LISTEN
THE WORLD OF WIDEX
I AM
UNIQUE
DEAR READERS

This year, LISTEN magazine celebrates its tenth issue.

Quite a lot has changed since we published our first copy back in 2009, not least advances in technology in Widex products. From the ground-breaking MIND hearing aid in 2009 – the first ever with a tinnitus management programme – to the our latest advanced hearing aid called, UNIQUE, WIDEX has always been at the forefront of hearing aid innovation.

In this issue we take a closer look at what makes UNIQUE special, and how its features aim to make the lives of hearing aid users easier. We also reveal how the newest members of our DEX family of communication devices help people keep connected.

We ask where technology is heading, and we investigate wearable technology, devices of the future and the popularity of apps. We also reflect on changes in the industry in an interview with an American audiologist.

One thing that hasn’t changed for the better is the level of noise in cities, and we talk to a sound artist who believes more should be done to take noise levels into account when designing urban spaces.

We hope you enjoy this issue. Remember, if you like what you read, our previous issues are available online at www.widex.com/listen. We’re also always pleased to hear from our readers, so if you have any comments or suggestions, feel free to write to us at listen@widex.com

We would like to thank you all for your continued support.
SOUNDS IN THE CITY
Most of us are aware of how noisy big cities can be. The incessant traffic of Rome, the endless bustle of Tokyo, the never-ending pandemonium of Mumbai – simply walking down the street in cities like these can be exhausting on the ears.

We humans are getting noisier. As populations increase and societies are becoming more urbanised, noise pollution in cities is on the rise. A World Health Organisation report in 2011 found that ‘environmental noise leads to a disease burden that is second in magnitude only to that from air pollution’.* This, of course, can have adverse and wide-ranging effects on people’s health, not to mention the environmental and economic costs.

**Built for the eyes, not the ears**

Apart for the obvious reasons of traffic, and people living in close proximity, many of the problems stem from the fact that few cities are designed with sound in mind. Rome is a good example: a lot of its infrastructure was built for another sonic era. The soundscape of ancient Rome and the coliseum was vastly different from today’s overwhelming clutter of traffic, sirens and Vespas.

According to sound artist and ‘sonic thinker’ Bruce Odland, the architecture of the city is visually defined. “We have become increasingly visual since the renaissance,” he says. “Now all the tools of design have become purely visual, including the spreadsheets that sell and budget them, the schools that train the designers, and the renderings that sell projects to developers. It is just part of our particular culture to become fascinated by images; it’s not just the designers, it’s everyone.”

**SONIC THINKER AND SOUND ARTIST**

Bruce Odland is an American artist and classically trained composer who is recognised as a pioneer in sound installations, some of which have transformed the vast industrial soundscape of cities into harmonic music. Since 1987, he’s been working with Austrian sound artist Sam Auinger to develop a ‘Hearing Perspective’ of the world we live in, and the meaning of the sounds all around us.

“I believe we won’t understand our culture until we understand our noise,” he says. You can see Bruce’s work at [www.bruceodland.net/](http://www.bruceodland.net/)

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*Bad sound in cities is as detrimental to quality of life as bad lighting, but noise levels are very rarely taken into account when designing urban spaces.*
We have become used to noise without even being aware of it, contends Bruce. “The way we shut out the sea of industrial noise that characterize our cities is by creating brain filters that eliminate these sounds from our conscious awareness. We don’t know we can do this, but unaware, we have become professional non-listeners,” he says.

Think with our ears
There is, of course, no one cure-all for the curse of noise in our cities, but we could start by paying more attention to its consequences. “The sounds that surround us are accidents, the unaware results of some other priority,” says Bruce Odland.

“We could, instead of looking at the city, listen to it with eyes closed. This type of energy inefficiency would then become evident. Fix the loudest sound, then the next, then the next. By fix, I mean create more efficient motors, less friction, better design, more tuning in the process. If our culture were at all concerned with energy usage, noise would come to mean wasted energy, and would lead to design changes that would benefit the humans living in this sonic ‘commons’ – or the space we share.”

HOW MUCH IS TOO NOISY?
• Normal conversation is around 65 decibels.
• Every time the noise level rises 10 decibels, the noise seems twice as loud.
• Prolonged exposure to noise above 85 decibels can damage your ears permanently.
• At 120 decibels, even brief exposure is damaging.

THE TOP 10 NOISIEST CITIES IN THE WORLD

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FROM A GUST TO A BREEZE
Wind noise has always been a challenge for hearing aid users. UNIQUE takes care of this with new technology.

Wind noise is often rated as being one of the worst listening situations for hearing aid users. This is because wind noise can create turbulence as it moves past the hearing aid’s microphone, making it more difficult to hear the sound that you want to hear.

Some years ago, Widex went a long way towards solving this problem with a specially designed weather cover for the microphone of our Behind-the-ear hearing aids which reduced wind noise significantly.

This earned great reviews from hearing aid users. “With my old hearing aid, the wind noise was very annoying. It sounded
like rattling plastic,” said one user. “Now there’s not much wind noise at all. I can play golf in windy weather without being irritated about the wind noise.” Another respondent said the microphone cover had made riding a bike more fun. “I went cycling without ever noticing wind noise – that’s a very positive experience!”

With the new UNIQUE hearing aid, Widex has taken things one step further by creating what is called the Wind Noise Attenuation system. Attenuation is simply another way of saying ‘reduce’, and reduce is what the system does. With this system in place, your hearing aid automatically detects wind noise – and reacts immediately. It then shuts down when wind is no longer present.

Always bring the weather with you
So what does this system actually do for you? Well, there is no longer any need to remove your hearing aid in windy environments, because it can quickly and automatically adapt to most conditions.

But what is truly remarkable is the way it improves the understanding of speech. Being able to hear what people are saying, even when outdoors, is of course of vital importance, and UNIQUE has been documented to improve hearing speech in the presence of wind noise.

So whether it’s a gust or a breeze, the Wind Noise Attenuation system will allow you to keep hearing all the important sounds around you.
ANYTIME, ANYWHERE

Being able to listen in a variety of situations can be a challenge for hearing aid users. The new UNIQUE hearing aid, though, has a feature designed just for this purpose.

The calm quiet when waking, the noise of the crowded bus on the way to work, the clutter of the canteen, the talk over dinner - just think of all of the different listening situations you find yourself in during a typical day. For many hearing aid users these transitions from one environment to another are far from seamless.

When developing the latest hearing aid, UNIQUE, Widex was determined to give people the best listening experience possible, no matter what the environment. The key to this is what we call Sound Class technology. This can instantly assess the sound environment to suit each person’s unique sound situation, as well as their hearing loss.

