

BREAKING THE SOUND BARRIER



WIDEX **UNIQUE**™

LIVE LIFE LARGE

NEW HORIZONS IN HEARING

With the **WIDEX UNIQUE™** family, we don't claim to do anything different.

We just do it better.

We can do this because we have refined the entire process of digital sound processing to push the barriers of performance.

The WIDEX UNIQUE™ hearing aid is loaded with all-new features, including improved A/D converters for incredibly wide input range, a sound classifier for intelligent listening and the Wind Noise Attenuation system that dramatically reduces wind noise, leading to an SNR improvement of 8.4 dB.

But the whole is greater than the sum of its parts, and UNIQUE takes precision and performance to a completely new level in the way it **captures**, **purifies** and **processes** sound.







CAPTURE



PUSH THE LIMITS

At the heart of the WIDEX UNIQUE™ sound are our four A/D converters, which provide the **best sound capturing** in the industry. They deliver up to 113 dB SPL linear input without distortion or artefacts.

And because we have lowered the noise floor of the A/D converters to 5 dB SPL, they can also capture the soft sounds. So users can enjoy an incredible **108 dB dynamic range**.

From the highs to the lows, UNIQUE is a hearing aid that reacts quickly to sudden changes and really works when needed most – in noisy environments and extremely quiet situations.

From one extreme to the other.





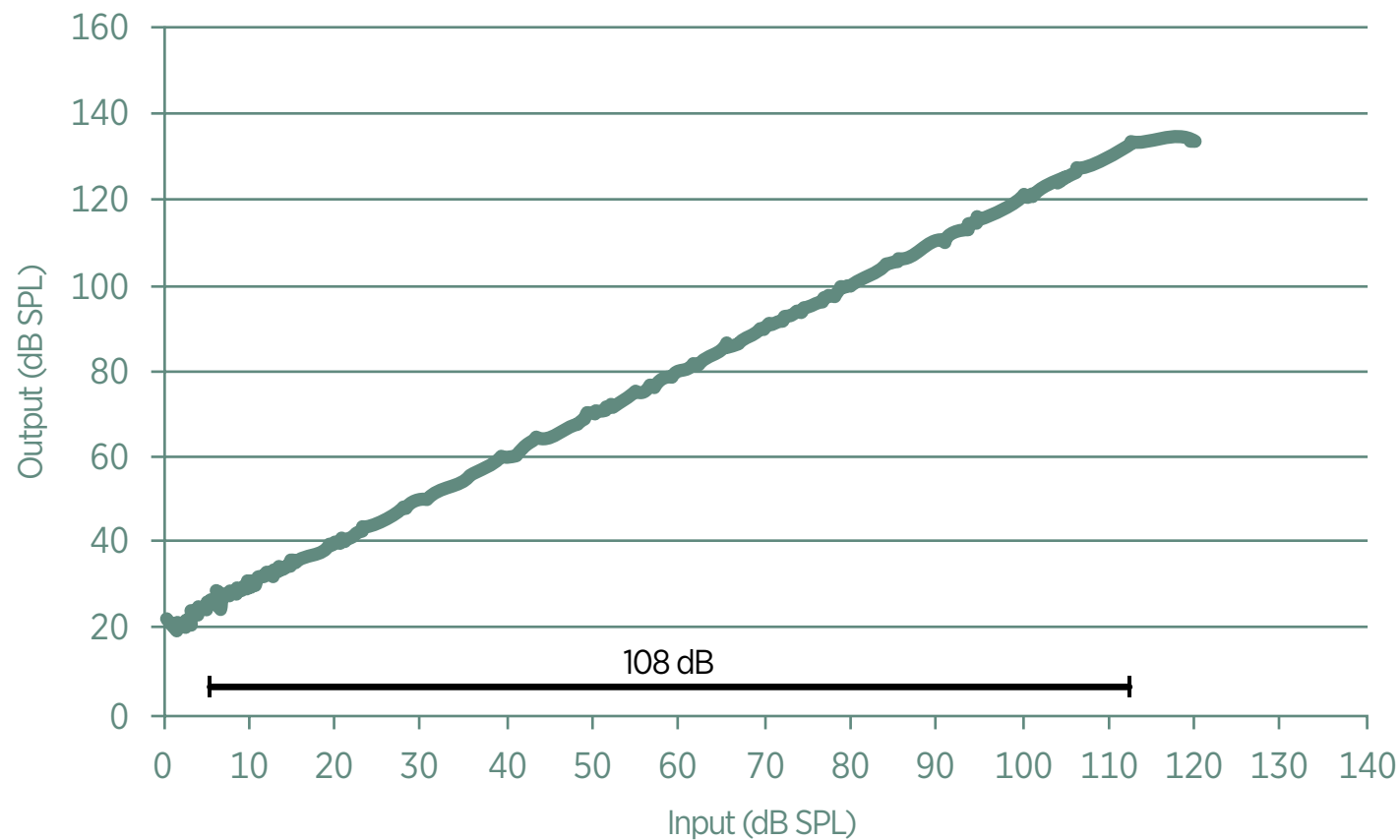
Inspired by extremes
to handle everyday
needs



