

BREAKING THE SOUND BARRIER

A photograph of two cyclists in a scenic landscape. The cyclist on the left is wearing a yellow jacket and a backpack, looking towards the right. The cyclist on the right is wearing a blue jacket and a white helmet, looking towards the left. The background shows a body of water, mountains, and a bright sky with a rainbow-like lens flare.

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 by 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 113dB SPL linear input without distortion or artefacts.

And because we have lowered the noise floor of the A/D converters to 5dB 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.





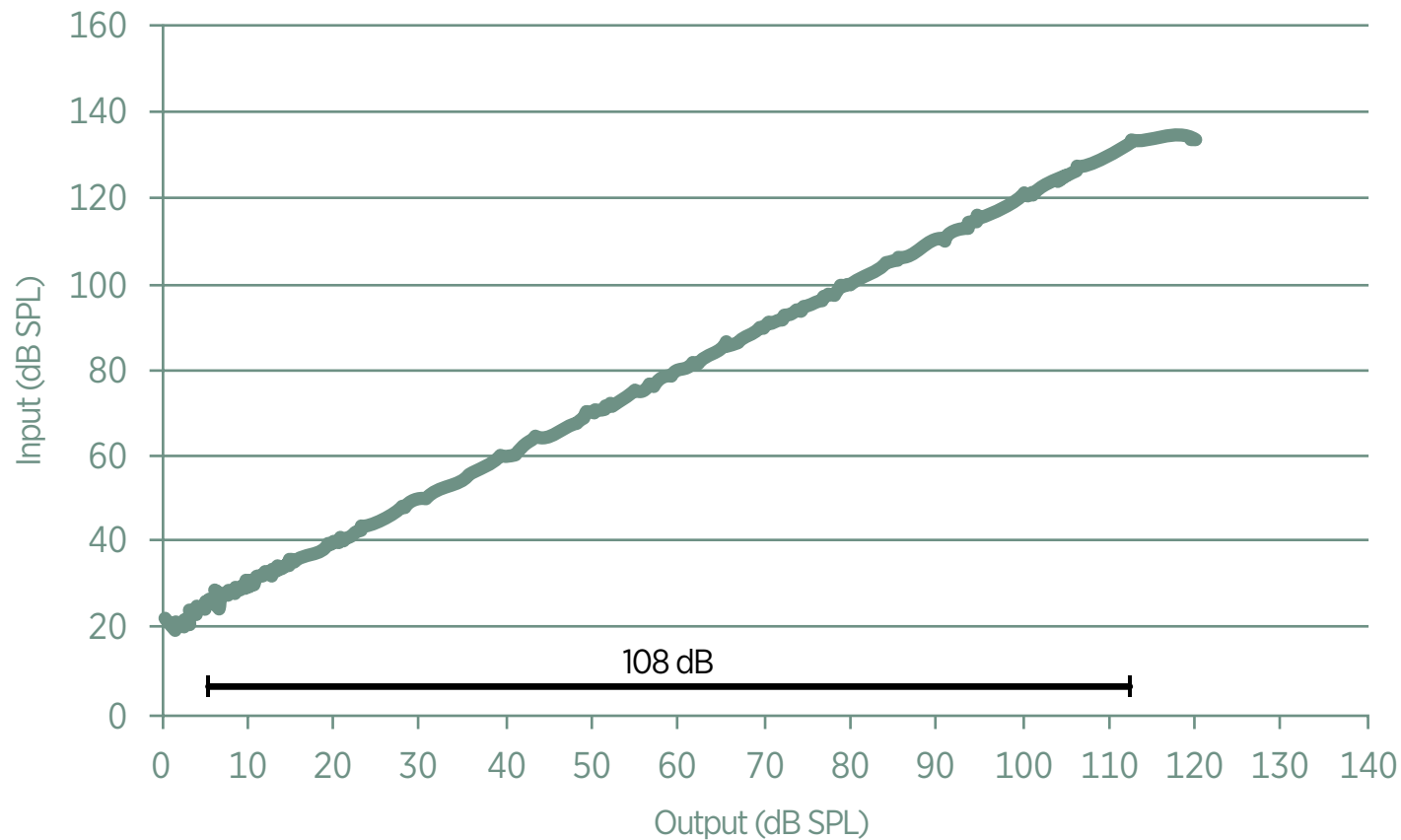
Inspired by extremes
to handle everyday
needs



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 108dB 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.