ENJOY THE WHOLE SOUNDSCAPE

Let’s take a look at how WIDEX UNIQUE hearing aids help get you through the day. The sound classifier has five basic classes, from Quiet to Music. Four of them adapt to speech when it is present.

Good morning! Enjoy the quiet sounds of chirping birds, frying bacon, and your morning jog.

QUIET

WITH SPEECH
Nine sound classes, over 100 different situations
As Marie Sonne Kristensen, Audiological Affairs Project Manager at Widex, explains, the Sound Classifier is capable of quickly determining speech from noise, no matter where people are listening. “We have devised a completely new and precise system that divides listening environments into nine distinct sound classes. The system can tell when speech is present and, if it is, makes sure that users can hear it clearly. If there is no speech, then it makes sure they can hear comfortably.”

The Sound Classifier uses real-life measurements to analyse and decide the best settings for the particular situation. For instance, if you are walking down a busy street, the soundscape can be overwhelming, with traffic noise, people on the footpath, and cars driving past. If you’re with a companion, then Sound Class technology blocks out these noises, so you can hear them talk to you. But if you are alone, then it ensures that the surrounding sounds are not uncomfortable to listen to.

The sound classes are based on approximately one hundred different situations users typically find themselves. This means that users are covered for any situation.

Separates speech from noise
“What makes this system really special,” says Marie Sonne Kristensen, “is the way it deals with speech. We know that hearing speech in noise can be a real challenge for hearing aid users, so we have devised a new, more precise way of determining what is speech and what is noise.”

Sound Class technology is fully automatic, but each sound class can be further adjusted by the user’s hearing care professional for more individual settings. They can also alter sound settings in each particular soundscape themselves, using the UNIQUE remote control or the dedicated app (via COM-DEX) on their smartphone.

Are you ready to hear it all? Learn more about UNIQUE hearing aids at www.widex.com/unique
Without doubt, the humble ‘app’ has taken the world by storm. But why are apps so popular? What makes a good app? And do they have a place in the hearing aid industry?

Unless you have been on the planet Mars, you can’t have failed to notice that everyone is talking about apps. And they are not just talking – they are using them, or at least downloading them. As of June 2015, more than 100 billion mobile apps had been downloaded from the Apple App Store. And not to be outdone, Google’s app marketplace, Google Play, tops Apple, with more than 60 percent more app downloads worldwide than Apple.

Among the most popular apps are those that provide entertainment, such as games and music, as well as information, such as weather, news and maps. And no surprises for guessing which app was the world’s most downloaded in 2014... that’s right, Facebook.

The rise of the app
According to the Pew Internet Project, a non-profit organisation that provides information on global issues, attitudes and trends, ‘app culture’ can be traced back to the introduction of the iPhone in 2007. However, a real boom in the use of apps started in earnest when Apple opened its App store in 2008. And, of course, the ever-increasing popularity of smartphones – in themselves mini-computers – and now tablets, such as the iPad, has only served to continue the trend.

Christiane Vejlø, a leading digital trend expert, explains that one of the main advantages of apps over other media is mobility. “Apps are typically mobile and are therefore always with you,” she says. “For example, on your smartphone or tablet.”

Lost in the crowd
The popularity of apps means that it can be difficult for new apps to stand out. And while an app may be downloaded, it doesn’t necessarily mean that it is used. “There are hundreds of thousands of apps,” says Christiane Vejlø, “so the competition is tough. Therefore it is crucial that an app is either extremely useful or very entertaining; furthermore, it is essential that it is relevant, social, surprising and well-designed.”

Relevance is the key to the success of any app; just as with other media, exactly who the user is and what they want should be considered when developing any app. “Like all other communication, it is important to work strategically with your platform and be very aware about the target group,” maintains Christiane Vejlø. This is particularly true for commercial organisations, who should resist jumping on the app bandwagon just for the sake of it. “To make an app is something you should do if it makes sense in the overall communication or product strategy. You should not just introduce apps because it is a buzzword. Therefore, it is also important that a company repeatedly asks the question ‘But, why?’ to get the maximum out of an app. And when an app is introduced, you can’t just forget it. It is about making sure you get visibility with further marketing and PR,” she says.
WHAT IS AN APP?

The word has become popular parlance for software applications that can run on mobile phone operating software. But really, an app is just a software program that can run on a computer or other device, and, as a term, it has been around for a long time.

Currently there is no industry-wide definition; the website techterms.com defines apps as: “Web browsers, e-mail programs, word processors, games, and utilities are all applications. The word “application” is used because each program has a specific application for the user.”

However, for most of us, apps are the easily-recognised icons we are used to seeing on our smartphones or tablets.

TYPES OF APPS

Native app
A native app is specifically designed to run on a certain mobile device, such as your smartphone or tablet. You install them directly onto the device through, for example, the App Store on an iPhone.

Web app
A web app is accessed through your device’s web browser (such as Safari on the iPhone).
Content is king

The hearing aid industry has now begun to ride the app wave, with some of the most popular being downloads testing individual hearing loss. While none can replace the knowledge and the sophistication of tests available to an audiologist or hearing care professional, they can provide a fast and cheap way of creating attention about hearing loss to ordinary users.

At Widex we have concentrated on developing apps that are not just attention-grabbing but also relevant, such as the COMDEX app (see opposite).

“We want to develop more apps that are targeted towards concrete needs,” says Mette Hjelm, International Product Manager at Widex. “Some of the success criteria we are going after – no matter what the target group – are that it should be involving. Content should be relevant, informative and easy to use. There should be a basis for an ongoing dialogue – about Widex, our products, services and functions. It is a smart way of creating interest where the target group is.”

And no matter whether this target group is business or users, or whether the apps are on our smartphones or somewhere else convenient, content is still king. “We will see apps on all manner of imaginable platforms: like those we know from smartphones and tablets, but more and more on our television screens, cars and cameras,” says Christiane Vejlø. “But, in practical terms, the user will not notice a big difference; the main point is a manageable, user-friendly and attractive experience of content or services.”

Undoubtedly, apps are here to stay, at least until someone comes along with the next big thing. So expect to see more of them.

SOURCES:
statista.com/topics/1002/mobile-app-usage/
techcrunch.com
flurry.com
CHOOSE WHAT YOU HEAR

THE NEXT GENERATION OF HEARING TECHNOLOGY
Tune out that crying baby, or pump up the bass: is live audio curation the future?

In the past, hearing technology was mostly for people whose own hearing was below normal. But the next generation of devices will allow even humans with ordinary hearing to control their auditory universe – in real time.

Traditional hearing aids are already engineered to choose some sounds over others – for example, soft conversation instead of background noise in a restaurant.