108 dB

DYNAMIC RANGE OF
A/D CONVERTERS

CAPTURES **MORE SOUND** THAN OTHER HEARING AIDS



With UNIQUE, a wide range of sounds from very soft to very loud can be handled linearly.

The input/output curve shows the dynamic range of the UNIQUE A/D converters from 5 dB SPL to 113 dB SPL - a dynamic range of 108 dB linear.*

* Data on file
Source: Widex Global Development department.

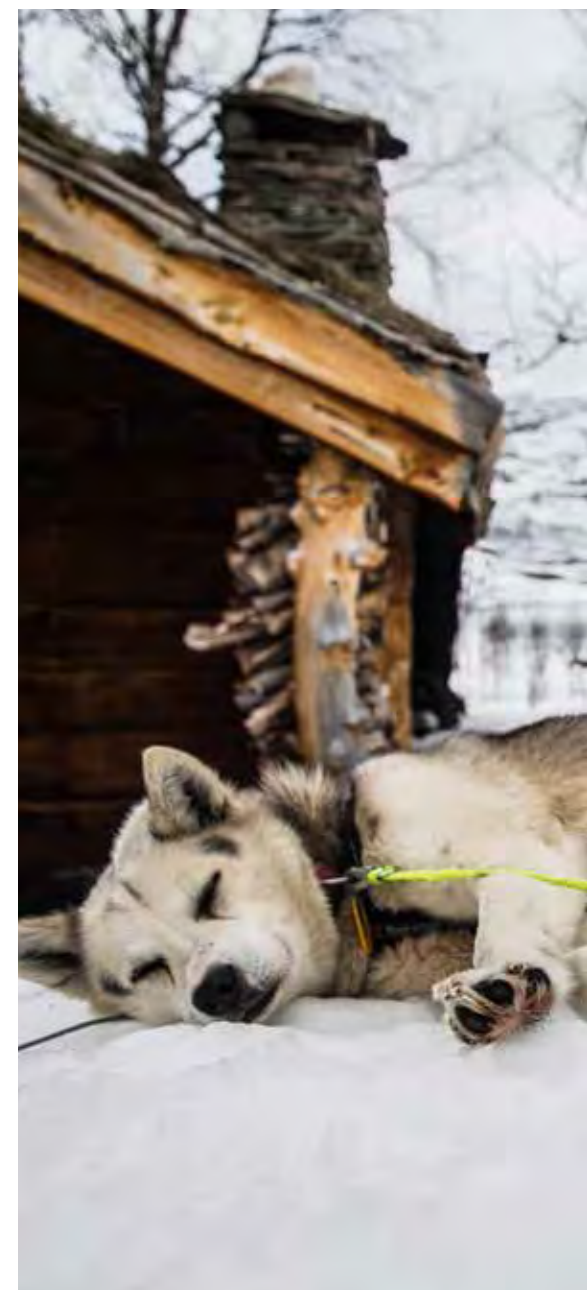


PURIFY





Hear the sounds
other hearing aids
cut out





FROM THE **EXTREME** TO THE **SUBLIME**

WIDEX UNIQUE purifies all the sound it captures.

Our powerful **Soft Level Noise Reduction** reduces bothersome soft noises to provide users with supreme sound quality in any environment, from the extreme to the sublime.

