

LIFE'S NATURAL SOUNDTRACK, LED BY YOU

WIDEX **ALLURE**™

WIDEX

SOUND LIKE NO OTHER



ALLURE DELIVERS NATURAL SOUND FOR EVERYDAY LISTENING

For wearers, the ideal hearing solution is one that integrates smoothly into their daily life. Something they can simply put on and go. That's exactly what the Widex Allure platform was engineered to offer, with a natural balance of focus and awareness for everyday listening.

But natural sound does not mean compromise in noise performance.

In a recent test simulating realistic conversations in background noise, Widex Allure's Universal program outperformed three leading DNN-based competitors and matched the top performer[1].

In real life listening situations, 95% of Allure wearers, report better speech understanding, while 97% of wearers say the Allure sound quality is natural and clear[2].

For HCPs, the strong performance of the Allure Universal program provides a reliable foundation for confident fittings, delivering a natural hearing experience for everyday use.

[1] Korhonen et al. "Comparing Widex Allure with Four DNN-Based Hearing Aids on Speech in Noise Performance". WidexPress 59, March 2026.
[2] Among 270 users expressing an opinion. WidexPress 61, May 2026.

WIDEX ALLURE OUTPERFORMS THE COMPETITION IN NOISY SITUATIONS

KEY FINDINGS

The natural processing philosophy implemented in Widex Allure delivers

- Up to 14% and 26% better speech-in-noise performance than three leading DNN-based hearing aids, for mild-to-moderate and for moderate-to-severe hearing losses, respectively.
- Comparable speech-in-noise performance with the best performing DNN-based hearing aid.
- Speech-in-noise improvement in listening conditions that are realistic and meaningful for everyday communication.

CLINICAL IMPLICATIONS

Widex Allure provides wearers with better speech-in-noise performance than three DNN-based hearing aids.

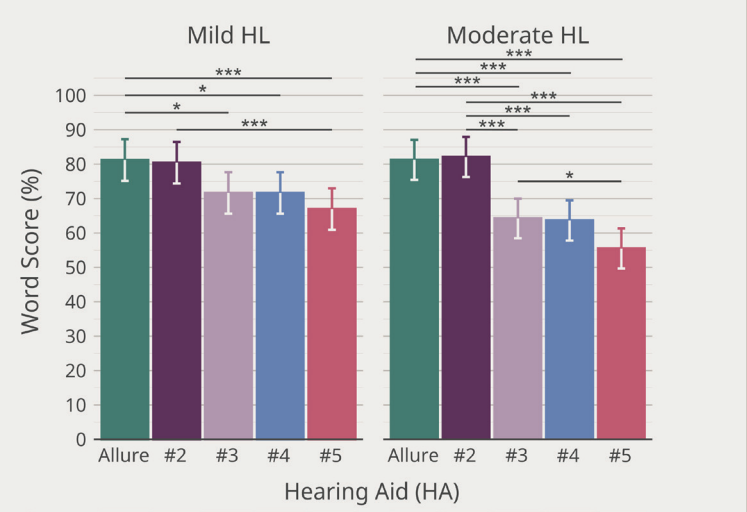


Figure: Word recognition scores for listeners with mild (left) and moderate (right) hearing losses for Allure and four market leading premium hearing aids with DNNs as their noise management strategy.

*Korhonen et al. "Comparing Widex Allure with Four DNN-Based Hearing Aids on Speech in Noise Performance". WidexPress 59, March 2026.


CLARITY BOOST

ALLURE AI RIC WITH CLARITY BOOST DELIVERS ON DEMAND CLARITY IN NOISE

WHY CHOOSE ALLURE AI RIC?
As life's soundtrack becomes more complex, such as restaurants, family gatherings and busy workplaces, wearers may want a boost for added support in noise. In these situations, Allure AI RIC puts the wearer in control with intelligent support, on demand.

3RD GENERATION AI, PURPOSE BUILT FOR AUDIO
Widex Allure AI RIC with Clarity Boost introduces a breakthrough approach to AI in hearing care that leverages an audio-specific type of DNN that aims to optimally balance noise reduction, power consumption and sound quality. This helps deliver the next evolution of Widex Sound while staying true to our core sound philosophy.

TRAINED FOR REAL-WORLD PERFORMANCE
Widex has taken a bold step by using a Large Audio Foundation Model (LAM) to guide its DNN, enabling a more realistic hearing experience. By processing sound in layered stages, from basic acoustic cues to more complex aspects like fidelity, the system mirrors how the brain interprets sound, resulting in richer, more natural audio with Allure AI RIC and Clarity Boost.

PROVEN CLARITY IN NOISE
Allure AI RIC with ClarityBoost delivers the highest average output SNR among leading competitors with AI-based denoising, across realistic input SNRs and sound environments[1].