But California-based Doppler Labs wants to take ‘live audio curation’ a bit further, with its Here Active Listening System, which is not yet commercially available.

Hear what you want, screen out the rest
The system consists of two wireless earbuds and a smartphone app. The app acts as a volume knob and equalizer for real-world audio.

Users can also add effects like noise masking, to block out crying babies or airplane roar. They can also manipulate real-time sound, adding echo or reverb.

According to Doppler Labs, this “remote control for your ears” offers an optimal listening experience in daily life.

Some early users agree. “The world sounds a lot nicer with Here in my ears,” said a beta tester writing in WIRED magazine.

Hear a concert the way you want to hear it
The product’s Kickstarter campaign raised $635,000, more than twice the $250,000 the company had requested. Now Doppler Labs has brought in staff from Nike, Google, Apple and Amazon, and has just received $17 million in financing from a group that includes concert behemoths Live Nation.

Live Nation’s participation is intriguing, because one of Here Active Listening System’s promotional points is the ability to serve as your own “sound engineer” for live concerts. Want to boost the bass or hear the singer over the saxophone? The system promises the ability to control how you hear live music.

Now if you could just apply “selective hearing” to your boss or your spouse...
WE JUST DO IT better

Widex UNIQUE hearing aids provide the best sound capturing and the lowest sound floor in the industry. From highs to lows, UNIQUE is a hearing aid that reacts quickly to sudden changes and works when needed most.

108 dB range
With an industry-leading linear dynamic input range of 108 dB SPL, True-Input-Technology in UNIQUE preserves soft details in quiet environments, while keeping a low noise level.
KEEPING CONNECTED

It’s a mobile world, and hearing aid users need to keep connected.

The best hearing aids are able to help people hear in any situation – whether biking up a mountain or chatting with friends. But let’s face it – we live in a modern world, and a lot of our communication and fun takes place digitally these days.

Wouldn’t it be great if hearing aid users could hear their phone and stream music directly into their hearing aids without anyone knowing? How about the ability to remotely control their hearing aids via their phone? COM-DEX, our latest communication device, makes all that possible.

COM-DEX is a stylish, hands-free communication device that streams high-quality sound wirelessly to Widex hearing aids. Phone calls can be answered with a simple push of a button – or users can make the most of the specially designed COM-DEX app, which can be used with most smartphones.

COM-DEX is not just for phone calls, though; it also streams music directly to hearing aids, so users can enjoy their favourite tunes easily and discreetly.

To learn more about COM-DEX, visit widex.com/dex
KEEP ON ROCKING
You have been playing live for more than 35 years. What are the major differences between your concerts now and when you started as musicians?

Zé Pedro: Well, 35 years ago we didn’t play to big crowds, and that makes a huge difference because of all the sound systems and amplifiers that have been developed since then. Of course, in the beginning all the sound came from the stage, and therefore the amplifiers had to be very loud to compensate for our drummer - who plays very loudly. Even though things were constantly evolving in terms of technology, we were damaging our hearing severely.

Rehearsals also harmed our hearing, because the rooms where we practised weren’t acoustically insulated. There were no monitors, so we ‘managed’ the sound by making it as loud as we could in order to have the guitars at the same level as the drums. This was dangerous for our hearing.

We’re happy that all the technical equipment has evolved, from the amplifiers to the sound systems, and especially on stage, where the output can be much more controlled. This is also good news for the audience, since the equipment allows them to hear us better.

How do in-ear monitors compare with on-stage monitors?

Gui: In-ear monitors guarantee less feedback, because with on-stage moni-
tors we sometimes couldn’t hear our voice, and as we increased the volume, feedback occurred. With the in-ear monitors those situations just don’t happen! The musicians can always keep control of the desired sound, with a detailed and personalized set-up for different instruments and musicians.

Zé Pedro: Our in-ear monitors protect our hearing and control what we hear on stage; we are able to perfectly manage the sound we hear.

When did you start using them?

Gui: More or less ten years ago. It was actually one of our sound technicians who pushed the idea of in-ear systems to all of us.

Zé Pedro: When we found out about it, we needed to use them. Our drummer Kalú plays really loudly and that means that the rest of the band need to raise our sound levels. We got used to playing loudly on stage, so we really needed to protect our ears, and now we can.

How do you like them? What are the main advantages for a musician?

Gui: Some musicians play with only one in-ear monitor on and others play with two. I really try to take advantage of all the benefits of in-ear systems. I’ve always enjoyed music on headphones, and so I use my in-ear monitors as a high fidelity system.

It’s-like if I’m listening to an album in which I can personalize how I want to hear it. I place João Cabeleira (the guitarist) on this side, Zé Pedro at the back and my keyboards here... I’m in the middle with my voice and my sax. I prefer not to have the drums, since I can still hear with my in-ears. I’m really close to Kalú, and these systems really give me great comfort by not being exposed directly to the drums. It’s amazing and really high quality!

Zé Pedro: They have a customized ear mould which is very comfortable and includes totally new technology. They provide better protection and comfort while at the same time providing a better hearing experience. And they have a built-in microphone, so the audience involvement is amazing; you really capture everything that’s going on around you. You can also communicate with your sound technician without taking the in-ears off, so the concert experience is excellent.

As members of Portugal’s biggest rock band, what advice you would give to young musicians starting their own bands?

Zé Pedro: It’s never too late to reinforce how important it is to protect your hearing – no matter if you are playing, or just listening to music in a small club or at a big festival.

LISTEN also spoke to the drummer of the band, Kalú, who uses a Widex DREAM440 Passion:

When did you start noticing that something wasn’t right with your hearing?
Kalú: Every time I entered a cafe, I heard the high frequencies from the TV, and it wasn’t comfortable. I decided to check my hearing and was diagnosed with sudden hearing loss. It’s really annoying, because it’s mainly on my left ear, which is the side my drum cymbals are on. And when I sing, it’s the snare drum that has really harmed my hearing, because it’s 115 dB at more than one thousand strokes per concert for more than 25 years now!

One of the most difficult listening situations is restaurants. If the acoustics are bad, and there are many people speaking at the same time, I can’t hear the people standing beside me. Well, I can hear them, but I can’t understand them, and it becomes very tiresome, and after a while I need to go outside. I really need to choose carefully where I’m going to sit, who sits on my left side and who sits on my right side – and I can lose a lot of what’s going on. If I don’t understand all the conversation and the jokes and so on, I start to be more quiet and on my own. You can feel lonely.

How does your hearing aid help?

Kalú: I’m always showing off my hearing aid – I really find it an amazing thing. Such a small device and so advanced, with all my pre-sets and volume controls. It just doesn’t bother me at all; it’s extremely comfortable, and the technicians that developed the hearing aid really knew what they were doing. The ear mould is very well made, and I just forget I am wearing it. The other day, I jumped in the pool and I forgot that I was wearing it!