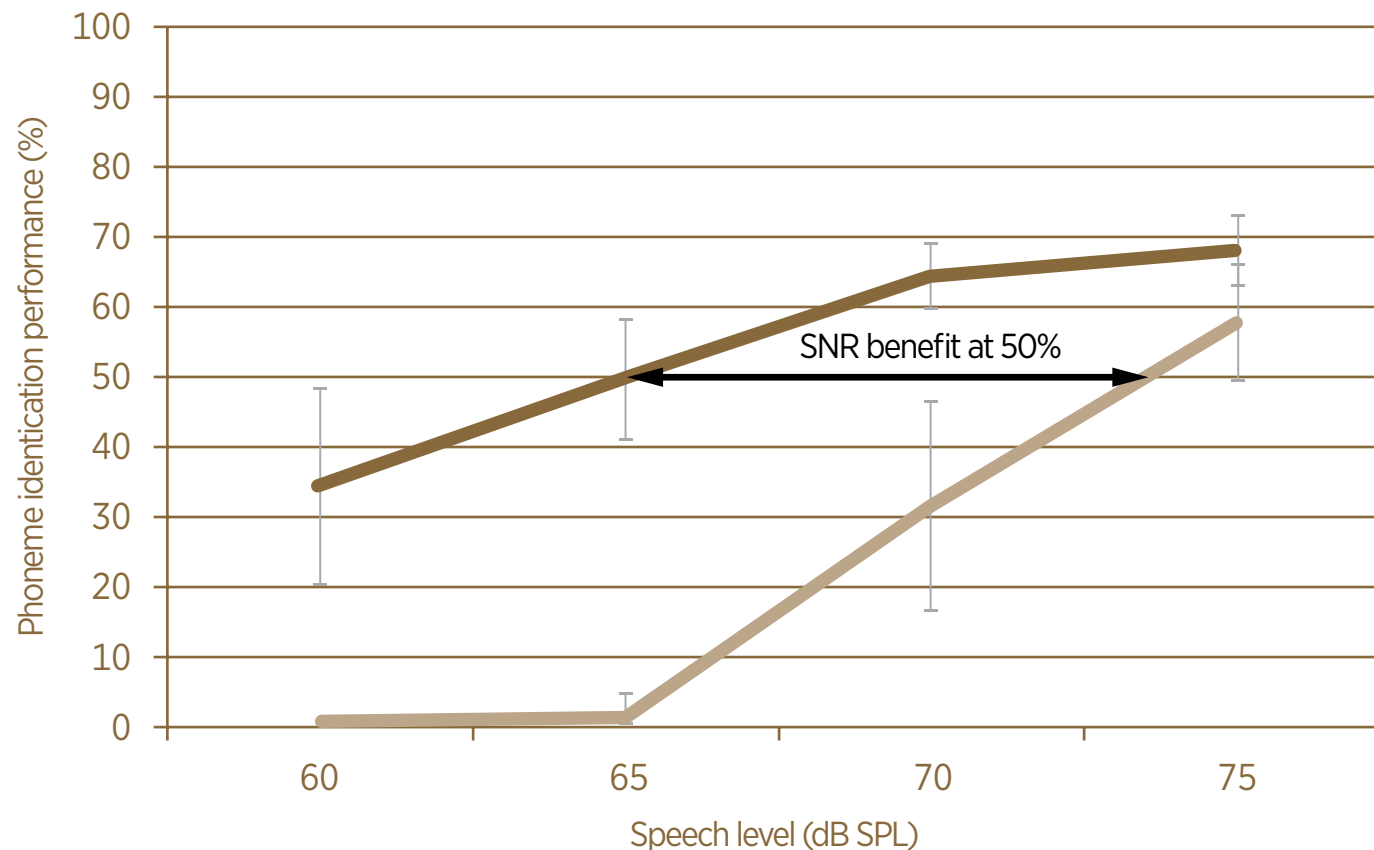
Wind noise is also reduced significantly with the **Wind Noise Attenuation** system - the industry's best wind noise reduction - which truly adapts to the conditions.

Whether enjoying the solitude of the great outdoors or focusing intensely on tiny details, users of UNIQUE can make the most of the entire soundscape, with pure, clean sound.

