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The world of Widex

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Welcome readers

Widex sells hearing aids in almost 100 countries and is in contact with a wide range of people and businesses within audiology, technology and marketing, as well as with hearing aid users. It is our wish that with this magazine, we will offer readers a current look at the work we are doing and the things we stand for at Widex.

We are presently engaged in significant professional communication efforts for audiologists. This magazine is aimed at an even broader communication, in order to give a fuller picture of the company. We would also like to further develop contact with our business partners and other interested parties that make up the links between the hearing aid user and Widex.

Independent studies show that Widex is widely considered to be a technology leader among hearing aid manufacturers. This makes us happy and proud, as the people at Widex commit an extensive, dedicated effort to research, development and production. Therefore, the magazine includes coverage of projects that contribute to improving technology.

In contrast to many other hearing aid manufacturers, Widex has prioritised internal research, development and production since the company’s start in 1956. Teamwork between the different parts of the company is vital in order for us to reach our goals – and crucial to our market growth. That is why we recently decided to build a new headquarters close to the current facility. Here, each individual department will have optimum working conditions under the same roof, with plenty of room for future expansion.

Widex will not compromise on quality. Therefore, all production and assembly is carried out in Denmark and Belgium, close to development and quality control.

It is our hope that readers of this magazine receive a positive impression of the effort made by our talented employees – and thereby spread awareness of the way Widex works to develop and produce hearing aids which please and benefit people with hearing loss.

An estimated one out of ten hearing aids sold on the international market is developed and produced by Widex. That does not make us the largest supplier, but our ambition is only to be the best – both technically and in relation to our many business partners around the world.

Pleasant reading

Jan Tøpholm
President
The market for high-end hearing aids is becoming increasingly competitive. Never before have consumers had so much choice in this segment, with numerous manufacturers offering a wide range of quality and technologically advanced hearing aids. With the new mind440 therefore, it was vital for Widex to create not just a first-class product but one that contained truly groundbreaking features and could clearly be differentiated.

In order to emphasise these factors, the mind440 campaign has focused on the hearing aids’ unique features while articulating the novelty and exclusivity of the product.

mind440, successfully launched at EUHA in Germany last October, is the first hearing aid ever to offer a dedicated relaxation and tone program, the revolutionary Zen. According to Henriette Knutzen, project manager for mind440, Zen has great potential for the user. “The Zen tones are unique tones generated by the hearing aid itself,” she says. “Based on fractal science the hearing aid generates the tones itself - the tones are not recorded. By giving the user the option to listen to soothing tones we aim to give the user a tool for relaxation.”

Fractals are geometrical structures that have details no matter how much they are magnified. They can be split into self-similar parts that resemble each other but do not repeat themselves. The term fractal stems from the Latin ‘fractus’, meaning ‘fractures’ or ‘broken’.

Zen uses fractal technology to generate random numbers to produce random, infinite tones that are both harmonic and non-repetitive.

Also making life easier for the user is mind440’s speech synthesis system, SmartSpeak, which literally talks users through various hearing aid functions such as programs and settings.

Such features are of benefit to both hearing care professionals and end-users alike. “mind440’s wide range of new and unique features gives the user and the audiologist the handles to fine tune and optimise the hearing aid specifically to the user needs and preferences,” says Henriette Knutzen.

Also new to mind440 is a revamped and upgraded signal processing system. Widex’ unique ISP technology has been refined to create Dual ISP – adding an extra dimension to the hearing aid’s sound. As Henriette Knutzen explains, “mind440 provides an uncompromised clear and comfortable sound for the hearing impaired. With mind440, the excellent Widex sound has taken a leap up. To achieve this, we have made important improvements in the compression system. We have summed these improvements up under the TruSound heading.”

This new compression system is central in providing mind440 with more detailed, natural and clear sound and also makes mind440 one of the few hearing aids in the world with a bandwidth of over 10 kHz.

For Henriette Knutzen, mind440 successfully promotes new technology while emphasising the importance of sound. “Personally I think of mind440 as a new car model with a stronger and more complex engine, resulting in cleaner and efficient fuel combustion - pleasure on the road.”

And ultimately, this is what mind440 aims to do – make hearing a pleasure.

www.widex.com/mind440
In contrast to most other major companies in the international hearing aid market, Widex remains in the ownership of the two founding families. The third generation is currently represented – with brothers Richard and Julian Tøpholm, at 35 and 32 years of age respectively. And the third Westermann generation is considerably younger.

Widex was founded in 1956 by electronics engineer Christian Tøpholm and business educated Erik Westermann. This partnership combined Tøpholm’s superior technical skills with Westermann’s acute ability to identify future market needs.

The partnership was also based on a balanced fifty-fifty ownership. Over time, members of the two men’s families have joined the company, which is still owned equally by the Tøpholm and Westermann families.

Second and third generation
When Christian Tøpholm died in 1985, his son, civil engineer Jan Tøpholm – who was working at Widex at the time – took over his position as head of development and production.

And when Erik Westermann turned 70 in 1993 and withdrew from daily management responsibilities, the gradual generation shift was already in progress. Today, the Westermann family has two active managers: Søren Westermann (audiological research, patents and IT) and Anders Westermann (economy and finance). Tom Westermann, who was in charge of sales and marketing for almost four decades, retired in December 2008.

The third Tøpholm generation also chose to follow in their father’s and grandfather’s footsteps by becoming engineers. With master’s degrees from the Technical University of Denmark – combined with jobs at Widex during their education – they have solid backgrounds for joining the company’s management team.

In addition, they have both supplemented their education with language studies: Richard Tøpholm in Germany and France, and Julian Tøpholm in Switzerland. International communication is not limited to English.

Advantages of a family-owned company
During the past years, the hearing aid industry has been consolidated through takeovers and mergers. Widex, though, has kept clear of these deals and speculation.

Stability and continuity have always been the trademarks of Widex management. And the tradition of informal management meetings in the morning or over lunch still continues. This ensures that everyone in the management team is kept up to date with company activities.

Widex also follows its own strategy for economic success by prioritising economic independence. “We are not accountable to a board of directors or a bank,” says Anders Westermann. “This gives us increased freedom to focus and act over the longer term. Family-owned businesses to a higher degree accept a long investment life cycle, which often permits more rooted investments with sensible and stable return over long periods of time.”
CARRYING ON THE TRADITIONS

Julian and Richard Tøpholm are the third generation within Widex management. The two engineers work in the Development Laboratory and the Technical Production Department respectively.
Increased focus on paediatric hearing aid solutions

Through an increased focus on hearing aid solutions for children, Widex helps fulfil the needs for products that can be adapted to different age groups and types of hearing loss. Diagnosing and treating hearing loss in children involves some unique challenges compared to adults. One of the reasons for this is that the audiologist cannot obtain the same response from young children as from adults during a hearing test.