What are the main advantages and situations in which the hearing aid makes a difference?

Kalú: Socially I guess is the main advantage. Also, with music I’m noticing the improvement and at home watching TV - I’ve lowered the sound volume by ten levels, so now I can watch TV with my family. Before, I wouldn’t be able to listen at their normal volume level, so it was unbearable for them. It’s great that now we can be together enjoying TV.

What message would you like to give to people with hearing loss who don’t search for help?

Kalú: I recommend that they get help and not worry about wearing hearing aids. They are just great; you can’t feel them; they don’t hurt, and they are comfortable – they really improve your daily life. Wearing hearing aids is new for me and I know that while I’m not yet at 100% of what I can be, I already notice a huge improvement in my life. I feel around 60% or 70% better than before I was wearing hearing aids.

PLAY SAFE NOW, HEAR TOMORROW

In Portugal, hearing loss prevention hasn’t received the attention it deserves, even from music education organisations. At Widex Centros Auditivos, we believe that it is crucial to educate people about exposure to noise and how to listen safely. Today there are high definition solutions for both musicians and music lovers that ensure hearing is protected without compromising sound quality.

Widex Portugal, in partnership with ACS UK, provides a wide range of hearing protection solutions, from customized and universal in-ear monitors to all types of hearing protectors.

Read more at www.widex.pt
HEAR WHAT YOU WANT: WIDEX UNIQUE™ hearing aids’ Soft Level Noise Reduction can reduce unwanted soft sounds, like the humming of a fridge, but maintain useful soft sounds such as quiet speech.

POWER THAT LASTS: 280 - the number of episodes of “Friends” you can watch without changing the battery on some models of UNIQUE.

HEARING AIDS TAKE TO THE SKIES: Our sound engineer took a flight from Denmark to Germany and back, just to test how UNIQUE hearing aids perform on a plane.

NOW ENTERING THE APP-SHERE: The COM-DEX app pairs with your hearing aids to let you receive calls or adjust the volume on your hearing aids - all from your mobile phone. The app pairs with our COM-DEX communication device and is available in the iTunes App Store or via Google Play.

TOTAL SATISFACTION: In a survey, 100% of participants using UNIQUE hearing aids rated that they were either satisfied (35%) or very satisfied (65%) with the improvement in their hearing.

YOUR UNIQUE STYLE: Tan silk? Sporty red? Shocking pink? UNIQUE is available in 14 colours for Behind-the-ear models and three colours for In-the-ear models.

CINEMA QUALITY: Our “Arctic Challenge” film for UNIQUE took place on a frozen lake in Norway. With temperatures reaching 15-20 degrees, we had to work fast to complete filming before it melted.

YOUR UNIQUE SIZE: The smallest model of UNIQUE is smaller than an earphone bud.

FASTER THAN LIGHTNING: UNIQUE is so fast that it makes up to 600 million calculations per second.

WHAT’S THAT SOUND?: The UNIQUE sound library has hundreds of sounds from 100 listening environments, which were used to ‘train’ the hearing aids to detect different listening environments.
THE POWER TO MAKE A DIFFERENCE

The MENU-SP, a super power Behind-the-ear hearing aid for people with profound hearing loss, provides power and audibility.

For people with profound hearing loss, a powerful hearing aid is a must – but it should not be at the expense of hearing clearly. With the MENU SUPER POWER, Widex has designed a hearing aid that gives people power and clear, superb sound.

According to Helle Strandbygaard Jørgensen, Manager for In-Market Products at Widex HQ, “People with profound hearing loss require a lot of power without any loss in sound – and MENU-SP fits the bill perfectly. It’s easy to use and comfortable to wear too.”

MENU-SP also has the latest in advanced feedback technology, so annoying whistling is reduced and users can hear clearly no matter what the situation. MENU-SP is designed to work and keep working. “We know that people really rely on their hearing aid,” says Helle, “and that’s why we have concentrated on making it as reliable as possible.”

For more information on MENU-SP, see widex.com/menu
THE HUMAN HEARING RANGE

How much can you hear now – and how much could you hear if you had perfect hearing?

It’s a question that hearing care professionals are asked every day, and the answer is a little tricky. Humans can hear a range of pitches and volumes. This range, which covers the levels a person can hear before feeling discomfort, is called the human hearing range.

Every day we are faced with a variety of sounds, ranging from the faint rustle of leaves to the loud blare of a rock concert. While the range of things humans can hear isn’t as wide as many other animals, it does cover most things in our environment.

Loudness and pitch
The human hearing range includes both pitch – which is whether a sound is high or low – and loudness. Pitch is measured in hertz (Hz) and loudness is measured in decibels (dB).

For a person with normal hearing, the human hearing range starts low at about 20 Hz. That’s about the same as the lowest pedal on a pipe organ. At the other end of the human hearing range, the highest possible frequency heard without discomfort is 20,000 Hz. While 20 to 20,000 Hz forms the absolute borders of the human hearing range, our hearing is most sensitive in the 2,000 - 5,000 Hz frequency range.

As far as loudness is concerned, humans can typically hear starting at 0 dB SPL. Sounds that are more than 85 dB SPL can be dangerous to your hearing if you are exposed to them for too long.

Surprisingly, there are sounds that even humans with the best hearing can’t hear. We can’t hear the sound of a dog whistle, but a dog can, because dogs have a much wider hearing range than humans do. Lower frequency sounds, like the roar of a wind turbine, are also out of the human hearing range and are often felt as vibrations rather than heard as sound.

Hearing ranges for people with hearing loss
When you have a hearing loss, your hearing range changes. For most people, a hearing loss will begin by affecting the upper pitches of the human hearing range. Birdsong, certain speech sounds and instruments like flutes and piccolos are difficult to hear for most with hearing loss.

To figure out your specific hearing range, a hearing care professional will perform a hearing test and plot your results on an audiogram. An audiogram is a chart that shows the results of your hearing test. The audiologist will then plot your hearing test results on a graph and compare them with that of a person with normal levels of hearing. Hearing professionals use the audiogram as a tool for fitting hearing aids.
To find out your level of hearing, a hearing care professional will play a series of beeps and ask you to raise your hand or press a button when you can hear them. They will usually start with a level you can hear and then turn down the volume each time, until you can no longer hear the beeps. The professional will then repeat this with sounds of lower or higher frequencies.

This test will also determine your hearing ‘threshold’, or the point where you cannot hear any more. This threshold is plotted for both your ears as two separate lines on your audiogram.