8.4 dB

SNR IMPROVEMENT IN WIND NOISE
(FOR PHONEMES)

THE BEST WIND NOISE REDUCTION IN THE INDUSTRY



The graph shows the difference in phoneme identification scores on the ORCA nonsense syllable test as a function of speech levels between Wind Noise Attenuator (WNA) On and Off. Speech was presented from the left at a wind speed of 5 m/s from the front. The difference in performance is equivalent to an 8.4 dB improvement in signal-to-noise ratio at the 50% correct criterion.*

— WNA ON
— WNA OFF

* Data on file
Source: Office of Research in Clinical Amplification
(ORCA - Chicago, USA)



The image features a dramatic seascape with dark, turbulent water and white foam from breaking waves. In the background, a range of mountains is visible under a heavy, overcast sky. The word "PROCESS" is superimposed in large, white, bold, sans-serif capital letters across the upper portion of the image.

PROCESS

COMMUNICATE AS ONE

Like everyone else, hearing aid users are exposed to constantly changing environments.

Responding quickly to these changes is vital. With WIDEX UNIQUE™ **Sound Class Technology** we have devised a completely new, precise **processing system** to give users significantly improved sound in every sound environment.

At the core of this is a new **Universal** listening program that includes a sophisticated classification system. It divides listening environments into nine distinct sound classes.

By searching for specific characteristics in the incoming sound, it is able to instantly assess the sound environment - providing the optimum sound output to suit each **individual's** unique sound situation and hearing loss.

UNIQUE controls all this input, ensuring everything works together, communicating as one.

In perfect balance.





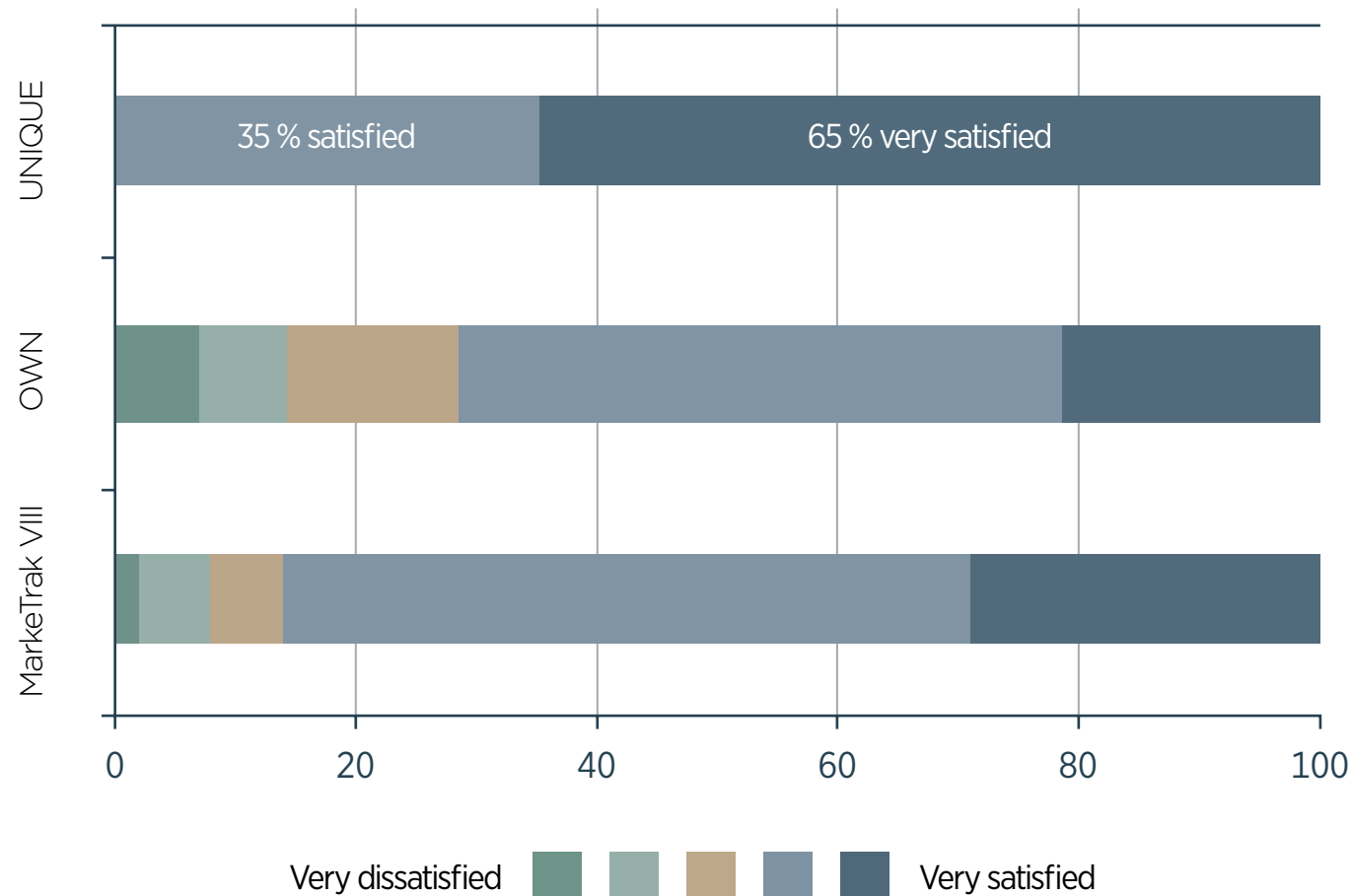
The perfect
balance between
audibility and
comfort