“There is a growing interest in children’s hearing in the business. And we would like to support this development.”

So what can Widex offer children? According to Erik Schmidt, coordinator of paediatric audiology at Widex, the company is very strong in the area of advanced signal processing. “The use of advanced signal processing for children is the subject of ongoing debate. One of the questions is whether directional microphone systems and noise reduction limit the child’s access to important sound information,” he explains. He stresses that Widex signal processing systems differ from others by focusing on preserving important speech information in all sound environments.

Product development at Widex is the result of ongoing cooperation with leading researchers in paediatric audiology. The company also prepares informative material written to counsel parents on how to best help their children live with hearing loss as they grow up, as well as providing practical information about hearing aid choice and use.

“There is a growing interest in children’s hearing in the business. And we would like to support this development,” says Erik Schmidt. An example of this support is the Widex Congress of Paediatric Audiology – a biennial scientific conference sponsored by the company and attended by hundreds of hearing aid dispensers, audiologists and doctors.
Since 2000, Widex has sponsored the biennal Congress of Paediatric Audiology. These world congresses provide a forum for audiologists, dispensers and doctors specialising in paediatric hearing loss.

The 2008 congress – “5th Widex Congress of Paediatric Audiology” – was attended by a record number of participants, with no less than 630 delegates from 50 countries. The agenda included the following topics:

- The child’s natural maturation and related challenges
- How early identification and intervention affects the development of speech and language
- Speech perception and language development in children
- Amplification and improvement of sound for newborns and infants with hearing loss
- Genetics and deafness
- Development and audiological disorders (the development of children with audiological dysfunctions)

The congress also offered several workshops focusing on practical problems in the day-to-day work of paediatric audiology.

Read more about the congress at www.widex.com
Children learn language by listening to speech around them. As such, language acquisition is particularly difficult for children with impaired hearing.

Widex and the University of Southern Denmark (SDU) are working together to define the key processes of language acquisition in children – and to determine how language stimulation and hearing aid use may facilitate language acquisition.

The project is named WHISPER (Widex Hearing Impaired Speech Research) and aims to provide a base for pedagogical practice and development of technological aids for children with difficulties in acquiring language. The project studies how early use of hearing aids affects language acquisition of hearing impaired children from six months to three years of age. Participating in the project from Widex is researcher Sueli Caporali, MSc and PhD.

“In order to be able to study the language of children, we need detailed knowledge of their hearing. We therefore employ a method that can show by how much and at which frequencies their hearing is reduced”, explains Sueli Caporali, who spends half of her time at the SDU and the other half at the Widex headquarters in Vaerloese, north of Copenhagen.
WHISPER

The WHISPER (Widex Hearing Impaired Speech Research) project was initiated in 2005 and is financed by the University of Southern Denmark (SDU) and Widex A/S. The research results are made available to the public on a regular basis.

SDU has set up Odense BabyLab, which is under the auspices of Center for Child Language. The laboratory is provided with top modern facilities and is currently being used for WHISPER studies.

"The tests take place at the university in a special laboratory called BabyLab, where we present different words and sounds to the child. Based on the child's response, we deduct how they perceive the word or sound," says Sueli Caporali.

Children are born with the ability to discriminate among all speech sounds used in all languages. The spoken language that the child hears around them forms their linguistic hearing. The perceptual system leads to the ability to hear small phonetic differences in the surrounding language – at the expense of the differences that are not used. In a forthcoming study, the researchers in the WHISPER project will look closer at the development of the ability to hear speech sounds.
Size does matter

The popular Passion hearing aid is one of the world’s smallest

Susumu Shibatani
Rugby player and Passion user
Unlike the others

The m model has a different construction than earlier behind-the-ear hearing aids. By giving the two halves of the hearing aid’s shell their own colours, the hearing aid appears smaller than it is. The new construction also means that it is stronger.

And for the first time users can choose between several metallic finishes as well as more traditional matt colour combinations. They can also choose between an ultra-thin tube and classic tubing with a hook. In both cases, there is an option of open fitting or fitting with ventilation.

The technology is outstanding: all m hearing aids have Integrated Signal Processing which intelligently controls how sound is best presented with full directional control. Users can also choose between buttons on the hearing aid itself or a remote control.

The biggest challenge was to minimise waste of space without having negative consequences for engineering, durability, production and user-friendliness.

Mission accomplished – the m model was from the beginning a mega success in most of the world.
MOVING THE BOUNDARIES OF TECHNOLOGY

Widex’ Development Laboratory is the driving force behind the company’s research and development activities
Hearing aids may be very small – but the challenges involved in developing the technology that encases them in such minimal space are considerably larger.

Such are the challenges facing engineers working in the Development Laboratory.

“Audiology, well-founded technical solutions and good sound are our guiding principles,” explains Morten Kroman, head of department in the Development Laboratory. “It’s here where we differentiate ourselves from our competitors.”

He gives the following example as an illustration of the technological challenge:

If you were to simulate a high-end hearing aid from Widex, then you would need to obtain the fastest and newest PC on the market. A PC has a power consumption of around 100 watts while a hearing aid has to perform the same processes with a mere .001 watt (delivered by the hearing aid’s battery).

Experience and new ideas
“Knowledge and experience are alpha and omega in the development of hearing aids. We wouldn’t be able to maintain the necessary continuity without learning from the latest development projects,” says Morten Kroman. “Therefore we wish to have staff employed for a long time and as such, we enjoy a high average seniority.”

“Of course Widex regularly adds ‘fresh blood’ by employing new staff, but we make a point of keeping clever people because their accumulated experience is essential when we develop new hearing aids,” he says.

He thoroughly understands if some people think that this attitude sounds a little conservative. But the fact is the Development Laboratory constantly challenges the boundaries of technology because the complexity of a hearing aid is extreme in relation to its size. Therefore it is important to develop technology from a long term perspective.

Flat organisation
“Since the start in 1956 we have preferred to keep development in-house as much as possible,” explains Morten Kroman. “The more subcontractors one uses, the more knowledge is generated outside the company. That is a disadvantage because continuity is vital in the development of hearing aids.”

“The structure in Widex is different from many other companies. We are, to a certain extent, a top-down structure – but without it being too defined. At the same time, we have a very flat organisational structure: an engineer refers to a department manager, who in turn refers directly to the top executive,” he says.