Your audiogram can tell you a lot about your hearing, including the frequencies and volumes you can hear. This is important to know, because each sound you hear has a certain frequency.

Next Steps
Think that your hearing range isn’t perfect? It’s probably a good idea to see a hearing care professional for a full hearing examination. They can determine whether you are hearing the sounds that you are supposed to hear and recommend a course of action if you do have a hearing loss. Find a hearing professional near you at www.widex.com/shopfinder
Let’s face it, there are some sounds that just aren’t worth hearing. Luckily, WIDEX UNIQUE™ hearing aids are pretty smart. With Soft Level Noise Reduction, your hearing aid automatically determines which sounds are important and which should be left in the background.

Ready to start your journey to better sound? Learn more about UNIQUE hearing aids at www.widex.com/unique
THE RISE OF WEARABLE TECHNOLOGY
According to Forbes Magazine, 2014 was “The Year of Wearable Tech”. Microchips are getting smaller and computers more powerful – which has led developers to move beyond the ear to create wearable clothing, necklaces and glasses that can do everything from monitoring your heart rate to checking your email.

While Fitbit, Apple Watch and Google Glass are the current buzzwords, wearable technology has been around for decades. Arguably, the first wearable technology created was something we are very familiar with: the hearing aid.

Wearables: technology for your lifestyle
Wearable technology is a broad term to describe any sort of clothing or accessory that uses electronic or computer technology. It seems like a new trend these days, but it is actually nothing new – hearing aid companies have been selling wearable technology since the 1880s.

Now, wearable technology goes well beyond the ears.

Here are some of the latest wearables on the market today:

• For your eyes: Google Glass is possibly the most talked about wearable technology on the market today. Designed to look like standard glasses, Google Glass is a wearable computer that can display all the information that your smartphone can – right on your lenses. Wearable technology also makes it possible for people with hearing loss to see closed captions at the cinema via a special pair of closed-captioning glasses.
• For your arms: The calculator watch offered a very early form of wearable technology in the 1980s – but we have come a long way since then. The Apple Watch lets you wear your iPhone on your wrist. Pebble Watch also pairs with your smartphone and can act as an activity tracker, GPS device, MP3 player and more.
• For your feet: Your athletic shoes can do more than just help you run – they can also track your every move. Nike Lunar TR1 shoes have built-in pressure sensors and a pedometer that link to your smartphone, so you can track your progress.
• For your style: Now that computers and microchips are smaller, technology has more room to be fashionable. Now you can wear USB cufflinks, Swarovski crystal USB necklaces and shirts featuring live Tweets.

What’s in it for the ears?
‘Wearable tech’ has been a buzzword for a few years, but wearable electronic technology has been around for decades via something we are all familiar with: hearing aids. There is one thing that has helped hearing aids – and all wearables – to become smaller and more fashion-friendly: the microchip.

The microchip, or the integrated circuit, is the nervous system that controls just about every electronic device in the world. As Research and Development engineer Thomas Troelsen explains, today’s chips consist of millions of interconnected transistors all packed into a few square millimetres. “When we talk about a chip, it is really a slice of silicon, a very common chemical element, the size of a fingernail,” he says.

Smaller chips mean smaller devices – which makes room for
better design. Amy Puliafito works with Misfit Wearables, a company that has developed a fashion-forward necklace called “Bloom.” From the outside, the necklace is a beautiful silver pendant. Inside is a powerful wearable that works as both an activity and a sleep monitor.

“Advancements in electronic components – making them even smaller, more powerful and more energy-efficient – allow increasingly more computational power to be packed into a smaller model,” she says.

What do these trends mean for people who wear hearing aids? According to Amy, it means that customers will demand smaller and prettier hearing aids – things that are nice to wear.

“Hearing aids will undoubtedly continue to benefit from the miniaturization of electronic components and the energy utilization methods that are facilitating advances in wearable technology,” she says. “As we move forward, devices need to be either invisible or beautiful.”

Widex Wearables
That is what Widex did with UNIQUE. Whether it is the discreet In-the-ear model or the sleek and fashionable Behind-the-ear model, UNIQUE makes hearing aids look like jewellery.

Hearing aid accessories are also getting facelifts. As computers and microchips become smaller, the opportunities for wearable technology become even bigger. This opens up the playing field for assistive listening devices, which help people with hearing loss to make better use of their hearing aids.

One new wearable that is especially useful for hearing aid users: The Widex COM-DEX. COM-DEX is a stylish wearable that streams high-quality sound to your hearing aid from your smartphone [see page 23].

The wireless technology found in Widex DEX devices makes it possible for hearing aid users to use remotes and smartphones to control their hearing aids – and to better focus on sound coming from the TV, the phone or the stage.

From streaming phone calls directly to your hearing aid to listening to music without taking your phone out of your pocket, wearables allow technology to seamlessly integrate into your everyday life – so you do not even notice that your hearing aid is there.
“Don’t put anything in your ears. See a hearing professional if you feel like your ears are blocked and need cleaning.”
– Erik Westermann, Widex Co-Founder

“Those who tend to build significant amounts of ear-wax should have routine cleanings with their hearing professional at least annually, to minimize the potential impact on hearing.”
– Denise Brantley, Manager, Audiology and Technical Support Services

“If wearing hearing aids, make sure to wipe the aids with a soft cloth and keep the wax filter fresh. And clean the outer part of the ear canal with a washcloth. No cotton tips! The moisture naturally moves outward as you move your jaw.”
– Deborah Doyle Allen, Professional Education Manager, Widex USA
TIPS FROM THE PROS

How do you take care of your ears? In celebration of the World Health Organization’s International Ear Care Day last spring, we asked Widex VIPs for their tips on keeping ears clean and healthy.

“Remember ear protection if you’re heading to a concert. Even brief exposure to very loud sounds can damage your hearing.”
– Jørgen Jensen, Widex CEO

“When flying, you may need to swallow and yawn frequently when ascending or descending to equalize pressure in your ears. If you have a cold or sinus infection, take a decongestant a few hours before you land.”
– Nagarjun V, Audiologist, Widex India
RING RING, WHY DON’T YOU GIVE ME A CALL?

Using your phone with hearing aids doesn’t have to be complicated.

For hearing aid users, keeping connected is the key to enjoying life to the fullest. And, like most of us, talking on the phone plays a central part. One of Widex’ latest devices, designed to help hearing aid users with precisely this, is called, appropriately enough, CALL-DEX.

It’s a tiny Bluetooth device that enables streaming from mobile phones to hearing aids. It simply plugs into the jack plug of a mobile phone and it is ready to go.