100%

OF UNIQUE USERS ARE SATISFIED WITH
THE IMPROVEMENT IN THEIR HEARING

MORE **SATISFIED** USERS



100% of participants using UNIQUE rated that they were either satisfied (35%) or very satisfied (65%) with the improvement in their hearing. This differs significantly from the data for MarkeTrak VIII*, in which 86% rated themselves satisfied.**

*worded "satisfaction with benefit" in MarkeTrak VIII

** Data on file
Source: Office of Research in Clinical Amplification
(ORCA - Chicago, USA)



MORE SOUND NO BARRIERS

The UNIQUE experience doesn't stop with the hearing aid.

In a world where mobile phones are central to communicating, **COM-DEX** helps users stay connected. It offers a true hands-free method of streaming to hearing aids and is compatible with most smartphones via Bluetooth.

UNIQUE can also be controlled remotely via COM-DEX with the **COM-DEX app**, an easy-to-use and convenient way to adjust sound and pro-

gramme settings. And for challenging one-to-one situations where you need to hear speech clearly, the COM-DEX Remote Mic is a perfect add-on – it's a discreet, clip-on microphone you give to your conversation partner so you can hear them close up and in detail.

To enjoy even more sounds, users of UNIQUE can make the most of our entire range of DEX™ communication accessories and connect easily and instantly to mobile phones, remote controls, TVs, personal audio systems and more.





CAPTURE,
PURIFY,
PROCESS
**WITHOUT
SACRIFICE**



Everything we make at Widex is made to be better.

That is why with UNIQUE we have taken our previous platforms and totally redesigned them to create even more sophisticated processing technology. All without compromising audibility, speed, battery life or comfort.

In other words: **sacrificing nothing.**

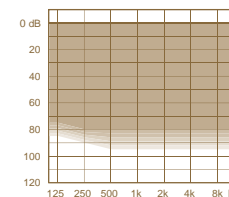
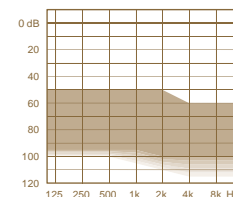
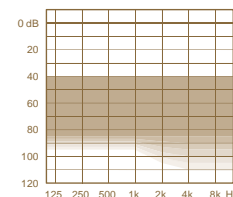
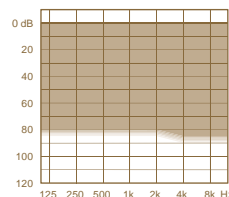
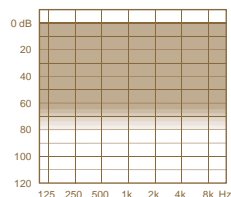
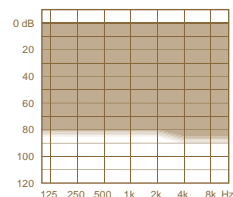
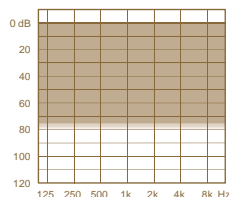
	U-PLATFORM
INPUT LIMIT/DYN. RANGE	113 dB SPL / 108 dB
SAMPLING FREQUENCY	33.1 kHz
BIT DEPTH	18 bit
PROCESSING POWER	600 million operations/sec
MEMORY	1Mbit
INTEREAR	21 Hz
DELAY	1.3-5 ms
CURRENT CONSUMPTION	< 1.00mA