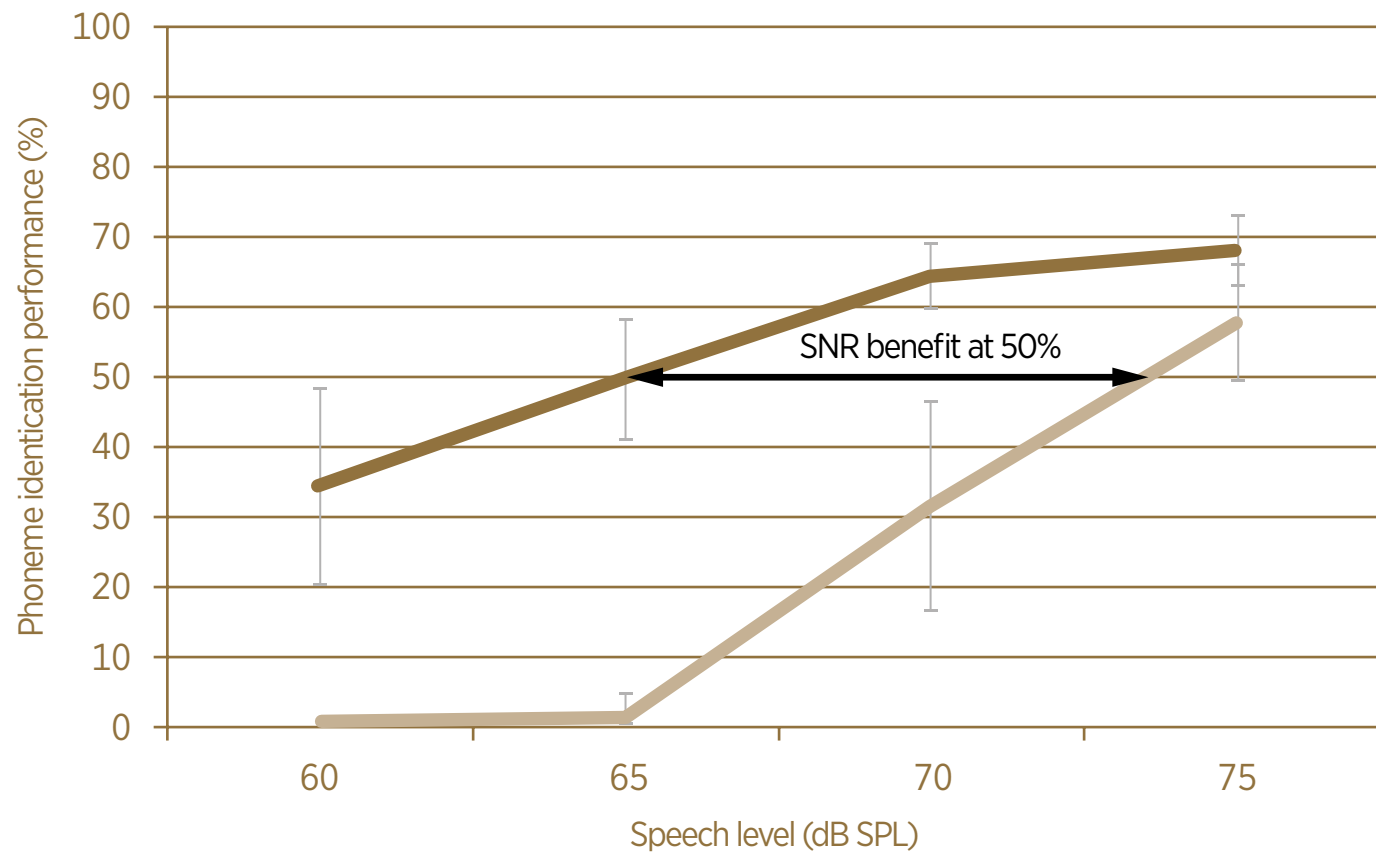
Wind noise is also reduced significantly with the **Wind Noise Attenuation** system - the industry's best wind noise reduction - which truly adapts to the conditions.

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)





PROCESS

COMMUNICATE AS ONE

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

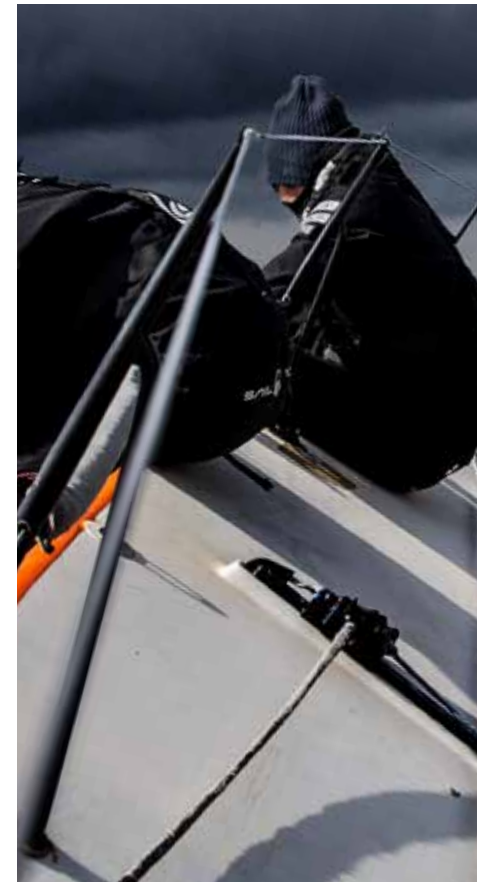
Responding quickly to these changes is vital. With WIDEX UNIQUE™ **Sound Class Technology** we have devised a completely new, precise **processing system** to give users significantly improved sound in every sound environment.