According to International Project Manager Nigel Sharp, the “beauty of CALL-DEX is that it is so simple to use. Many of our customers appreciate something that is literally plug and play.” This also means that there is no need for an extra visit to a hearing care professional. And because it is so discreet, people can use and hold their phone normally.

CALL-DEX can stream up to 80 hours, and it works with phones from Apple, LG, Sony, HTC, Samsung, Nokia and more. And best of all, it doesn’t require setting up by your hearing care professional; just plug it into your mobile phone and start talking.

For more on CALL-DEX, see widex.com/dex
Hearing aid technology isn’t perfect – but with UNIQUE we come close. LISTEN takes a look inside, to see how the incredible technology in UNIQUE helps people overcome some of the common barriers to good hearing.

**THE BARRIER:**
Too much noise.

**THE SOLUTION:**
The Wind Noise Attenuation system: this helps hearing in windy conditions, but, just as importantly, hearing speech in wind too.

**THE BARRIER:**
Too much noise, not enough audibility.

**THE SOLUTION:**
4 A/D converters: these work to capture as much sound as possible. In fact, UNIQUE lets in more sound than any other hearing aid – from the highs to the lows, from loud to very quiet – so users can enjoy a wide range of comfortable, audible sounds.
THE BARRIERS

3. THE BARRIER: Unable to hear soft sounds.

THE SOLUTION:
The Soft Level Noise Reduction system: this helps reduce unwanted soft sounds – such as the humming of a refrigerator – and keeps the useful soft sounds – such as quiet speech.

4. THE BARRIER: Difficult to hear in all listening environments.

THE SOLUTION:
Sound Class technology: this allows UNIQUE to cleverly and quickly adapt automatically to all the various listening situations people find themselves in from day to day. It can also determine when prominent speech is present.

5. THE BARRIER: Turning up the volume turns up the noise.

THE SOLUTION:
The Preference Control: when users adjust the volume, they can rest assured that the background noise will not increase. Instead, they can also adjust settings for each soundscape they are in.
IT’S YOUR BRAIN THAT HEARS - NOT YOUR EARS

Cognitive Hearing Science is an emerging field of research, but what does it mean and how can it benefit hearing aid users? We talk to Swedish expert Patrik Sörqvist.
Hearing is extraordinarily complex. It’s not just the way we hear sounds but how we process them. Simply being able to hear is not enough – you also need to quickly interpret and comprehend what you hear.

We often forget that it’s the brain and not the ears that process sound. If we think of our ears as receiving raw data, then our brain acts like a computer, taking this input and trying to make sense of it all.

Making sense of it all, and retaining this information, is the central tenet of Cognitive Hearing Science, a field which concerns the interactions between cognition (or thinking) and hearing. According to Patrik Sörqvist, experimental psychologist and Research Director of Environmental Psychology at the University of Gävle in Sweden, Cognitive Hearing Science looks beyond the mere physical aspects of hearing. “The field of Cognitive Hearing Science rests on the idea that we cannot fully understand human hearing abilities in view of physiological characteristics of the ear and physical characteristics of the sound,” he explains. “We must also consider cognitive abilities such as memory.”

The importance of memory
Memory is the main cognitive factor that plays a role in hearing. “Memory is a very wide concept and includes such wide domains as the ability to maintain information over the short-term, manipulate this memoranda, and long-term experiences,” says Patrik Sörqvist. “Skills, language familiarity and such factors also fall under this category.”

All of us rely on memory when interpreting the input we receive through our ears, but people who are hearing impaired are even more dependent on their working memory capacity and the ability to mentally complete distorted and incomplete information. Normally, hearing takes place at lightning speed, but if you have a hearing loss, or poor input, then your working memory has to fill in the gaps.

“An example of this,” says Patrik Sörqvist, “is that higher working memory capacity increases the ability to understand speech in noise. Higher language familiarity also increases this ability.”

Unknown factors
Some recent studies have suggested a correlation between hearing loss and cognitive decline amongst the elderly. However, the evidence that this is the case – and that hearing aids can reduce or reverse cognitive decline – is at best mixed.

Patrik Sörqvist warns against jumping to conclusions about people’s cognitive ability and ways in which it can be influenced. “There is currently some interesting speculation about hearing loss preventing memory recollection, possibly increasing the likelihood of developing dementia or, at least, memory impairments,” he says.

“But the greatest challenge is that cognitive measures, like all psychometric measures, have poor reliability. Because of this, it is difficult to characterise a person’s cognitive skills accurately.”

“In the long run, hearing aids may also, possibly, prevent the development of early memory decline. But we don’t know much about that at present,” says Patrik Sörqvist.

However, hearing aids do help reduce the cognitive load and, according to Audiological Affairs Specialist Majken Roikjer from Widex, can have a positive effect both mentally and socially. “Improving hearing ability by using hearing aids can reduce the isolating effects of a hearing loss and increase the ability to participate in cognitively stimulating activities such as social activities,” she says.

As we learn more about hearing and cognitive ability, it’s worth remembering that hearing, like memory, is highly individual. That’s why it is important for manufacturers such as Widex to offer people with hearing loss as many options as possible.
How has hearing technology changed over the past four decades? That is what we asked Sandy Burkes, who worked as an audiologist for 42 years.

Feedback
That was Sandy Burkes’ nemesis for the first few decades of her career.

As an audiologist in the 1970s, Sandy was constantly battling the ringing, buzzing, and whooshing sounds that plagued many hearing aid users. Back then, hearing aids were analogue-based, meaning that they amplified all sounds and did not reduce background noise. They were what we would now consider primitive technology – but even then, Widex came out on top.

“My first thoughts about Widex were that the users wanted to keep them forever. You couldn’t sell them another one,” says Sandy. “Back in the 1980s I would have farmers coming in with analogue Behind-the-ear hearing aids from Widex. They were so old but still going strong. Farmers had them out in the field every day with no problems.”

Sandy recently retired after 42 years as an audiologist in the United States. During that time, she saw hearing aids go from big bulky devices to the discreet easy-to-use technology we have today. Here are the highlights she noticed over the years:

The 1970s
After graduating from Emory University in the early seventies, Sandy began working at non-profit speech and hearing clinics for children. At the time, the only solutions for young people were body-worn microphones strapped to their chests. They were ugly and awkward, and not the kind of things kids wanted to be seen walking around with.

Luckily, hearing technology progressed to allow all hearing aid components to be worn behind the ear.

“The most exciting thing in the 70s was taking the body hearing aids off children and adults and putting them in behind-the-ear instruments,” says Sandy. Unfortunately, moving the microphone from the chest to the ear meant another problem.

“The battle became fighting feedback,” she says. “Feedback was my nemesis early on.”

