

## HEARING IN NOISE

WITH INTEGRATED SIGNAL PROCESSING™








**DETAILED  
FLEXIBLE  
AUTOMATIC**

## FINDING THE RIGHT **BALANCE**

Living life, pursuing your interests and interacting with other people require the use of all your senses – especially your hearing. But if your hearing is impaired in any way, it can be difficult to achieve the right balance between your dreams and reality. So we expect you'll welcome the new AIKIA™ hearing technology from Widex, world leaders in hearing instrument development.

AIKIA hearing aids represent an entirely new level of technology for their class. Integrated Signal Processing™ is a unique new Widex technology that actually adapts to each situation you find yourself in during your busy day. All the complex internal elements work together automatically, adapting to your



listening environment with no need for fiddly controls or adjustments. AIKIA is, above all, simple to use while maintaining complete flexibility. AIKIA technology creates the stable hearing platform that allows you to enjoy a fully functional and active life at all times.



## **IMPROVED HEARING IN NOISE**

Whether you are an experienced or a first-time hearing aid user, you will find that AIKIA provides you with far better hearing – in both quiet and noisy situations.

One of the greatest advantages of an AIKIA™ hearing aid is that it becomes much easier to hold a conversation – even when several people are talking at once, or when there is some other kind of background noise. With AIKIA, Widex helps to meet your expectations by providing you with:

- ▼ Better speech intelligibility in noisy surroundings
- ▼ A unique balance between your lifestyle and the sound environment in your daily life
- ▼ Improved sound reproduction for daily listening



We all encounter daily situations in which it is important to communicate with other people. AIKIA acts as a vital tool to help you to re-establish balance in your life. It will help you to do what you want to do, without you having to strain to hear what others are saying.

**AIKIA can help meet your expectations - no matter what sound environment you find yourself in.**





# AIKIA™ CHALLENGES THE STANDARD

When you choose a hearing aid, you expect it to live up to your personal needs and preferences. The AIKIA™ series is based around the brand-new and entirely unique Integrated Signal Processing™ technology from Widex. There are three cornerstones that form the basis for this Integrated Signal Processing in the AIKIA series:

- ▼ Detailed Sound Analysis
- ▼ Flexible Sound Processing
- ▼ Automatic System Optimiser



SEQUENTIAL



PARALLEL



INTEGRATED



These three cornerstones – co-ordinated by the Dynamic Integrator™ in the microchip – create the unique balance that ensures improved hearing in noisy situations. No other hearing aid in this class offers functions that use a comparable signal processing system. Widex alone has taken this technological leap and brought such a level of sophistication to this class of hearing aid.

As a user, you seek better speech intelligibility in every situation – even in noisy surroundings. The advanced technology behind the AIKIA instruments works in a detailed, flexible and entirely automatic way to bring you a far better sound.

**In contrast to conventional sequential or parallel signal processing within other digital hearing aid microchips, AIKIA's Integrated Signal Processing™ provides specific advantages through its detailed sound analysis, flexible sound processing and automatic optimisation.**

## **AIKIA™ FOCUSES ON THE DETAILS**

- ▼ Better speech intelligibility, even in noisy surroundings.
- ▼ Better sound reproduction, no matter where the sound comes from.
- ▼ Prevention of feedback whistling. The sound environment is analysed in great detail by the instrument, automatically neutralising situations that could normally cause whistling.
- ▼ Easier introduction to hearing aid use. AIKIA's Sound Diary feature, with data logging, enables you to take "audio snapshots" of a particular listening situation. Instead of having to provide a detailed explanation to your hearing

**The detailed sound analysis provided  
by AIKIA also makes it easier to talk  
on the telephone.**

care professional, the “snapshot” can quickly be downloaded for expert analysis and appropriate adjustment.



## AIKIA™ IS FLEXIBLE

- ▼ The Speech Intensification System gives greater comfort. Flexible sound processing ensures that noise is attenuated and loud sounds never become uncomfortably loud.
- ▼ The AIKIA™ Locator focuses on the sound source, irrespective of its direction. You obtain an all-in-one hearing program, allowing you to listen in both tranquil and noisy surroundings without having to change program. In addition to the individually adapted “master” program, you can also have up to



The instrument switches between omnidirectional and directional microphones, depending on the listening situation.

three extra programs for special situations.

