



WIDEX EVOKE OFFERS SOUNDSENSE LEARN



SoundSense Learn is the industry's only real-time machine learning feature — providing a new level of hearing performance through artificial intelligence.



WHAT IS ARTIFICIAL INTELLIGENCE (AI)?

When a machine can think, learn, and remember — just like a human.



WHAT IS REAL-TIME MACHINE LEARNING?

A form of AI that can learn and react in real time.

Examples of Artificial Intelligence:



Netflix movie recommendations based on previous choices



Waze map recommendations based on network of drivers



Soda machines learning new flavor preferences based on customer choices

WHY SOUNDSENSE LEARN?

710%

Do you ever wonder how you can provide better than great care and stand out as a provider?



Would your day be easier if you could understand your patients' real-life hearing needs better?

Patients' needs are individual and unpredictable. SoundSense Learn lets your patients be a part of the solution and personalize their hearing in the moment to hear their best.

- REDUCE FINE-TUNING CONFUSION
- SAVE TIME
- PROVIDE SOLUTIONS IN THE MOMENT
- PERSONALIZE HEARING IN REAL TIME
- IMPROVE HEARING IN NOISE
- INCREASE PATIENT SATISFACTION
- REDUCE RETURNS

The new SoundSense Learn is easier for patients and lets them focus on what their intent is. I use it on more patients than ever before, and I even have patients asking for it when they see their friends using it.

— Hearing Healthcare Professional, Connecticut

WIDEX EVOKE™

HEARING HAS EVOLVED

Widex Customer Support: 1.800.221.0188 | widexPRO.com



IDEAL CANDIDATES FOR SOUNDSENSE LEARN



Patients with a smartphone or iPad or family members with smartphone or iPad

Younger patients in a variety of dynamic environments



Older patients who want to hear their best in every moment

Patients who like to have extra control



INTRODUCING SOUNDSENSE LEARN TO YOUR PATIENTS



STEP ONE

Get your patient's phone ready

Before your patient's appointment, ask them to download the EVOKE app.

For easy set-up instructions, download or order CRM21.

STEP TWO

Introduce right away!

Introduce the EVOKE app and SoundSense Learn benefits at first fit so that your patients realize the full potential of their new devices.

Save 5-10 minutes at the end of your demo or fitting to review basic EVOKE app function with emphasis on the benefits of SoundSense Learn.

Keep the initial instructions simple and provide CRM29 as an at-home reference.

Let your patients know you will review this again at their follow-up visit.

Short on time? The EVOKE app offers a complete demo experience of SoundSense Learn.

STEP THREE

Remind your patient at two week follow-up

Review your patients' use of SoundSense Learn to see if they are using it to create new programs.

Discuss how SoundSense Learn can help your patients in their real-life settings.

STEP FOUR (Optional)

Offer monthly Real-Life Hearing Workshops on SoundSense Learn

Ask your Widex team how to get started!

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The reason I selected this hearing aid for you is because it is the only hearing aid that allows you to truly personalize your sound preferences in the moment.

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EVOKE will naturally help you hear in most situations. Use SoundSense Learn when you want to take control to hear even better.

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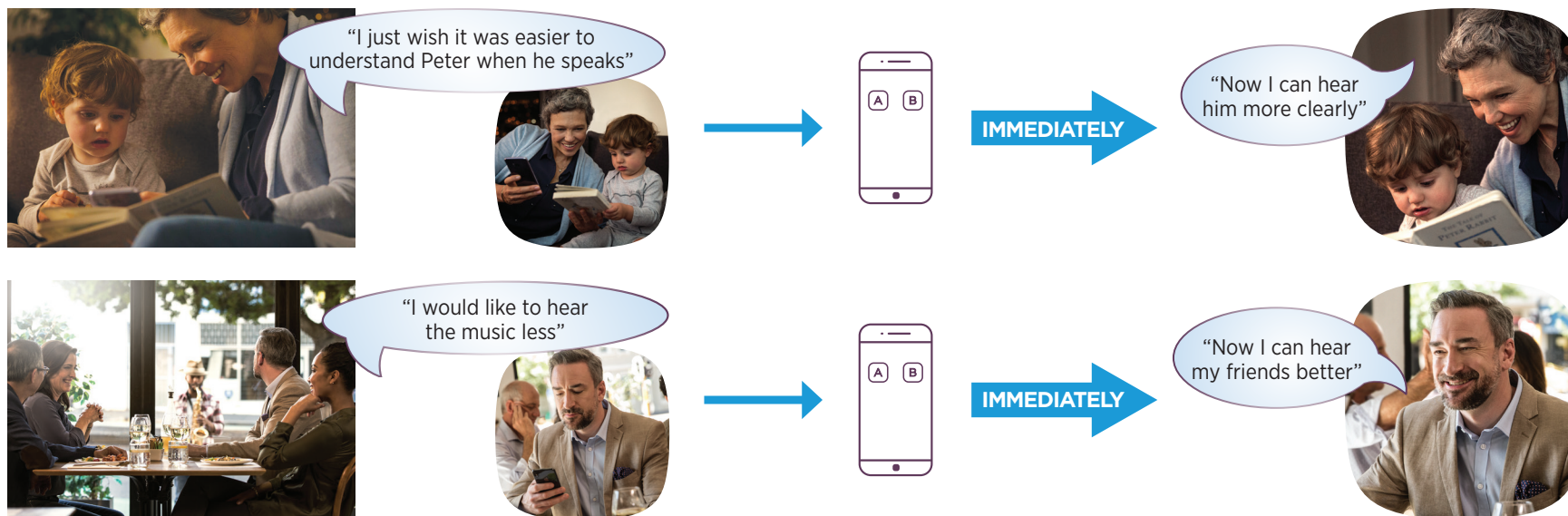
Remind your patients why you recommend SoundSense Learn