“Every single member of staff has a lot of room to manoeuvre in their daily work day. We can allow this because we employ people who are very independent and are highly driven. In order to enhance professionalism and advance continuity, we make a virtue out of prioritising professional competence,” emphasises Morten Kroman.

Running a project
In order to ensure the widest possible knowledge sharing, project managers sit together in the same office where they use each other as sparring partners. For specific projects, they naturally work across departments and use each others’ professional competence.

The Development Laboratory develops only high-end technology. That is to say, that each new project is about creating the future’s best hearing aid.

Everybody involved gets a rough sketch of what they are going to develop – and then it is up to them to use their knowledge, experience and talent to come up with something new.

New ideas are evaluated by a panel who decide which of them should be followed up. Good ideas that cannot be realised yet are placed in the pipeline to be used in future technological platforms.
Audiologists and engineers working side by side

The Audiological Laboratory plays a key role in the development of new hearing aids

When it comes to developing new hearing aids, electronics and audiology are the most important factors. While the majority of the Development Laboratory staff are engineers, the Audiological Laboratory employs both audiologists and engineers specialised in audiology.

The basis of the audiologists’ work is to help people with hearing loss hear better by developing hearing aids that provide the best possible opportunities for communication.

The Audiological Laboratory is divided into four functional areas where more than 50 engineers and audiologists work side by side to create good quality sound and speech intelligibility, as well as innovation within hearing rehabilitation:

• “Greenhouse” – research for the future (innovation / wild ideas)
• Audiological Research – development and quality control trials (with test subjects)
• Fitting – fitting of hearing aids including software platforms
• Audiological Communication – builds a bridge between development and sales

For the purpose of innovation, “Greenhouse” concentrates on looking ahead and setting new goals for signal processing in future hearing aids. Big and “unthinkable” ideas arise here, eventually contributing to new standards for the world’s best hearing aids.

When these new ideas evolve, engineers and audiologists implement fitting algorithms and programming software. It is vital for Widex that the solutions provide hearing care professionals with the best possible basis for successful hearing aid fittings.
Developing new technology also includes tests with experienced listeners in order to reveal any flaws in hearing aid sound quality. Such test groups can be internal panels of “critical wonder ears” and external test subjects with hearing loss. No new hearing aid leaves the Audiological Laboratory without having been subjected to this strict testing.

Audiologists and engineers from the Communication group are involved with the projects during the entire hearing aid development process. The primary task of the group is to convert the development work into easy-to-understand “professional stories” for use in sales, marketing, knowledge sharing and professional training.

Only truly new features
“Audiologists and engineers work side by side in communicating information about our products. Our mission is to make technical aspects comprehensible in the broadest sense. We think that a new hearing aid should bring the user something truly new and not just have new features that match those of the competition,” says audiologist Lise B. Henningsen, head of the Communication group.

“Widex has always been a technology-driven company, and our colleagues in the Development department are clever at thinking innovatively. The audiologists at Widex are the users’ representatives in the development process. They help ensure that our solutions are not just technologically groundbreaking, but make a real difference for people with hearing loss,” she says.

“We give high priority to cooperation with hearing care professionals because we know that even the best hearing aid in the world will fall short without the professionals’ competence and lengthy experience.”

According to Lise B. Henningsen, it is in everybody’s interest to ensure that dialogue between the hearing aid manufacturer and the hearing care professional is the best possible. In this context, seminars and training provided by Widex are two extremely important elements of the overall communication effort.
AN INTERNATIONAL FAMILY
The international character of the Widex family is reflected in the diversity of its staff. Widex attracts a wide range of skilled people from around the world.

DAVID MORRIS
Project Coordinator
Australia

SUELI A. CAPORALI
Paediatric Audiologist
Brazil

MALAI SAENSAO
Cleaner
Thailand

IRMA HANSEN
Export Assistant
Venezuela

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OZER KAYA
DSP Programmer
Turkey

CHUNJIAN LI
Research & Development Engineer
China

NICOLAS LEURANGUER
Area Manager
France

VICTORIA VILLARRUEL
Shipping Assistant
Peru

Listen – The world of Widex
In cooperation with the Danish Technological Institute, Widex has developed and patented a unique nano-coating technology

Earwax, sweat, lotion, sun cream, hair products, perfume and other types of moisture can all enter the electronic parts of a hearing aid. This creates erosion and gives rise to errors that require repairs.

Put bluntly: the environment inside the ear is harsh. Around three out of four hearing aid repairs are caused by invasive earwax, sweat, moisture and so on with primarily the microphone and speakers being affected. Up until now, no hearing aid manufacturer could solve this problem satisfactorily.

Four years ago, Widex decided to start a development project in order to find a solution. This led to cooperation with the Danish Technological Institute and resulted in two new patents based on nanotechnology. Widex has trademarked this revolutionary technology as NanoCare.

Nano-coating serves two purposes
The reduction in the number of hearing aid repairs in the future means that nanotechnology is a distinct advantage for both users and manufacturers. Today Widex uses nano-coating on a newly developed wax guard, as well as for a special coating applied to the exposed outer side of hearing aids.

The new NanoCare wax guard can be used with ITE (in-the-ear) hearing aids as well as CIC (completely-in-canal) and RIC (receiver-in-canal hearing aids. The wax guard is built up of a newly developed thin filter of perforated steel foil, the surface of which is coated with an extremely thin surface treatment – a so-called nano-coating – consisting of very few molecular layers. The nano-coating makes it difficult for substances such as earwax, sweat, moisture and so on to enter the hearing aid.

A nano-coating is also applied to the exterior of the BTE (behind-the-ear) hearing aids. Here it works to ensure that the surface of the hearing aid can quickly repel sweat and moisture from the surface and thus not permeate through the microphone opening or the battery cover.

Inspired by nature
The technology behind NanoCare is inspired by the self-cleaning properties of the lotus flower and water lily. The leaves of these plants are water repellent and remain free of dirt because of a wax-like rough surface made up of wax crystalloids with a diameter of one nanometre.

This rough surface means that there is no actual contact surface for a water droplet – instead they roll off the leaf, taking all loose dirt particles with them so that the leaf ends up clean and dry.

According to project manager Tina Ahlberg, a plastic engineer in Research and Development at Widex, it is precisely this effect that is realised with NanoCare. Without nano-coat-
The picture below shows two water droplets on a hearing aid – the top droplet is next to the microphone opening and the bottom droplet next to the battery cover. Both droplets are flattened out, letting moisture seep in. Nano-coating means that the droplets maintain their shape and nothing can seep into the hearing aid.