The 1980s
The 1980s brought more comfort for hearing aid users. The first programmable hearing aids came out in the 1980s, which allowed audiologists like Sandy to tailor each hearing aid to the level of hearing loss of the person wearing it.
Now we think of them as pretty primitive, but these early programmable hearing aids were pretty great at the time,” she says. “The first non-linear hearing aids were transformative.”

This decade was also when Widex introduced the Audilens, its first In-the-ear hearing aid.

“It looked like a pill you put in your ear,” says Sandy. “It had incredible durability and longevity.”

The 1990s
The 1990s brought a surge in hearing technology, with the move to digital hearing aids. Digital hearing aids process the sound coming into them. This meant an end to Sandy’s nemesis.

“Digital just made things even better,” she says. “The feedback became a non-issue because of feedback cancelling.”

Hearing aids continued to get smaller and more efficient in the 1990s. The biggest highlight for Widex was Senso, launched in 1997. The Senso Completely-in-canal hearing aid weighed only 1.5 grams, yet delivered pristine sound. Finally, people with hearing loss had an almost invisible solution that they could rely on.

The 2000s
After starting her own practice in 1995, Sandy started to build up relationships with her clients. The children who she first set up elementary school amplification systems for are now college graduates with successful careers.

“These children came to me every year and now I have half a dozen young adults who I keep in touch with,” she says. “They now have successful careers, which would not be possible without good consistent amplification. That has been the most rewarding thing about my career.”

Sandy’s ability to help people with hearing loss became easier over the years as hearing technology – and the Widex brand in particular – kept getting better. And it isn’t just the hearing aids – it’s the assistive listening devices as well.

“The biggest barrier for employment for people with severe hearing loss, was always the telephone. If you had a severe hearing loss, you couldn’t understand the phone and you couldn’t get the job,” she says. “Now these people have access to assistive devices, email and texting to enable them to communicate effectively on the job - so that barrier is gone.”

Breaking down barriers and improving the lives of people with hearing loss is what Sandy says she loved most about her 42-year career as an audiologist.

“Helping people and improving the quality of people’s lives through amplification is just a great thing,” she says. “Each decade we had more to offer, and that made it exciting and rewarding.”
WIDEX SAVED MY LIFE

Widex hearing aids can help save your ears – but what about your life? LISTEN hears the amazing true story of an English adventurer and his DREAM440 CROS.
Thanks to his Widex hearing aid, intrepid explorer Colonel John Blashford-Snell and his companions narrowly avoided death, after he heard the hissing of one of the world’s most venomous snakes, while on an expedition in India.

Blashford-Snell, who has lead expeditions through piranha-infested rivers in Bolivia, Brazil, Argentina and Paraguay, was travelling by elephant in India when he heard an unusual sound.

Thanks to his Widex hearing aid, he heard a sharp hissing, and spotted what he first thought was a black water pipe.

“Then I realised it was moving,” Blashford-Snell says. “We kept very still, whilst a huge snake slid towards us. It was a King Cobra.”

This giant serpent, the largest venomous snake in the world, can grow to 18 feet and carries sufficient venom to kill an elephant.

“After 20 tense minutes, the snake suddenly turned away and shot off at high speed into the bush,” says Blashford-Snell.

Widex’s clarity and true-to-life sound allowed him to hear the sound of the cobra before his companions.

“I also noticed how well I could hear the calls of the prolific birds, whilst wearing the Widex hearing aid,” he said.

As president of the Scientific Exploration Society, Colonel Blashford-Snell travels all over the world to lead and assist in various expeditions.

Blashford-Snell has single-sided deafness, the result of exposure to explosions during his 37 years in the British Army. Since 2006, he benefited from a Widex CROS solution that moves sounds from his good to ear to a DREAM440 on his deaf ear.

**Improved speech recognition**

Blashford-Snell’s audiologist, Elizabeth Duffy, has worked with him for more than ten years.
“When wireless CROS systems were introduced in 2006, along with high frequency compression options, new devices were trialled, and FM technology was even given a shot, to help address his needs in lectures and noisy social gatherings, which he regularly encountered,” Duffy says.

After using different technologies for single-sided deafness, John was fitted with the DREAM440 Fashion hearing aid and CROS solution from Widex for a trial.

“Smaller wireless CROS aids arrived in 2012, and in October 2014 the new Widex CROS solution was selected. There was an immediate improvement in his speech recognition when using the aids at social functions, dinners and meetings. His perception of the sound quality was significantly improved, and subjectively he was aware of coping much more easily in noisier environments,” Duffy says.

“As anticipated, the DREAM440 stood up to the tests of speech in noise, given its additional dynamic headroom; improved frequency response and bandwidth; speed of processor, and stable gain.”

Learn more about CROS solutions at widex.com/cros

King cobras can reach up to five and a half metres (18 feet) in length, making them the longest of all venomous snakes. When confronted, they can rear up to one-third of their bodies straight off the ground and still move forward to attack. They will also flare out their iconic hoods and emit a bone-chilling hiss that sounds almost like a growling dog.

The amount of neurotoxin they can deliver in a single bite is enough to kill 20 people, or even an elephant. Fortunately, king cobras are shy and will avoid humans whenever possible, but king cobras may be best known as the species of choice for the snake charmers of South Asia. Although cobras can hear, they are actually deaf to ambient noises, sensing ground vibrations instead. The charmer’s flute entices the cobra by its shape and movement, not by the music it emits.

SOURCE: www.nationalgeographic.com/animals/
HAPPY BIRTHDAY, WIDEX!

1956: Widex 561, our first hearing aid, makes its debut
1956: Elvis Presley first hits the United States music charts with ‘Heartbreak Hotel’
1960: The Widex Minarette is launched to great success
1960: JFK elected as President of the US
1962: Hollywood icon Marilyn Monroe dies
1964: The Widex 641, a Behind-the-ear hearing aid that dominated the market for over eight years, is launched
1966: Sony produces the first integrated radio circuit
1970: The Beatles break up
1971: The microprocessor, the foundation of all computers, is invented
1972: The A1, the first in a new series of hearing aids that revolutionised the possibilities for individual fitting, hits the market
1975: Microsoft is founded
1977: The first Star Wars film is released
1979: Sony introduces the Walkman
1980: The Rubik’s Cube debuts at the International Toy Fair
1983: The first In-the-ear hearing aid, the Audilens, is released
1983: The first mobile phones go on sale in the US. at almost $4,000 each
1984: Steve Jobs introduces the first Macintosh computer
1988: Quattro Q8 wows customers as the first digitally programmable hearing aid with a remote control
1989: The Berlin wall falls
1989: The Internet goes global with the World Wide Web
1990: Widex introduces CAMISHA, a ground-breaking patented technology using computer modelling and laser technology. CAMISHA transformed the way shells, earmoulds and earpieces were made across the entire industry
1990: Nelson Mandela is freed after spending 27 years as a political prisoner
1990: The Hubble Space Telescope is launched aboard Space Shuttle Discovery
1993: Europe becomes a single trading market
1995: The Widex Senso series debuts as the world’s first digital In-the-ear hearing aid
This year Widex reaches a huge milestone – our **60th anniversary**. We have come a long way since owners Christian Tøpholm and Erik Westermann started Widex in a small villa near Copenhagen. Here are some milestones Widex – and the world – reached along the way.