BE THERE WITH WIDEX EVOKE AND SOUNDSSENSE LEARN



Tailor your hearing to YOUR needs – in the moment.

Different people have different preferences, even in the same situation. You can teach Widex EVOKE your preferences with a few taps on the SoundSense Learn feature in the Widex EVOKE app. SoundSense Learn uses real-time machine learning to learn and suggest a new, personalized setting.



SoundSense Learn real-time machine learning offers an intelligent today and a smarter tomorrow.

INTELLIGENT TODAY

- Hear your best in the moments that matter
- Control what you want to hear and minimize the sounds you don't want to hear
- Save time with fewer follow-up visits
- Easy to use and personalized for you

SMARTER TOMORROW

- Real-life insights for more informed follow-up visits
- Automatic firmware updates with access to enhanced features
- Continued learning through the Widex Cloud

Is my personal information protected? Yes, all information is sent anonymously to the Widex Cloud which is a secure and private server. Widex does not use any personal information in the process.

Widex Consumer Support: 1.844.497.8844 | widex.com

WIDEX EVOKE™
HEARING HAS EVOLVED

EVOKE SOUNDSense LEARN

IT'S EASY AS 1-2-3!

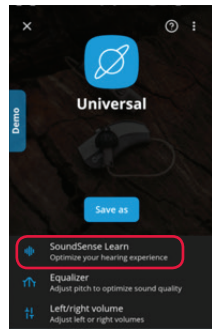


HEAR
YOUR BEST
AT ALL
TIMES WITH
EVOKE

In addition to superior sound quality and automatic performance, EVOKE lets you personalize your listening experience with the industry's only real-time machine learning tool: **SoundSense Learn**. Here's how you can take control to hear your best in any real-life hearing™ moment.

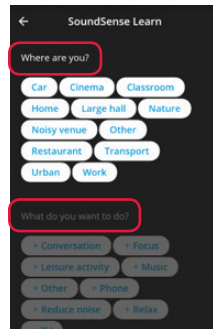
STEP 1 Getting started

Figure 1.



Tap **Sound Menu** on the home screen of your EVOKE app and select **SoundSense Learn**.

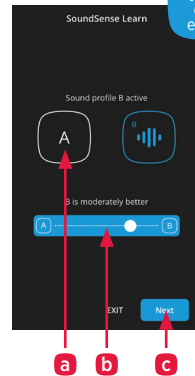
Figure 2.



Select your environment and listening goals.

STEP 2 Improve your sound in real time

Figure 3.



- Listen and compare the A and B sound profiles by tapping on each. Which do you like more?
- Move the slider to indicate your preference. The further you move it toward A or B, the more it means you like that sound.
- Select **Next** to listen to a new set of A and B sound comparisons and get closer to your preferred sound.

Figure 4.

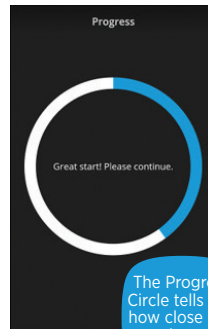
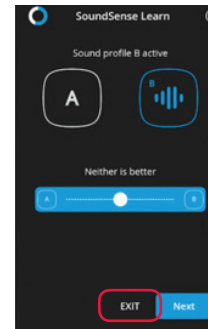


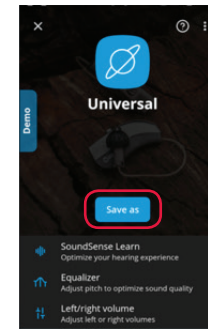
Figure 5.



When you are happy with the sound, select **EXIT** at any time and your sound preference will be saved until you change programs or restart your hearing devices.

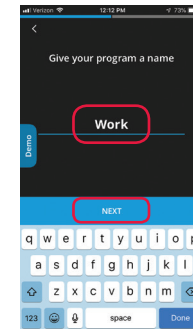
STEP 3 Save your settings as a personal program (Optional)

Figure 6.



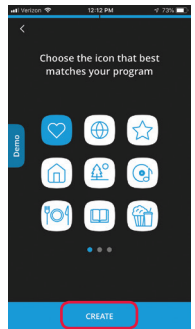
To use this sound setting again later, select **Save** to create a new personal program. It will be shown in your Programs list to access at any time in the future.

Figure 7.



Name your program and select **Next**.

Figure 8.



Select an icon to match your personal program and select **Create**.

Congratulations!
You've successfully personalized your hearing experience!