On the edge of the possible
The challenge for Widex and the DTI was not just developing NanoCare but also producing the perforated steel wire mesh for the wax guards. This mesh was required to be of extremely small dimensions as well as have a unique surface structure, and producing the mesh was like ‘moving on the edge of what is possible.’

Manufacturing it also posed a challenge to Widex’ toolmakers. However they succeeded in finding a method in which to stamp the small pieces and place them in the moulding press, allowing production of NanoCare to start in November 2007.

EXTREMELY SUCCESSFUL PROJECT

“During the last year we have completed several projects in partnership with companies. It is far from certain that such projects lead to commercially usable innovations but the partnership with Widex has been fantastically successful,” says Leif Højsle Christensen, PhD and head of centre at the Danish Technological Institute.

“In the development process we used olive oil as a replacement for fluid earwax – and it was with some satisfaction that in the summer of 2005 we could ascertain that a nano-coating of the tiny filter with microscopic holes made a decisive difference. We had now found a solution that can reduce problems with earwax and moisture.”

“Afterwards a colleague and I went to the USA to continue the testing with, among other things, different sized holes – and in that phase we discovered that you could also nano-coat the plastic parts. And after we had found the correct technical equipment, a test production could begin.

Widex also had to carry out very thorough tests that all the parts of the hearing aids go through before real production can start,” says Leif Højsle Christensen who is happy that both partners can look back on an extremely successful project for the benefit of the many people who have to live with hearing loss.

A FOOTBALL AND THE EARTH

Nano-coating is a special surface treatment with a thickness of only 2 nanometres. But how small is a nanometre actually?

In numbers, 1 billion nanometres = 1 metre

If a nano particle’s size is compared to the size of a football, then it corresponds to comparing the size of a football to the size of the earth.

The word ‘nano’ comes from ancient Greek and means ‘dwarf’.
Francis Kuk
Director of Audiology at Widex USA
– at the forefront of research and education
The Office of Research in Clinical Amplification is crucial to the continuing success of Widex

Widex has long had a reputation for innovation and creativity. This extends not just to our products but also to research and development. An important but little known part of this is the Office of Research in Clinical Amplification or ORCA. ORCA documents the effectiveness of Widex products, conducts research into areas relevant to hearing aid use and fitting and also produces educational material.

The Director of Audiology for Widex (USA), Francis Kuk, is in charge of research activities at ORCA in Chicago in the United States. As he explains, one of the main goals of ORCA is to validate the effectiveness of Widex products from a global perspective. “Clinical studies and evaluations help define or refine how our hearing aids work in the USA outside of the Denmark headquarters,” he says. “Because of a difference in 'culture', what is observed in Denmark may not be easily observable in other countries - so validation is a good thing.”

Validation in itself however, counts for little if not clearly communicated - both within Widex itself and to our customers. “The results of the studies,” says Francis Kuk, “are written up for journals, used during presentations, and incorporated into training materials that we use for Widex customers.”

Educating hearing professionals is also a vital part of ORCA’s work and has expanded significantly from humble beginnings. “From the simple instructional seminar that we started, these education programs mushroomed into teaching our customers our fitting philosophy, understanding why our products are unique,” says Francis Kuk. “In addition, we also train them basic and advanced fitting tips so they become better clinicians. We believe that if our dispensers do well, the profession will do well, and we will do well.”

For Francis Kuk, it is this training and education that sets Widex apart from its competitors and allows customers to make informed decisions. “Making our customers more knowledgeable makes them more discriminative, so that they can ask more appropriate questions, and be more critical in accepting another hearing aid,” he says. “I believe if people know the thinking and uniqueness of our hearing aids, they will not accept any other hearing aids.”

And with technological advances in the industry occurring rapidly, educating professionals is crucial. “Technology is getting more complex and sophisticated,” says Francis Kuk. “This also means that ways to explain the new technology are necessary because most of the dispensers in private practice would not have learned the new technology.”

As far as Francis KUK and ORCA are concerned, the need for proper validation of Widex products is set to continue. “There is, in this profession, the demand for evidence-based practice - meaning it is not enough to just say the product is good, we have the obligation to show in a scientific way that it is indeed good. So, the demand for even more studies is growing.”

“Orca – Office of Research in Clinical Amplification

ORCA has been involved in work on some well-known Widex hearing aid features, including the Occlusion Manager, Sound-Tracker and Audibility Extender.

ORCA has also recently opened a second research centre in Stockholm in Sweden. Under the supervision of Dr.Karolina Smeds, ORCA Europe conducts relevant clinical research on the technical rehabilitation of hearing impaired people.

“We believe that if our dispensers do well, the profession will do well, and we will do well.”
Listen – The world of Widex
Few think about the negative influence noise pollution has on our health.
The Widex Noise Report reveals the high level of traffic noise in forty-one English cities

an often ignored problem
In 1962, the biologist Rachel Carson’s book ‘Silent Spring’ exposing the danger of the use of pesticides was published. The book was the catalyst for the environmental movement that grew up in the west – and today the environmental debate is an important point on the international agenda.

Now the Widex Noise Report puts focus on one of the most significant sources of noise pollution – namely traffic.

Noise pollution is still however in the shadow of other forms of pollution. And this is despite the fact that noise increases our level of stress hormones and ultimately can lead to life-threatening diseases.

“If noise pollution in cities is high, it can contribute to more people damaging their hearing.”

Now the Widex Noise Report focuses on one of the most significant sources of noise pollution – namely traffic. The report, which was compiled by Professor Deepak Prasher from University College London, reveals the level of traffic noise in 41 English cities – from large cities such as London and Birmingham to smaller provincial towns like Folkestone and Scunthorpe.

Not surprisingly, many of the larger cities are high on the list of noise offenders. Newcastle upon Tyne tops the list with a noise level of 80.4 dB, which is equivalent to the sound of constant ringing from a loud alarm clock. But the report also contains some unexpected re-
The World Health Organization (WHO) has established guidelines for damaging noise levels. The maximum level is 55dBA during the day and 45dBA during the night. Areas with a noise level of over 75dBA are considered ‘unfit for human habitation’.

At the more peaceful end of the list lies Torquay, where the noise level does not exceed 60.2 dB in the more exposed places – although still over the maximum level recommended by WHO (see table).

If noise pollution in cities is high, it can contribute to more people damaging their hearing. This thought-provoking report therefore substantiates Widex’ work in helping people the world over get better hearing.