[1]Bianchi et al. "Introducing 2rd Generation Audio-Specific AI. WidexPress 60, May 2026.

A PHILOSOPHY OF AI ON-DEMAND

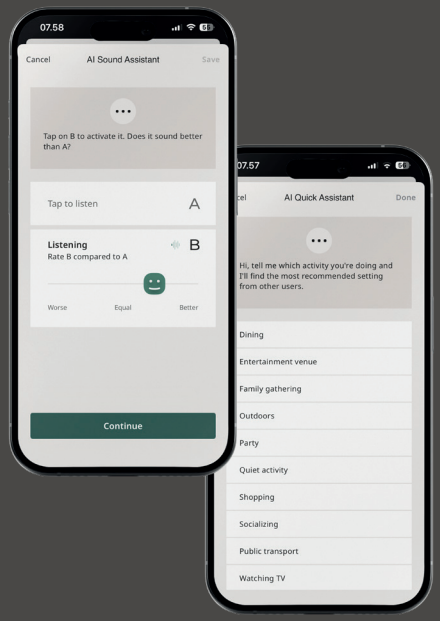
For wearers who value a precise, authentic sound experience.

At Widex, we believe AI should work in partnership with the wearer, providing intelligent support on demand. By adapting only when needed, wearers experience the pure Widex sound they love for everyday listening, with advanced AI ready whenever they choose.

AI ENABLED SMART PHONE TOOLS:

AI Sound Assistant: Helps wearers shape their ideal sound with simple comparisons and the ability to save preferred profiles.

AI Quick Assistant: Provides instant suggestions that help wearers fine-tune their listening experience in seconds.



AI- POWERED CLARITY BOOST PROGRAM:

In the moments when noise takes over, Allure AI RIC steps in. A dedicated AI co-processor works within the Clarity Boost program to give wearers added support, so they can stay present and engaged no matter where the day takes them.



INTRODUCING WIDEX COMPASS CLOUD 2.0



As hearing care professionals, your goal is simple: shape sound to give every hearing aid wearer the best possible start on their hearing journey. Now with Widex Allure and the new Compass Cloud 2.0 fitting software, we're bringing you redesigned tools to help you achieve this goal.

A data-driven fitting rationale and precision tools enable more accurate and consistent fittings, setting wearers up for success from the start.

Automatic updates introduce performance enhancements that empower you to offer even stronger support throughout the hearing journey.

Compass Cloud 2.0 reflects Widex's commitment to progress. It supports quick, confident first fits when efficiency matters and features advanced tools for precise, personalized adjustments for care that reflect your expertise.

Unlock the power of the Allure platform with Compass Cloud 2.0 and give wearers the best possible start on their hearing journey.

COMPASS™ CLOUD

WIDEX ALLURE SOLUTIONS



Widex Allure AI RIC
Powered by Widex's first AI co-processor. Allure AI RIC gives users on-demand clarity in noise.



Widex Allure RIC
The Widex Allure RIC is the confident choice for users looking for a discrete device.



The Widex Allure BTE
Allure BTE combines a sleek design with long-lasting power and durability.



Widex Allure ITE
Allure ITE combines a custom fit, all-day power, and contactless charging.



Pearl White (068)
Rose Gold (153)
Silver Grey (119)
Tech Black (118)
Titanium Grey (121)
Autumn Beige (123)
Chestnut Brown (115)
Dark Cherry (116)
Golden Brown (120)
Honey Blonde (114)