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.





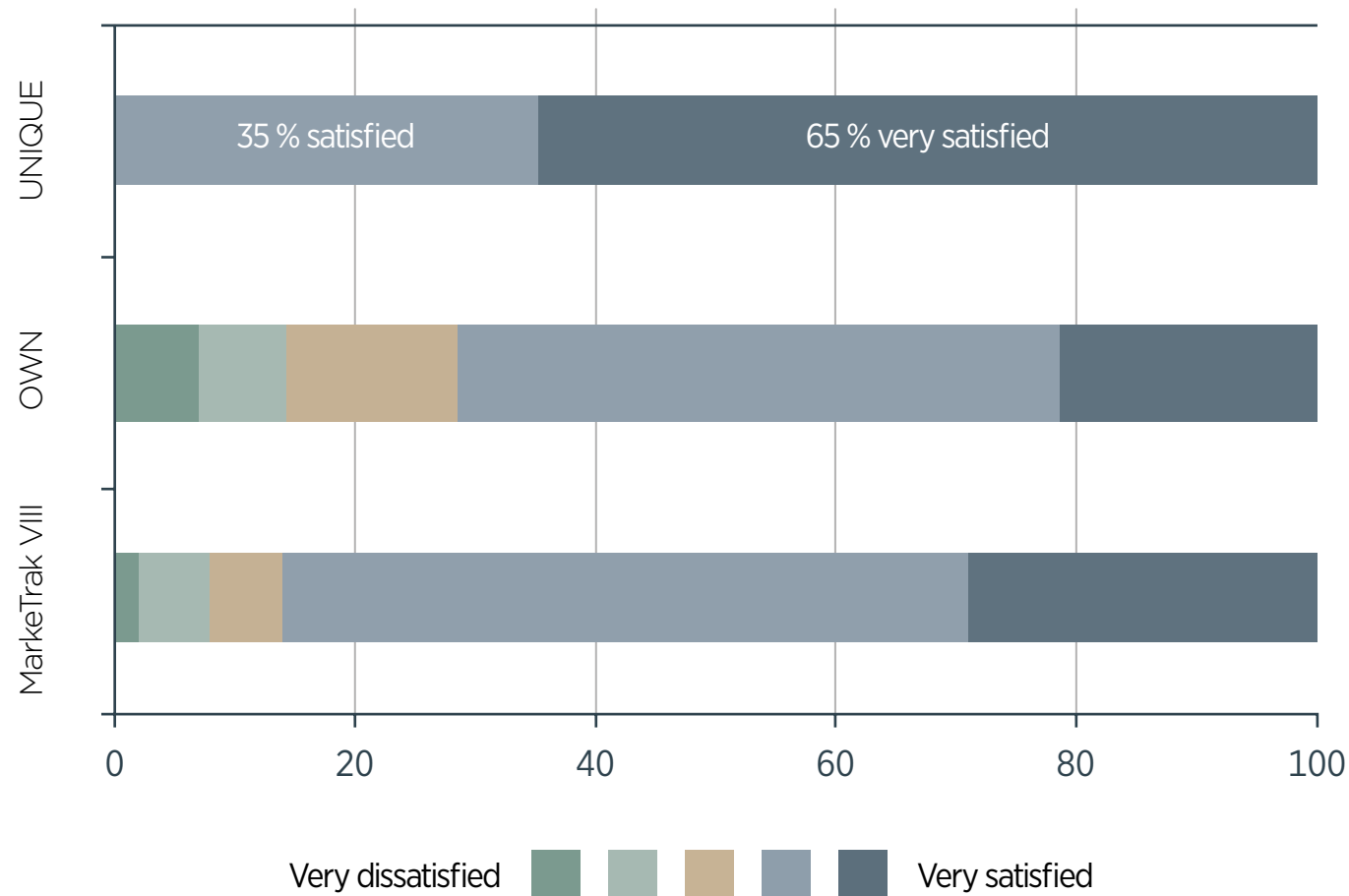
The perfect balance between audibility and comfort



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, our new **COM-DEX** helps users stay connected. It offers a true hands-free method of streaming to hearing aids and is compatible with all smartphones via Bluetooth. And its stylish design and attractive colours are the perfect complement to any smartphone.