Environmental Noise Health Burden | Noise Level
---|---
Annoyance, anxiety, irritability | >50dBA
Sleep disturbance and consequences for work next day | >50dBA
Interference with speech communication | >60dBA
Increased risk of heart disease | >65dBA
Detrimental effect on performance at work or school | >65dBA
Increased stress levels with an impact on stress hormones | >65dBA
Hearing impairment | >70dBA
Tinnitus | >70dBA

Source: Widex Noise Report

ABOUT THE REPORT’S AUTHOR
Deepak Prasher is Professor of Audiology at University College London. He has led three EU projects on the effect of noise on our health. He is the founder and Editor-in-Chief of the International Journal of Noise and Health.

WHEN IS NOISE DAMAGING?
The World Health Organization (WHO) has established guidelines for damaging noise levels. The maximum level is 55dBA during the day and 45dBA during the night. Areas with a noise level of over 75dBA are considered ‘unfit for human habitation’.

SOCIAL AND ECONOMIC CONSEQUENCES OF HEARING LOSS
According to a research study published by Bridget Shield for www.hear-it.org, untreated hearing loss costs EU countries several hundred million Euros a year.
Everybody who is used to working with people knows that the same word can evoke different images. This is why it has always been difficult for hearing care professionals to decode what the user really means when they say, for instance, that their hearing aid doesn’t sound “right”.

An adult has on average 40-50,000 words to use, so it’s easy to see that two individuals can describe the same thing very differently. Moreover, no two hearing losses or two people are identical.

Because of this, it’s important to be able to store the entire individual user’s data – not only those relating to the actual hearing loss, but also those of preferences, lifestyle and needs.

Compass is Widex’ fitting software that integrates all available information, making it extremely easy to fit a hearing aid precisely already at the first fitting session. And in case the user is not completely satisfied with the first fitting, the hearing care professional can easily fine tune the settings in Compass.

All in all, the use of Compass provides the best possible opportunities for individual fitting.

More help functions
- The Solution guide is a function in Compass. It uses various tools to guide the professional through the process of identifying any specific problem the user may have. Compass provides the professional with suggestions on how to solve the problem and the selected solution can be implemented at once, without having to go back to other windows in the program.
- SoundTracker™ is used by the hearing aid to analyse the sound around the user and to give a visual example of how various adjustments will affect the sound.
- LifeSounds™ – a large sound library – provides access to realistic sounds which can be played for the user, allowing them to hear how the hearing aid will perform in real life. This permits them to immediately assess whether the adjustments made have the desired effect, as well as to be an active part of the entire process.
Listen – The world of Widex

Many everyday situations can be a big challenge for people with hearing loss. For children and young people it is important that they can hear what is being spoken in the classroom.

Widex has now developed an FM system that meets a large part of the difficulties children and young people with hearing loss can experience in school and their free time.

SCOLA™ – to assist your listening

SCOLA is a complete system consisting of a microphone, transmitter and receiver. In school it is the teacher who controls communication with the help of the SCOLAtalk FM microphone and SCOLAteach, a programmable FM transmitter.

The student wears a SCOLAflex, a mini-FM receiver resembling a normal behind-the-ear hearing aid.

The system has been developed for the teaching of children and young people but can also be used in other situations where it is important to eliminate noise. This can be in traffic, for example, where a child may need to hear a warning.

SCOLAteach and SCOLAtalk can also be connected to radio, TV, portable stereos and handheld game consoles so the child can entertain himself on long trips.
CAMISHA stands for Computer Aided Manufacturing of Individual Shells for Hearing Aids.

This groundbreaking technology is based on the latest computer modelling and laser technologies, and has transformed the way in which individual shells, earmoulds or earpieces for digital hearing aids are manufactured. Widex holds the basic international patent for this technology, which is in use across the entire industry today.

In short, an impression of the hearing aid user’s ear canal is scanned in a 3D laser scanner. This data is then turned into a 3D computer model to make an ideally shaped custom shell, earmould or earpiece. Using a laser, these are built up layer by layer within a bath of acrylic material. Each layer is only 0.1 mm in thickness.

CAMISHA allows for an exact reproduction of the individual user’s ear, meaning that CAMISHA shells provide the user with a more accurate fit and greater comfort. As all data is stored electronically, it is easy to make reproduction of shells, earmoulds or earpieces and is much faster to make modifications and remakes.

Widex now has CAMISHA in nineteen countries around the world, recently opening facilities in Slovenia and Czech Republic.
Practical, energy efficient and beautifully designed – these are the chief characteristics of the new Widex headquarters.

In 2010, Widex is moving to new headquarters in Vassingerød – nine kilometres from the current facilities in Vaerloese.

However, it is not the first time that Widex has relocated. In 1966, Widex marked its 10th anniversary with the inauguration of newly built headquarters.

Space had become too cramped in Brede, north of Copenhagen, so Widex found a property eight kilometres further northwest in Vaerloese where they built a new 4,000 m² facility, giving them three times as much room.

Through the acquisition of neighbouring buildings, extensions to existing buildings and new construction, Widex gradually obtained even more room – today totalling 17,000 m².

Still, the need for space keeps growing, so a neighbouring property was purchased with an eye to further expansion. But in 2007, after a thorough look at the possibilities, it was decided that even a significant expansion in Vaerloese would not provide an optimum solution.

In order for each individual department to have more room, it would require an extensive amount of internal relocating – and it would still not be a perfect set-up. Instead, the decision was made to build a brand new headquarters in Vassingerød, nine kilometres further north.

Room to expand
At 36,000 m², Widex’ new headquarters will be more than double the size of the current facilities. The design of the building allows individual departments to be located conveniently, with room for expansion as required over time.

According to Widex’ wishes, the building is circular in shape with three storeys plus a basement level. Transverse footbridges from different storeys minimise distances, so employees in various departments are never far from one another.

The circular building surrounds a large outdoor atrium that is 84 me-
trees in diameter. The atrium should be a beautiful experience, so grass, flowers, bushes and large trees are to be planted. In the middle of the atrium another circular building is being constructed to house management, administration and common facilities such as the canteen.

**Environmentally friendly building**

Widex made it clear to the architect and engineers that this project should set new standards for environmental responsibility in a modern business facility. Demands include maximum energy recycling and use of renewable energy.

Heat for the building will be supplied by a geothermal system, where groundwater is used like a heat reservoir. Excess summer heat can be stored and used when needed in the winter.

Widex expects the building to be the first in Denmark with such a heating system and, all in all, the ambition is to reduce energy consumption by 75 percent compared to traditional technology – even with a ventilation and air conditioning system ensuring clean fresh air for everyone.