WIDEX UNIQUE QUICK GUIDE AND COLOURS

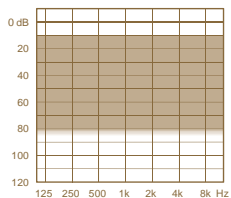
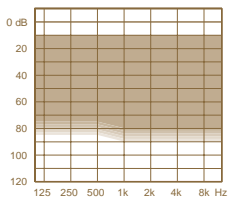
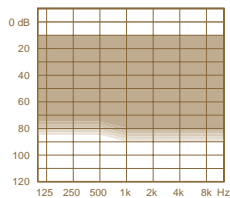
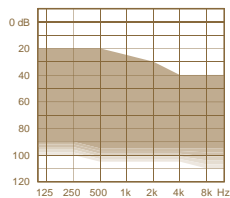
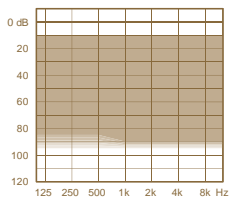



































































STYLE	PASSION RIC		FUSION RIC/RITE				FASHION MINI
Receiver	S-receiver	M-receiver	S-receiver	M-receiver	P-receiver	HP-receiver	-
Open fit option	Yes	Yes	Yes	Yes	No	No	Yes
Battery size	10	10	312	312	312	312	312
Battery life	95 hrs	90 hrs	150 hrs	150 hrs	140 hrs	135 hrs	135 hrs
Preference control	Via DEX	Via DEX	Optional/Via DEX	Optional/Via DEX	Optional/Via DEX	Optional/Via DEX	Optional/Via DEX
Program shift	Via DEX	Via DEX	Standard/Via DEX	Standard/Via DEX	Standard/Via DEX	Standard/Via DEX	Standard/Via DEX
Telecoil	Via DEX	Via DEX	Yes	Yes	Yes	Yes	Via DEX
Widex CROS compatible	Yes	Yes	Yes	Yes	Yes	Yes	Yes
DEX devices*	All	All	All	All	All	All	All
Max gain	63 dB	69 dB	63 dB	68 dB	70 dB	84 dB	64 dB
MPO	118 dB SPL	124 db SPL	118 dB SPL	124 dB SPL	131 dB SPL	137 dB SPL	135 dB SPL
Bandwidth	100 Hz – 10000 Hz	100 Hz – 10000 Hz	100 Hz – 10000 Hz	100 Hz - 9200 Hz	100 Hz - 6700 Hz	100 Hz - 6000 Hz	100 Hz - 8450 Hz
IP-rating	IP-58	IP-58	IP-58	IP-58	IP-58	IP-58	IP-58

* COM-DEX, CALL-DEX, UNI-DEX, RC-DEX.
TV-DEX, FM+DEX, PHONE-DEX (Available
in some countries only)



				
FASHION	FASHION POWER	CIC-M	CIC	XP
-	-	-	-	-
Yes	No	No	No	No
312	13	10	10	312
140 hrs	260 hrs	100 hrs	95 hrs	130 hrs
Standard/Via DEX	Standard/Via DEX	-	Via DEX	Via DEX
Standard/Via DEX	Standard/Via DEX	-	Via DEX	Via DEX
Yes	Yes	-	Via DEX	Yes
Yes	Yes	-	Yes	Yes
All	All	-	All	All
71 dB	77 dB	63 dB	63 dB	68 dB
137 dB SPL	138 dB SPL	124 dB SPL	124 dB SPL	128 dB SPL
100 Hz - 7600 Hz	100 Hz - 6250 Hz	100 Hz - 9700 Hz	100 Hz - 9700 Hz	100 Hz - 9800 Hz
IP-58	IP-58	IP-58	IP-58	IP-58



Colours	PASSION	FUSION	FASHION MINI	FASHION	FASHION POWER	ITE/CIC/CIC-M
Warm beige / 021						
Tan silk / 081						
Winter silver / 072						
Titan grey / 073						
Midnight black / 074						
Cappuccino brown / 071						
Copper brown / 070						
Summer gold / 069						
Mediterranean turquoise / 078						
Shocking pink / 077						
Sporty red / 076						
Lime green / 075						
Metallic blue / 090						
Pearl white / 068						
Silver white / 112						
Light beige / 025						
Dark brown / 107						
Clay brown / 028						



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WIDEX[®]
HIGH DEFINITION HEARING