

widex Flash™

easy listening

Excellent ISP Performance at a lower cost.

The Flash *m-Series*

Easy Listening with micro sized hearing aids. The Flash *m-Series* offers mid level sound quality, excellent performance in noise, and excellent battery life in a stylish and small, lower-cost hearing aid. And Flash *m-Series* hearing aids come in six attractive colors to reflect your personality.

Hear Better, for Yourself and for Your Loved Ones

Even if you think you only have a mild hearing loss, you should take the time and actually hear how lower-cost Flash hearing aids could be just right for you.

What Makes this Hearing Aid Different from the Others?

A hearing aid needs more than just special features. It also needs to have those features work as one – integrating all of their capabilities to achieve optimum performance. **Integrated Signal Processing (ISP)** enables Flash hearing instruments to work in an easy and efficient manner, while being big on performance and lower on cost.

Flash – like all Widex Integrated Signal Processing hearing instruments – contains a feature known as The Dynamic Integrator. This is like having a powerful computer managing your hearing needs. However, the Integrator *also offers an additional level* of security and performance that is *like having a second computer* within the Flash computer chip, constantly monitoring the first one, and making adjustments to *ensure* that you will receive the maximum benefit.

Flash models include: A nearly-invisible Completely-In-the-Canal (CIC); In-The-Canal (ITC); In-The-Ear (ITE); micro Behind-The-Ear (BTE); miniature Behind-The-Ear (BTE); and an exceptionally comfortable Open-Fit élan model.



Comfortable and automatic Flash hearing instruments incorporate Integrated Signal Processing (ISP) — The **most exciting, most promising** and **most capable** innovation to hit the hearing aid industry in years!

In the lower-cost segment of hearing aids, there is **only one** hearing instrument with ISP — Flash by Widex.



Call your Hearing Healthcare Professional today and ask about the **Widex Flash™**.

WIDEX
High Definition Hearing

Learn How FLASH Can Be Just Right For You!

Flash Features Include:

- Flash Integrated Signal Processing (ISP)
- The Dynamic Integrator
- Active Noise Reduction with Speech Intensification System (SIS)
- Flash Locator System
- Extra-comfortable Open-Fit model with Sound Harmony™
- Flash Feedback Cancelling System
- Long-Term Data Logging
- Automatic Performance (although Customized Listening Programs are available for those who prefer a greater degree of control)
- Enhanced Dynamic Range Compression – to ensure that soft sounds are audible and loud sounds are not uncomfortable
- Maximizes listening comfort and speech understanding in noise

What are some of the reasons to buy a hearing aid?

- 1 BECAUSE YOU WANT TO HEAR BETTER!** You want to *hear* the voices of your friends and loved ones. You want to hear the audio on your television (not just watch the screen). You want to be able to hear better while working, or driving, or living your life in the different listening environments that you encounter. To really experience the best possible hearing aid technology, you need a hearing instrument with Integrated Signal Processing (ISP).
- 2 BECAUSE HEARING AIDS COULD SAVE YOU THOUSANDS OF DOLLARS!** A survey by the Better Hearing Institute shows that “working Americans who ignore their problems are losing at least \$100 billion a year in earnings.” “The average amount of income lost by working people who don’t get hearing aids ranges from an estimated \$1,000 a year (for those with mild hearing loss), to an average of \$12,000 a year for those with profound hearing loss. However, the income decline due to hearing loss, on average, can be cut in half by wearing a hearing aid.”¹
- 3 BECAUSE OF HOW COMFORTABLE OPEN-FIT HEARING AIDS CAN BE!** Open-Fit hearing aids simply feel more comfortable. They are easy to fit and easy to wear. By combining an Open-Fitting approach with Integrated Signal Processing, Flash élan Open-Fit models maximize listening comfort and speech intelligibility. A quality hearing instrument like Flash élan can be an enormous asset to you while you deal with your day-to-day situations.

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¹ Better Hearing Institute NAPS, October 2005

The Widex Flash Digital Hearing System may not provide the same benefits to all users, and may not be appropriate for everyone with a hearing loss. Your authorized Widex Flash dispenser will evaluate your hearing loss (and may charge a fee for this evaluation) to determine if Widex Flash can help you. Your success with the Widex Flash depends upon a competent examination, proper fitting and your ability to adapt to using a hearing instrument.