The project is widely supported among the approximately 600 employees at Widex in Vaerloese. This is partly because there is only a short drive between the current building and the new location and partly because of the expectation of a modern workplace with ample space and a perfect indoor climate.
WIDEX GOODWILL AMBASSADORS

In partnership with Widex, famous sportsmen and sportswomen raise awareness about hearing-related issues and contribute to taking the stigma out of using hearing aids

Morten Olsen, coach of the Danish national football team.

Listen – The world of Widex
Although Stirling Moss was born in 1929, he still likes to sit behind the wheel, for example in this classic – a Mercedes W196.

Formula One is regarded as the pinnacle of motorsport and the British driver Sir Stirling Moss was one of the sport’s biggest ever stars. Although he was never world champion, he is still respected as a racing driver and not least, a gentleman.

Anyone who has ever attended a Grand Prix or other race with such an intense noise level will understand how older generations of racing divers can suffer from impaired hearing. At that time there was no effective ear protection. Stirling Moss has talked openly about his hearing loss and he makes no secret of the fact that hearing aids are vital in his everyday life.

Morten Olsen is also a Widex ambassador and makes a significant contribution towards raising awareness about hearing-related issues. As a professional football player and coach for Ajax Amsterdam and FC Koln, among others, he has always commanded respect. He uses this goodwill in the service of good causes by giving interviews to the media where he talks about the advantages of using hearing aids.

In partnership with Widex, Morten Olsen has also acted as a mentor for a team of international marathon runners racing to raise awareness about better hearing – the first time at the Berlin Marathon in 2005.

Widex also works in partnership with the world famous marathon runner Abel Anton. The Spaniard is the previous double world champion and has participated as a member of the Widex Marathon Team in the Great Wall Marathon 2007 in China. He is also a member of the Widex team who ran the New York City Marathon in November 2008.

Such enthusiasm and support for hearing related issues from Widex’ goodwill ambassadors is an invaluable source of inspiration for people with impaired hearing to push the limits and get the best out of life.
Love of music across boundaries

Widex sponsors the world’s most international symphony orchestra

Last year marked the 30th anniversary of the European Union Youth Orchestra (EUYO). The orchestra gives young talented musicians from across the EU the possibility to play together under renowned conductors from the world of classical music.

Daniel Barenboim, Leonard Bernstein, Herbert von Karajan, Colin Davis, Mstislav Rostropovich, John Eliot Gardiner and Herbert Blomstedt are among the many world famous conductors who have waved the baton for 135 young musicians aged between 14 and 24 years. Thousands of young people take part in the auditions every year, and new applicants are accepted for the orchestra successively in order to maintain continuity.

Widex sponsors sport

Widex proudly sponsors two prizes awarded every year to that best male and the best female sports performer respectively in deaf athletics. The prizes – “Widex Sportsman of the Year” and “Widex Sportswoman of the Year” support the International Committee of Sports for the Deaf (CISS), who also are behind the Olympics for the deaf and hard of hearing.

In 2008, Maris Grenins from Latvia and Trude Raad from Norway were selected as the 2008 WIDEX Sportsman and Sportswoman of the Year.

Maris Grenins won four gold medals at the 1st World Deaf Athletics Championships in Izmir, Turkey, in August 2008 and he holds the world record in 110m hurdles, beating Vyacheslav Skomorokhov’s record set in Belgrade in 1969.

Trude Raad’s accomplishments include two gold medals in hammer and discus throw at the World Deaf Athletics Championships in Izmir. She also holds a World Junior Record and a European record in discus.

Widex has supported deaf sport for many years. The partnership between Widex and CISS was initiated in 1997 when the Olympics for the deaf and the hard of hearing, Deaflympics, was held in Copenhagen. Widex has been a regular sponsor for the event ever since.

Widex also awards a special “Widex Fair Play Prize” in connection with the summer Deaflympics. The next Deaflympics is to be held in Taipei in 2009.
The orchestra was founded in 1978 by a British couple. London-based Lionel Bryer was a successful businessman and a skilled classical violinist. His wife, Joy, who worked in advertising and public relations after her graduation, was also very fond of music.

In addition to their love of music, Lionel and Joy Bryer both wanted to do something for young people from across the European Union (or, as it then was, the European Community). This shared interest led to the foundation of the EUYO with the European Commission as protector.

**The EU – not just about economics**

“We felt that if the EU were to survive on a basis other than economics, we could contribute by giving young musicians the opportunity to get to know each other across cultural and national boundaries,” says Joy Bryer, Secretary General of the EUYO. Her husband passed away a couple of years ago.

“With 27 member states currently represented in the orchestra, it has indeed become international. We do not speak the same language, communicating instead through music and cooperation. In many ways a symphony orchestra is like a football team. All the players must be skilful, while also being able to work together as a team to obtain good results.”

“Over the years, about 5,000 young musicians from different countries have become part of the family,” says Joy Bryer. “Besides being able to practice their love of music, many of the musicians have also met their life companions playing in the orchestra.”

She adds that private sponsors such as Widex and public sponsors such as the European Commission are a perfect combination for the orchestra. “This provides us with a solid financial basis. In my opinion, it’s a good thing when successful businesses sponsor activities benefiting young people.”

www.euyo.org.uk
Communicating with the heart

**The Widex Marathon Team has had a positive effect on the lives of Ethiopian children with hearing loss**

When the start gun went off for the Widex Marathon Team project in 2005, no one could have imagined that the team’s efforts would end up affecting the lives of 39 Ethiopian children. But this was the result when the Widex distributor in Spain (Widex Audífonos S.A.) decided that money raised by the Spanish members of the international marathon team was to go to an Ethiopian school for deaf children.

The school in Ethiopia

The school for deaf children was founded in 1993 by the Ethiopian ministry of education and is today run by two Spanish non-governmental organisations (NGOs). The only requirement the children have to fulfil in order to be accepted is being deaf or having profound hearing loss. The primary objective of the school, which today accommodates 39 pupils, is to provide the children with sufficient support to enable them to integrate into society and, as much as possible, into the labour market.

The fact that the choice fell on Ethiopia in a world full of poor and needy people was pure coincidence: “A friend of mine who works for an NGO nearby told me about a school for deaf children where conditions were miserable”, says Juan Ignacio Martínez, Managing Director of Widex Audífonos S.A.

“We thought that helping these children would coincide with the philosophy behind the Widex Marathon Team, and from then on it was full speed ahead,” he says.

The team from Widex Audífonos, consisting of ENT Dr. Ángel Rodríguez Paramás, clinical psychologist Esther Martínez and audiologist Ingrid Rubio, went to Ethiopia to examine the children and see how they could best help them.