- ▼ The instrument's flexibility means that sound at a distance is enhanced, while soft speech sounds become audible.





## **AIKIA™ IS FULLY AUTOMATIC**

- ▼ Widex has developed EcoTech II technology to provide long battery life. Even with its many advanced components, the AIKIA user is always assured minimal power consumption and fewer battery changes.
- ▼ Accurate fitting results in a precise and comfortable sound. The fitting process takes account of your personal hearing loss, the quality of the earmould and the instrument's functions. It is performed automatically during the consultation with your hearing care professional.

- ▼ Customised hearing programs adapt to your individual lifestyle. AIKIA's unique flexibility allows a sequence of programs to be adapted to suit your individual needs, while the AIKIA optimisation system automatically ensures that each program functions at its best.

By focusing on detail, flexibility and automation, AIKIA™ instruments provide better speech intelligibility, even in noisy surroundings. Together, the three cornerstones of the Integrated Signal Processing™ technology in AIKIA instruments enable a uniquely balanced performance and give you the best hearing instruments in this class.

**AIKIA offers customised programs adapted to your individual lifestyle.**

ΑΑΑ



耳



## **AIKIA™ – COMPLETE SERIES, INCLUDING ACCESSORIES**

- ▼ The AIKIA™ series has an aid to suit every requirement and wish. All of the models are state-of-the-art and are manufactured to Widex' renowned high quality. The series encompasses everything from the super-discreet CIC (completely-in-canal) to in-the-ear instruments and behind-the-ear instruments of various amplification strengths, as well as open fitting capability.



**Behind-the-ear instruments in the AIKIA series are available in a range of colour options.**



**Easy and discreet operation is ensured with the help of the optional special RC3 remote control.**



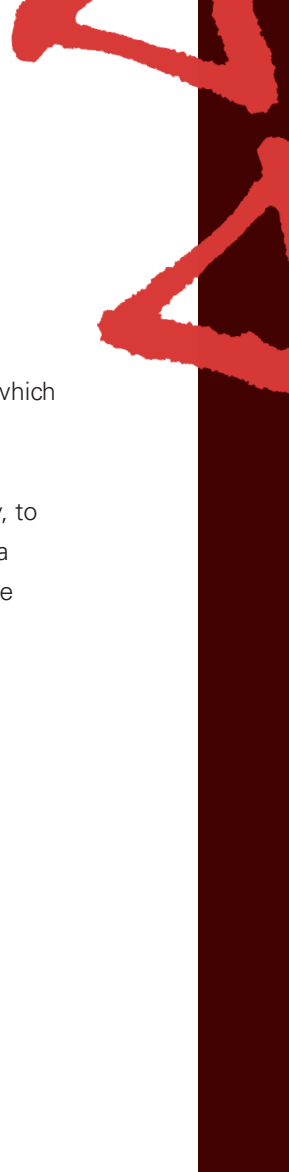
**SCOLA™ FM communication systems can be connected.**

## WIDEX MEANS **QUALITY**

Widex is known as a manufacturer of top quality hearing aids, which use the very latest technology to benefit our many users.

It is our mission, through originality, perseverance and reliability, to develop high quality hearing instruments that give people with a hearing loss the same opportunities for communication as those with normal hearing.

This has made Widex one of the world's leading manufacturers of digital hearing aids.



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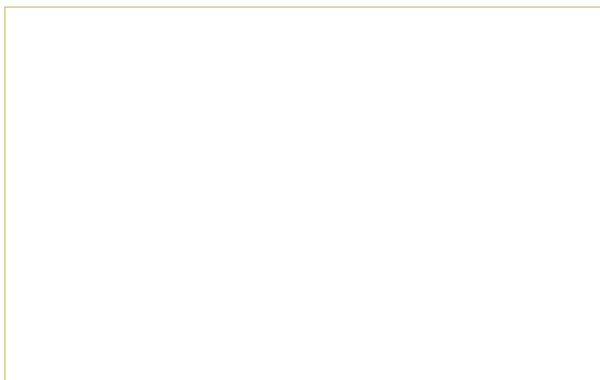
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