1995: A Los Angeles jury finds O. J. Simpson not guilty of murder charges
1997: Diana, Princess of Wales, dies in a car crash
2000: The Y2K bug, which threatened to create havoc in computers around the world, fails to materialise
2004: Facebook is founded; it now has 1.5 billion monthly active users
2005: Widex Inteo is released. Inteo was the world’s first hearing aid that allowed for a tailor-made listening experience
2005: The video-sharing website YouTube is founded
2007: Apple releases the iPhone
2008: Widex Passion comes out. At the time it was the world’s smallest Receiver-in-canal (RIC) hearing aid, measuring a mere 21mm in diameter
2009: WidexLink, our own wireless technology designed specifically for hearing aids, makes its debut
2009: Barack Obama is inaugurated as the 44th President of the United States
2010: Widex BABY440 becomes the world’s first hearing aid designed specifically for babies
2010: At only 16, Jessica Watson becomes the youngest person to sail, non-stop and unassisted, around the world solo
2011: Widex SUPER becomes the world’s first Receiver-in-the-ear (RITE) super power hearing aid
2011: The 787 Dreamliner, Boeing’s all-new composite airliner, enters commercial service
2012: Widex reveals ZEN2GO, a new tinnitus management device that plays random soothing harmonic tones called ZEN
2012: Neil Armstrong, the first man on the moon, dies
2013: Widex DREAM hearing aids are introduced, with the latest in advanced hearing aid technology
2015: Widex UNIQUE hearing aids debut, with the widest dynamic range in the industry – a whopping 108 dB
2015: The latest Star Wars film is released
2016: Widex is 60!
LISTEN – THE WORLD OF WIDEX

ALBANIA Arben Ruci
ALGERIA Widex Algérie eurl
ARGENTINA Widex Argentina SA
AUSTRALIA Widex Australia Pty Ltd.
AUSTRIA Neuroth AG
BELARUS LTD Armiktrade
BELGIUM Veranneman b.v.b.a.
Bolivia Aidofoinia, Sistemas Auditivos
BOSNIA HERZEGOVINA
Widex Slusni Aparati d.o.o.
BRAZIL Centro Auditivo
Widex Brasitom Ltda.
BULGARIA ANKA - Anka Peeva
CANADA Widex Canada Ltd.
CHILE Widex Chile SpA
CHINA Widex Hearing Aid (Shanghai) Co. Ltd.
COLOMBIA Widex Colombia SAS
COSTA RICA Tcnomédica S.A.,
Clinica Dinamarca
CROATIA Microtron d.o.o.
CYPRUS CH & M Cyprus
Audiology Center
CZECH REPUBLIC Widex Line s.r.o.
DENMARK Widex DK A/S
DOMINICAN REPUBLIC the
Widex Dominicana
ECUADOR PROAUDIO
EGYPT Widex-Egypt
El Salvador ElectroLab Medic
SA de CV
ESTONIA Indium Ltd.
FINLAND Widex Akustik OY
FRANCE Widex France
GERMANY Widex Hörgeräte GmbH
Ghana Krispat Ear Centre
GREECE D. Chryssikos & Co.
GUATEMALA Roger Viapree
HONG KONG Widex Hong Kong
Hearing & Speech Centre Ltd.
HUNGARY Widex-H Kft.
INDIA Widex India Private Limited
INDONESIA Pusat Alat Bantu Dengar
Melawai
IRAN Persia Samak Co.
IRELAND Widex Ireland Ltd.
ISRAEL Steiner Hearing Instruments
ITALY Widex Italia S.P.A
Ivory coast Centre International
de Correction Auditive
JAMAICA Siredan Enterprises Ltd.
dba Caribbean Hearing Center
JAPAN Widex Co., Ltd.
JORDAN Queen Alia Foundation for
Hearing and Speech
KAZAKHSTAN Almaton-2
Kenya BEAM HEARING CENTRE
KOREA Widex Korea Ltd.
Kosovo N.T.Sh. “QUENDRA E
DEGJIMIT”
KUWAIT Al-Shammary
Hearing Center
LATVIA SIA Dzvides Serviss
LEBANON Beeco Speech & Hearing Center
LIBYA Widex Libya
LITHUANIA UAB Audifon
Macau Widex-Macao Hearing and Speech
Centre Limited
MALAYSIA Top Hearing Care Centre
Sdn. Bhd.
MALTA Beacon Healthcare Ltd.
MEXICO Widex Mexico
MONGOLIA Mon-Anir Co., Ltd.
MOROCCO Widex Maroc
NAMIBIA Windhoek Hearing Aids
NETHERLANDS Veenhuis Medical Audio B.V.
NEW ZEALAND Widex New Zealand Ltd.
NIGERIA Nigerbell Hearing Ltd.
NORWAY Medisan A/S
OMAN, Sultanate of
National Optical Centre
PAKISTAN Rehabilitation Centre
for Hearing Impaired
PARAGUAY Centro Auditivo SRL
PERU Panadex S.A.
PHILIPPINES Ledesma Audiological Center
POLAND Widex Polska Sp. z.o.o. S.K.A.
PORTUGAL Widex - Reabilitação Auditiva,
Lda.
ROMANIA Sonorom SRL
RUSSIA 000 “Widex”
SAUDI ARABIA Basha Medical Group
SERBIA OPTICUS d.o.o.
SINGAPORE Widex Singapore Pte Ltd
SLOVAKIA WIDEX SLOVTON Slovakia s.r.o.
SLOVENIA  Slusni Aparati - Widex d.o.o.
SOUTH AFRICA  Widex South Africa
SPAIN  Widex Audífonos 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  Widex Tibbi ve Teknik Cihazlar San. ve Tic. A.S.
UKRAINE  ReOton
UNITED ARAB EMIRATES  Widex Emirates Hearing Care
UNITED KINGDOM  Widex UK
URUGUAY  Audilux
USA  Widex USA, Inc.
VENEZUELA  Instituto Auditivo Widex S.A.
VIETNAM  QUANG DUC HEARING SERVICES Co., Ltd.
YEMEN  National Hearing Center