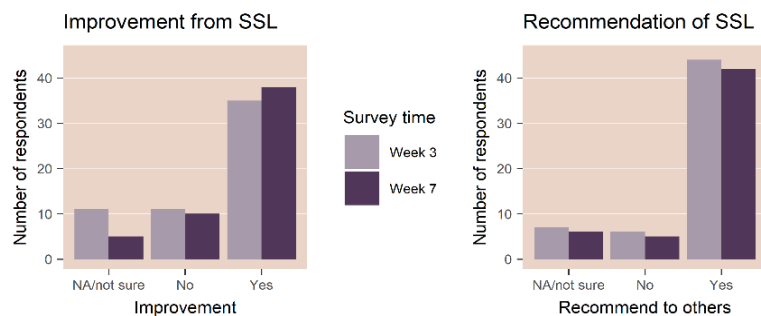


Figure 5: For survey respondents who used SoundSense Learn, ratings of Improvement from SoundSense Learn and willingness to recommend it.

ⁱ Balling, L.W., Townend, O. & Switalski, W. 2019. Real-life Hearing Aid Benefit with Widex EVOKE. *Hearing Review*, <http://www.hearingreview.com/2019/01/real-life-hearing-aid-benefit-widex-evoke/>

ⁱⁱ Abrams HB, Kihm J. An introduction to MarkeTrak IX: A new baseline for the hearing aid market. *Hearing Review*. 2015;22(6):16-21.

ⁱⁱⁱ Bailey A. Fresh data from Hearing Tracker’s hearing aid matching system. November 2018. Retrieved from <https://www.linkedin.com/feed/update/urn:li:activity:6448648115971989504/>