UNIQUE can even be controlled remotely with the **COM-DEX app**, an easy-to-use and convenient way to adjust sound and programme settings.

And 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 / 108dB
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**



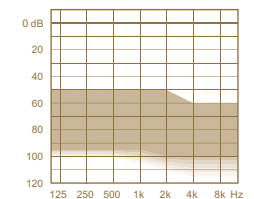
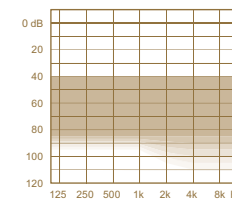
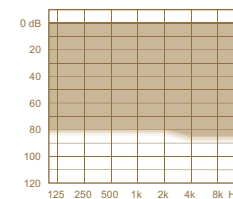
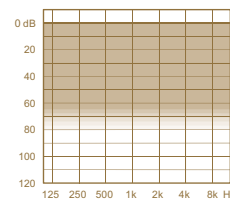
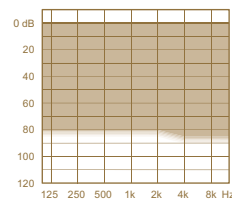
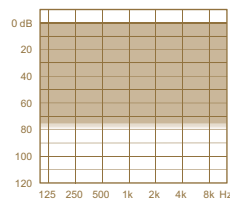
STYLE

PASSION RIC

FUSION RIC/RITE

Receiver	S-receiver	M-receiver	S-receiver	M-receiver	P-receiver	HP-receiver
Open fit option	Yes	Yes	Yes	Yes	No	No
Battery size	10	10	312	312	312	312
Battery life	95 hrs	90 hrs	150 hrs	150 hrs	140 hrs	135 hrs
Preference control	Via DEX	Via DEX	Via DEX	Via DEX	Via DEX	Via DEX
Program shift	Via DEX	Via DEX	Standard/Via DEX	Standard/Via DEX	Standard/Via DEX	Standard/Via DEX
Telecoil	Via DEX	Via DEX	Yes	Yes	Yes	Yes
DEX devices*	All	All	All	All	All	All
Max gain	63 dB	69 dB	63 dB	68 dB	70 dB	84 dB
MPO	118 dB SPL	124 db SPL	118 dB SPL	124 dB SPL	131 dB SPL	137 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
IP-rating	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)



WIDEX UNIQUE COLOURS



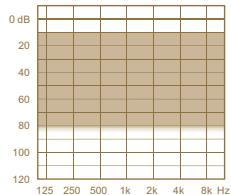
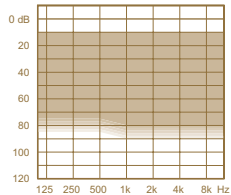
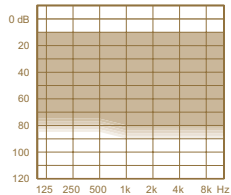
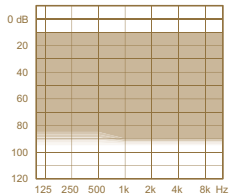
FASHION

CIC-M

CIC

XP

-	-	-	-
Yes	No	No	No
312	10	10	312
140 hrs	100 hrs	95 hrs	130 hrs
Standard/Via DEX	-	Via DEX	Via DEX
Standard/Via DEX	-	Via DEX	Via DEX
Yes	-	Via DEX	Via DEX
All	-	All	All
71 dB	63 dB	63 dB	68 dB
137 dB SPL	124 dB SPL	124 dB SPL	128 dB SPL
100 Hz - 7600 Hz	100 Hz - 9700 Hz	100 Hz - 9700 Hz	100 Hz - 9800 Hz
IP-58	IP-58	IP-58	IP-58



THE BTE RANGE



Copper brown



Tan silk



Warm beige



Summer gold



Pearl white



Mediterranean turquoise



Shocking pink



Sporty red



Lime green



Metallic blue



Winter silver



Titan grey



Midnight black



Cappuccino brown

THE ITE / CIC RANGE



Light beige



Dark brown



Clay brown



Printed by KLS/2015-09. 9 502 3817 001 #01
Widex, WIDEX UNIQUE and DEX are trademarks of Widex A/S.

 Widex A/S, Nymoellevej 6, DK-3540 Lyngø

Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Google Play is a trademark of Google Inc.

WWW.WIDEX.PRO

