WIDEX

SOUND LIKE NO OTHER



HEAR THE CONVERSATION AND THE ROOM.

WIDEX NATURAL SOUND EVERY DAY
CLARITY BOOST WHEN NOISE TAKES OVER

Powered by AI on demand

Widex Allure AI RIC keeps everyday listening natural and true to life. Then, when background noise takes over, a single tap activates Clarity Boost to bring the voices that matter most back into focus.



One tap. That's all it takes.

Clarity Boost steps in when you want it, helping you focus in noisy environments while staying in control.

5X more wearers preferred Allure AI RIC with Clarity Boost over other premium hearing aids in real world listening situations[1].

Evidence: [1] Bianchi et al. 2026 (WidexPress 65), tested against premium hearing aids of two key manufacturers in different noisy environments.

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THE BEST OF BOTH WORLDS.

Natural sound first. AI support when you want it.

NATURAL

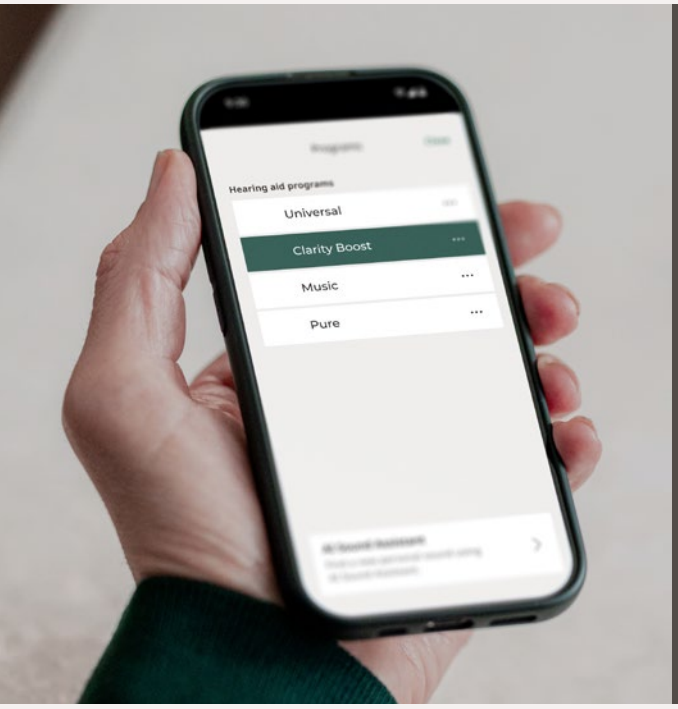
The signature Widex sound experience: clear, rich and true to life, every day.

CONTROL

Clarity Boost, on your terms. One tap turns up clarity the moment you need it.

CONFIDENCE

Clarity Boost reduces listening effort[2], so you stay comfortable and self-assured in every conversation.



Why Widex Allure AI RIC?

- **AI built for sound.** Trained on real-world sound and guided by how the human brain listens.
- **Natural and clear.** Better understanding in noise, without losing the Widex natural sound.[3]
- **Made to last.** Dependable battery life for a full day of hearing.[4]

Boost your hearing.

Discover the difference for yourself.

Evidence: [2] Slugocki et al. 2026 (WidexPress 63), relative to Universal; [3] Bianchi et al. 2026 (WidexPress 64), Clarity Boost advantage over Universal; [4] Allure AI RIC offers up to 32 hours with 5 hours of streaming or AI program, based on measurements with initial battery capacity and M receiver. Maximum battery runtime will vary depending on usage, including streaming.