Allure RIC and BTE color range



Black
Mocha
Espresso
Beige

Allure ITE color range

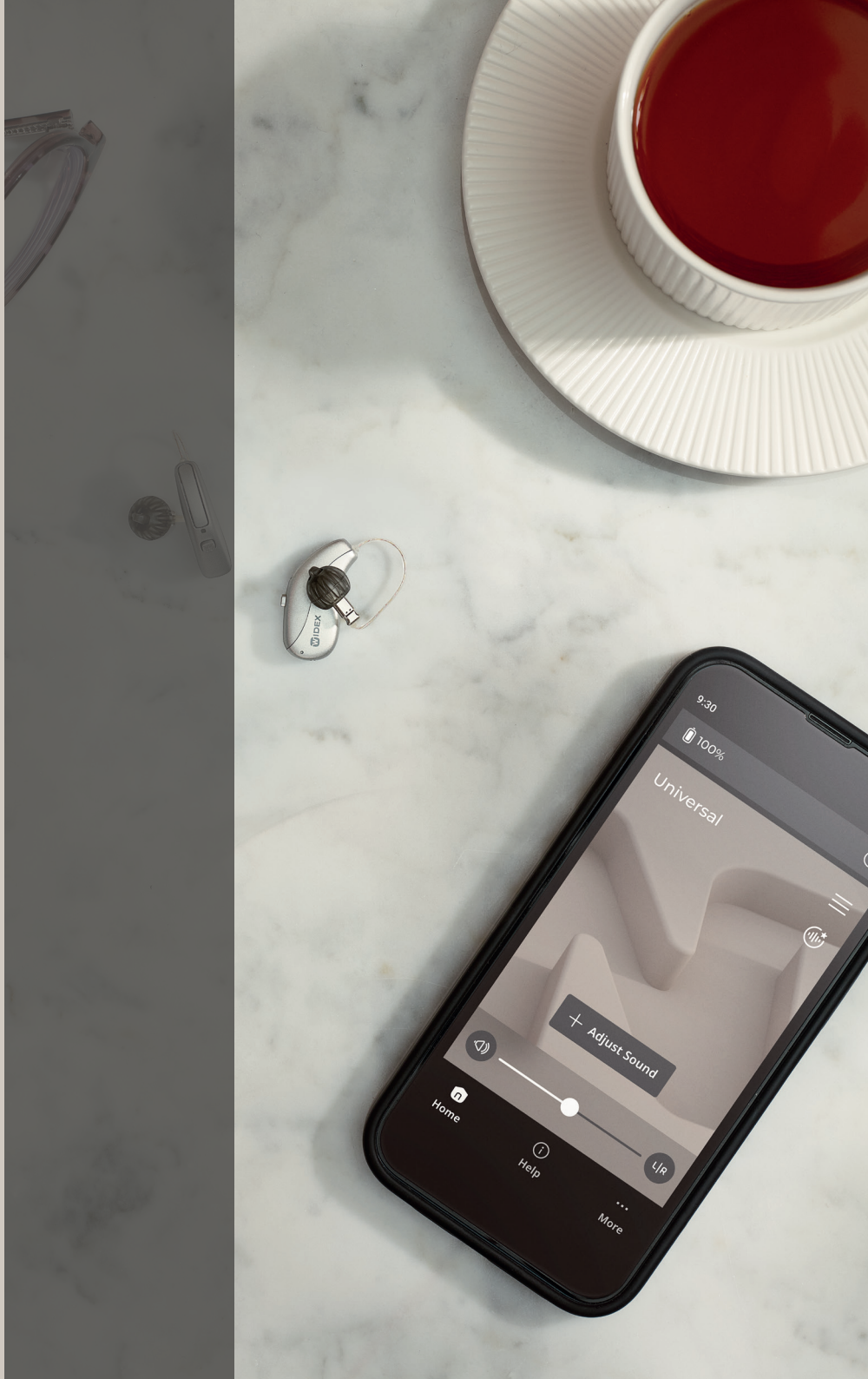
WIDEX ALLURE APP

The Allure app helps users take control with intuitive onboarding and built-in help guides. Users benefit from integrated instructions and realtime, AI-powered sound personalization tools like AI Quick Assistant and AI Sound Assistant, making it easy to fine-tune sound preferences on demand; no appointment needed.

GET IT ON Google Play

Download on the App Store

The Widex Allure App works with all devices on the Allure platform.



COMPATIBLE ACCESSORIES

Explore the full range of accessories to enhance the Widex Allure experience.

STANDARD CHARGER

Hassle-free charging in a compact and modern design. Compatible with Allure RIC, AI RIC and BTE.



RIC PORTABLE CHARGER

Users enjoy up to a week of freedom with the sleek Allure RIC portable charger. Compatible with the Allure RIC and AI RIC.



*Estimated performance based on a new battery.Actual performance may vary based on individual use patterns.

CHARGE N CLEAN

Enjoy peace of mind with Allure Charge n Clean, combining charging, drying, and UV-C sanitizing in one convenient solution. Compatible with Allure RIC, AI RIC and BTE styles.



ITE CHARGER

An intuitive inductive charging case for the Allure ITE.



COMPATIBLE ACCESSORIES

Explore the full range of accessories to enhance the Widex Allure experience.

WIDEX TV PLAY 2



Enhance your clients' TV experience by integrating their Widex Allure hearing aids with the new WIDEX TV PLAY 2, delivering seamless high-quality streaming.

- Award-winning design with Kvadrat fabric top
- Premium look and feel with high-quality materials and finish
- Ready for future Widex hearing aid platforms using LE Audio
- Compatible with Allure, Moment and Evoke devices

WIDEX RC-DEX



A stylish, compact and user-friendly hearing aid remote control.

- Volume up/down
- Program change
- Approximately 12 months of battery life
- Lock switch
- Compatible with Allure and previous platforms



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