A challenging task in difficult conditions

When rumour of the Spanish team’s arrival spread, several parents from the local community brought their children to the school to see whether they could also be helped. Some of them had to walk an entire day or night to get to the school.

Due to difficulties in getting their equipment through customs in Ethiopia, the team only had a week to examine and assess the children – a task that did not prove easy under the existing conditions.

“We had to work without artificial lighting and the electrical installations were unable to power our equipment”, says Esther Martínez. Ordinary things such as rooms and furniture also presented a challenge, especially when the team had to carry out hearing tests in rooms with broken windows, impairing acoustic conditions.

Nevertheless, the team agreed that the work went surprisingly well despite all the difficulties. “Thanks to the staff of the two NGOs, it was easy to do the job.” says Ángel Rodríguez Paramás. And Ingrid Rubio adds, “The staff members did everything in their power to help. We couldn’t have done it without them.”

The hard work bears fruit

The team worked almost around the clock for the entire week preparing a report for each individual child. But what can a poor Ethiopian child, whose life is a continuous struggle to survive, use such a report for?

“The idea is that the reports could serve as guidance for parents and teachers, showing them how they may best help the child to make the most
of their life," explains Juan Ignacio from Widex Audífonos.

Six of the children participating received a hearing aid that will help them overcome many of the challenges they face due to their hearing loss. Unfortunately, the other 38 children's hearing loss was so severe that hearing aids wouldn't help them.

But common for all the children is that with the right treatment and education they have a chance of getting away from the life on the streets that is a reality for many poor, handicapped children from Ethiopia. Audiologist Ingrid Rubio is not in doubt when asked what the children stand to gain from the project. "What do they get out of it?... Hope – a word which we should not forget," she says.

It was not only the children that benefited from the project: The Widex team members all agreed that the project in Ethiopia was an experience for life and that they would like to work on a similar project in the future if given the chance. As Ángel Rodríguez Paramás puts it, "Seeing their smiles and gratitude made it all worthwhile."

Ingrid Rubio likes to use a quote by Mother Teresa, which she feels is very appropriate in this case, "We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

The future of the children and the school
One of the sources financing the project is the money earned by Widex Marathon Team members, so the prospects are good – an increasing number of runners running more often means more money for the children.

In addition to the support from Widex Audífonos, the two Spanish NGOs running the school have begun building a new school for the children. This means that, already on the next trip, the Widex team will have better working conditions and even better possibilities for helping the school's present and future students.

Despite the difficult working conditions, the examinations went extremely well.
The Chinese challenge

A success story from a market in rapid development

With the Olympics in 2008, building and construction companies broke all earlier records. Beijing is booming and the same energetic and enterprising spirit characterises Widex China, which in recent years has significantly consolidated its position in the Chinese market.

The 2008 Olympics marked the tenth anniversary of Widex China. Besides its headquarters in Shanghai, Widex China also has branches in Beijing, Chengdu, Hangzhou and Guangzhou. The company’s 49 employees are busy servicing around 200 businesses that are spread out all over the country – from futuristic megalopolises to small, remote country towns.

Quality ahead of quantity

In a country with a population of 1.3 billion and enormous market potential, many companies focus on a business strategy based on quantity.

That was also a strategy that director and founder of Widex China, Steen Teisen, originally had in mind when he first came to China. “I come from a culture where you focus on volume,” he says. “That is, the idea that if you just earn a cent for every unit sold and you sell just one unit to every Chinese person, then you can retire a rich man.”

“We believe in the idea of educating the market.”

His task though, was to build up a business with the motto ‘quality ahead of quantity’ and that strategy seems to have paid off. Today Widex China is a textbook example that it is possible to run a business in China without necessarily following the beaten track.

Instead of only concentrating on the sale of hearing aids, Widex also focuses on hearing rehabilitation.
The company stresses the importance of building up confidence and trust in the Widex brand among hearing aid users. Widex China has, among other things, had great success with the fitting of children and in cooperation with centres and schools for children with hearing loss as well as their parents and teachers, has achieved a particularly good reputation.

In addition, Widex China has a larger number of customers among elite society, such as government representatives and business leaders, who, as a group, demand hearing rehabilitation of the highest quality and therefore choose Widex.

**The human factor**
Steen Teisen emphasises that people mean everything when building up a market in China. Therefore the company uses a lot of resources in developing and supporting audiological knowledge among its partners: stipends for audiologists, international exchange programs as well as lectures and teaching of hearing care professionals.

“We believe in the idea of educating the market by educating the people who contribute to the services we base our success on,” emphasises Steen Teisen. That contribution was recognised in 2007 when Teisen – who himself often travels round and holds lectures – was named “Top level technical talent” by the district government in Huangpu.

Widex China is an example of a subsidiary that doesn't compromise when it comes to the quality that is Widex’ trademark. In this way, the company has created a business where everyone is happy, not least the individual hearing aid user.
Widex Marathon Teams

Widex is a company with a passion for extreme challenges.

The company has organised marathons since 2005. In 2007 the marathon took place in China, where a Widex team of ENT doctors, audiologists and hearing aid dispensers completed the demanding Great Wall Marathon. In November 2008 Widex was one of the official sponsors of the famous ING New York City Marathon, in which a total of 95 Widex runners from 14 countries participated.

The aim of Widex Marathon Teams is to strengthen the relationship between the company, its customers and partners as well as to create awareness about hearing-related issues. In connection with the marathons, Widex donates an amount calculated on the basis of the runners’ individual times, to relevant charities.

Following ING New York City Marathon, Widex donated US$ 15,000 to the only school in New York for both children with impaired hearing and normal hearing.

Read more about Widex Marathon Teams at www.widex.com

DOUBLE STRENGTH IN SINGAPORE

Widex has two sales channels in Singapore. City Hearing – a distributor for many years – handles sales to end users. A new company, Widex Singapore, was established in 2007 to take care of sales to clinics and hospitals. Widex Singapore is headed by Steven Lee Kochney and a staff of three. The company attaches great importance to offering hearing care professionals a high level of service, while working to increase awareness about hearing aids.

Singapore is a very interesting market for Widex, as a strong presence in this country facilitates access to other Asian markets. Singapore is also an affluent nation with a large population that can afford to buy high technology products.
Turnaround in Germany

*Widex has been successful in selling hearing aids as lifestyle products*

Germany is the second largest market in the world for hearing aids and after several negative years, Widex has regained its position in this important market.

