Press release

Signia unveils MaX at EUHA 2026: Four AI networks for processing listening situations

Experience the new platform in the MaXperience – discover Pure C&G MaX and meet Thomas D at the launch of LEBE LAUT

Here's where to find us

Hall 6
Stand 118

Erlangen/Hannover, 14 October 2026. Signia is presenting its new Multi-adaptive Xperience (MaX) hearing aid platform at EUHA 2026, alongside Pure C&G MaX, the first hearing aid based on the platform.

The platform simultaneously analyses speech, the wearer's own voice, the acoustic scene and background noise, continuously adapting signal processing. The result: a listening experience that feels authentic. Visitors can experience this for themselves under real-world conditions at the Signia stand.

Four AI networks working together

At the heart of the new MaX platform is Acoustic Intelligence™: Four specialised neural networks continuously analyse the entire listening environment around the wearer and adapt signal processing in real time. This is powered by a new chip developed at Signia's Erlangen development site.

In the MaXperience, visitors can hear how this processing affects different listening situations – for example, at a concert, where they may want to listen to speech at one moment and music at another.

The MaXperience starts every 15 minutes. No advance registration is required.

Pure C&G MaX: The first hearing aid on the new platform



Pure C&G MaX brings Acoustic Intelligence™ to a rechargeable RIC design. Even with continuously active AI, the battery lasts up to 30 hours, providing all-day use.

With OneConnect Technology, Pure C&G MaX also offers all common connectivity options, including Bluetooth Classic and LE Audio. It is already Auracast-ready and features a telecoil.

Pure C&G MaX has been available since 24 August 2026, initially in performance levels 3, 5 and 7.

Further specifications and technical background information are available in the press kit.

Press release

Thomas D launches LIVE NOISY

On Wednesday, 14 October, from 4:30 p.m., Signia brand ambassador Thomas D will be at the stand. Following sudden hearing loss, the musician lives with permanent hearing impairment in his right ear.

“My hearing aids have restored a quality of life I had almost stopped believing in. I hope my story encourages others to take care of their hearing sooner,” says Thomas D.

Together with Thomas D, Signia is launching its nationwide LIVE NOISY campaign. It aims to make hearing loss more visible, challenge preconceptions and encourage people to address their hearing at an early stage. Because living loud means hearing the loud sounds but also enjoying the quiet ones. And being right in the middle of life.

A distinctive campaign feature: Independent hearing care practices can have their campaign visuals personalised by Signia for their own communications and use them alongside the Thomas D campaign visuals.

“MaX marks the start of a new chapter for Signia. Together with Thomas D, we are making this technological milestone accessible and showing the difference modern hearing care can make in everyday life,” says Tobias Wiedmann, Managing Director of Signia Germany.

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Images of Signia MaX and Thomas D are available to download here:
https://shareit.sivantos.com/index.php/s/KUG7uvKMjH5s0S8

About Signia

Signia, part of the WSA Group, is one of the world’s leading hearing aid brands. Our goal is to improve hearing and support people in everyday life through iconic innovations and user-friendly design.

Since its market launch in 2016, Signia has regularly introduced new, forward-looking hearing solutions and is recognised as a pioneer in rechargeable hearing aids. Alongside modern hearing aids, Signia offers practical apps and digital tools that make using hearing aids easier.

Together with independent hearing care professionals, we do more than compensate for hearing loss. We enable our wearers to reach their full potential. And to hear brilliantly, every day.