After a successful 30-year partnership with distributor micro-technic, Widex took over the majority of the shares in the company in 1996. The previous owners continued as executives and minority share holders and Widex was able to maintain its position in the following years as a leader in the high-end segment.

However, after a generation change in 2004, the company came into a difficult period with negative growth and a reduction in staff numbers.

The turning point came in September 2006 when Peter Schaade was appointed as the new managing director. He implemented a commercial revival, focusing on marketing, sales and customer service. The combination of a new, dynamic management and the launch of Inteo gave Widex a new start in the German market.

Polish Business Adventure

Poland is experiencing dynamic economic development and over the last 12 years the country has become a significant market for Widex.

In 1995 Widex Polska was founded in humble premises in Wroclaw – 360 km southwest of Warsaw. In an office of just 40 m² the two doctors Małgorzata Matyja and Wojciech Matyja had to make room for customer service, logistics, accounting and service, all of which they handled themselves.

But as the company began to expand, more employees were hired and in 2000 Widex Polska moved to larger premises. This made it possible to establish an earmould laboratory, a well-functioning service department and facilities for training audiologists and hearing care professionals.

As growth continued though, it was decided to build a three-storey headquarters of 3,000 m² in total, which would also house the first CAMISHA centre in Eastern Europe. Today Widex Polska employs more than 300 people.

According to export manager Palle Rud Pedersen, the credit for the success lies with a dynamic Polish management and competent employees. Another factor is the professional marketing approach of Widex Polska towards both professionals and customers. This has been the recipe for increasing the market share from 0 to 37% in just over 14 years.

New Subsidiary in Finland

The new Widex subsidiary in Finland was established on January 1, 2007. Widex Akustik OY replaces the former distribution business, Finn Widex OY. As in the rest of Scandinavia, the Finnish market is mainly public, with only 20% of hearing aid sales coming from private sector business.

During the first year in business, the company managed to double their turnover. Sam Fagerlund, one of the driving forces of Widex Akustik OY, explains this success by the fact that the company now cooperates with all of the country’s six hospital regions.

“We have grown rapidly and this growth is going to continue”, he says. And it is most likely to, because the company now focuses much attention on the private sector. “We are establishing cooperation with Respecta – a company that helps handicapped people and has ten branches across Finland”, explains Sam Fagerlund. The idea is to make it possible to buy a Widex hearing aid and have it fitted in any of these branch offices.
Widex Worldwide

Algeria  Widex Algérie eurl
Argentina  Widex Argentina SA
Australia  Widex Australia Pty Ltd
Austria  Neuroth AG
Belarus  LTD Arnikatrade
Belgium  Veranneman b.v.b.a.
Bosnia Herzegovina  Widex Slusni Aparati d.o.o
Brazil  Centro Auditivo Widex Brasitom Ltda.
Bulgaria  ANKA – Anka Peeva
Canada  Widex Canada Ltd.
Chile  Realtone LTDA
Chile  UFO Electronics Ltda.
China  Widex Hearing Aid (Shanghai) Co. Ltd.
Colombia  Widex Colombia
Costa Rica  Tecnomédica S.A., Clinica Dinamarca
Croatia  Microton d.o.o.
Cyprus  Audiology Center M.K.Stavrinou
Czech Republic  Widex Line s.r.o.
Denmark  Widex A/S
Dominican Republic, the  Widex Dominicana
Ecuador  Guillermo Muñoz Robles
Egypt  Widex-Egypt
Estonia  Indium Ltd.
Finland  Widex Akustik OY
France  Widex France
Germany  Widex Hörgeräte GmbH
Ghana  Krispat Ear Center
Greece  D. Chryssikos & Co.
Guyana  Roger Viapree
Hong Kong  Widex Hong Kong Hearing & Speech
Centre Ltd.
Hungary  Widex-H Kft.
India  Widex India Indicate Limited
Indonesia  Melawai Hearing Aid
Iran  Persia Samak
Ireland  Bonavox Ltd.
Israel  Steiner Hearing Instruments
Italy  Widex Italia S.P.A
Jamaica  Siredan Enterprises Ltd. dba
Caribbean Hearing Center
Japan  Widex Co., Ltd.
Jordan  Queen Ali Foundation for Hearing and
Speech
Kazakhstan  Almaton-2
Kenya  Beam Hearing Centre
Korea  Widex Hearing International Ltd.
Kuwait  Al-Shammary Hearing Center
Latvia  SIA Dzirdes Serviss
Lebanon  Beeco
Libya  Widex Libya
Lithuania  Surdotechnika JSC
Macedonia  Otomedical Skopje
Malaysia  Top Hearing Care Centre
Malta  Beacon Healthcare Ltd.
Mexico  Distribuidora de Equipo Audiológico S.A. de C.V.
Mongolia  Mr. Munkh bileg Liiraa
Morocco  Widex Maroc
Nambia  Windhoek Hearing Aids
Netherlands  Veenhuis Medical Audio B.V.
New Zealand  Widex New Zealand Ltd.
Nigeria  Otana Hearing & Edu-Health Services
Norway  Medisan A/S
Oman, Sultanate of  National Optical Centre
Pakistan  Rehabilitation Centre for Hearing
Impaired
Panama  Widex Panama
Paraguay  Centro Auditivo SRL
Peru  Panadex S.A.
Philippines  Ledesma Audiological Center
Poland  Widex Polska Sp. z.o.o.
Portugal  Widex - Reabilitação Auditiva, Lda.
Romania  Sonorom SRL
Russia  000 “Widex”
Saudi Arabia  Basha Medical Group
Serbia  INTER-SLUH
Singapore  Widex Singapore Pte Ltd
Slovakia  Slovón
Slovenia  Slusni Aparati - Widex d.o.o.
South Africa  Widex South Africa
Spain  Widex Audifonos S.A.
Sri Lanka  D.S. Jayasinghe Opticians (Pvt) Ltd.
Sudan  Sudanese Hearing Center
Sweden  AB Widex
Switzerland  Widex Hörgeräte AG
Syria  TEBA Medical Equipment
Taiwan  Melody Medical Instrument Corp
Thailand  D MED Hearing Center Co., Ltd.
Tunisia  C. M. Acoustiques
Turkey  Elektromediks Karabeyoglu Ltd.
Ukraine  ReOton
United Arab Emirates  Widex Emirates Hearing
Care
United Kingdom  P.C. Werth Ltd.
Uruguay  Audilux
USA  Widex Hearing Aid Co. Inc.
Venezuela  Instituto Auditivo Widex S.A.
Vietnam  Tan Hung Co. Ltd.
Yemen  National Hearing Center

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