



Passion for Life!



widex passion™

THE VIRTUALLY INVISIBLE HEARING AID

**You've heard many things in your life.
This incredibly small hearing aid can help
you hear a whole lot more!**



Everyone has their favorite television programs. Or their favorite movie stars that they like to go and see at the movies. Or their favorite athletes that they root for.

But to fully enjoy these activities – and many others – you don't just want to *see* what is happening, you also want to *hear* the details of what is going on.

There are millions of people of all ages who don't hear as well as they would like to. If you or someone you love is one of them, you should not wait too long before trying to do something about it. Because the people who love you and enjoy your company have probably been overcompensating for your hearing loss. It matters more than most people realize. And it can lessen communication and interaction with the very people that you most enjoy being with.

Today, there is a new, incredibly small hearing aid called *Passion*. It's easy to wear. It's automatic. It's virtually invisible. And it can help you feel and act like yourself – without feeling like you are missing things. *Passion* hearing aids help you stay connected to the people who matter most in your life.

There is only one you! You have had interesting experiences, you have valuable wisdom and insights – and you have a sense of humor as well! *Passion* hearing aids help you share these wonderful things with the people you enjoy.



Benefits Include:

- Virtually invisible size
- State-of-the-art receiver-in-canal technology (RIC) that provides spectacular sound quality, comfort and cosmetics
- Optimizes speech understanding
- Outstanding listening comfort in noise
- Stops hearing aid whistling ... almost everywhere. Ultimate in telephone use.
- Soft sounds are audible. Loud sounds are not uncomfortable
- Natural, clear and comfortable sound quality
 - Allows you to hear soft and distant speech
 - Extends your hearing of the high-pitched sounds in unique ways that traditional hearing aids cannot
 - Ultimate in music appreciation
- Excellent M4 cell phone rating
- NanoCare Wax Guard System provides valuable moisture and wax protection.
- Three Listening Programs with Optional Remote Control (if desired)
- Available in 12 attractive colors
- The hearing aid that offers no compromise of size versus performance

Live Life to The Fullest!

We live in an increasingly noisy and busy world. And Passion hearing aids can be an enormous advantage to you as you are dealing with it.

The virtually invisible Widex Passion offers Integrated Signal Processing (ISP) — the greatest technology ever put inside a hearing instrument — combined with a sensationally small size.



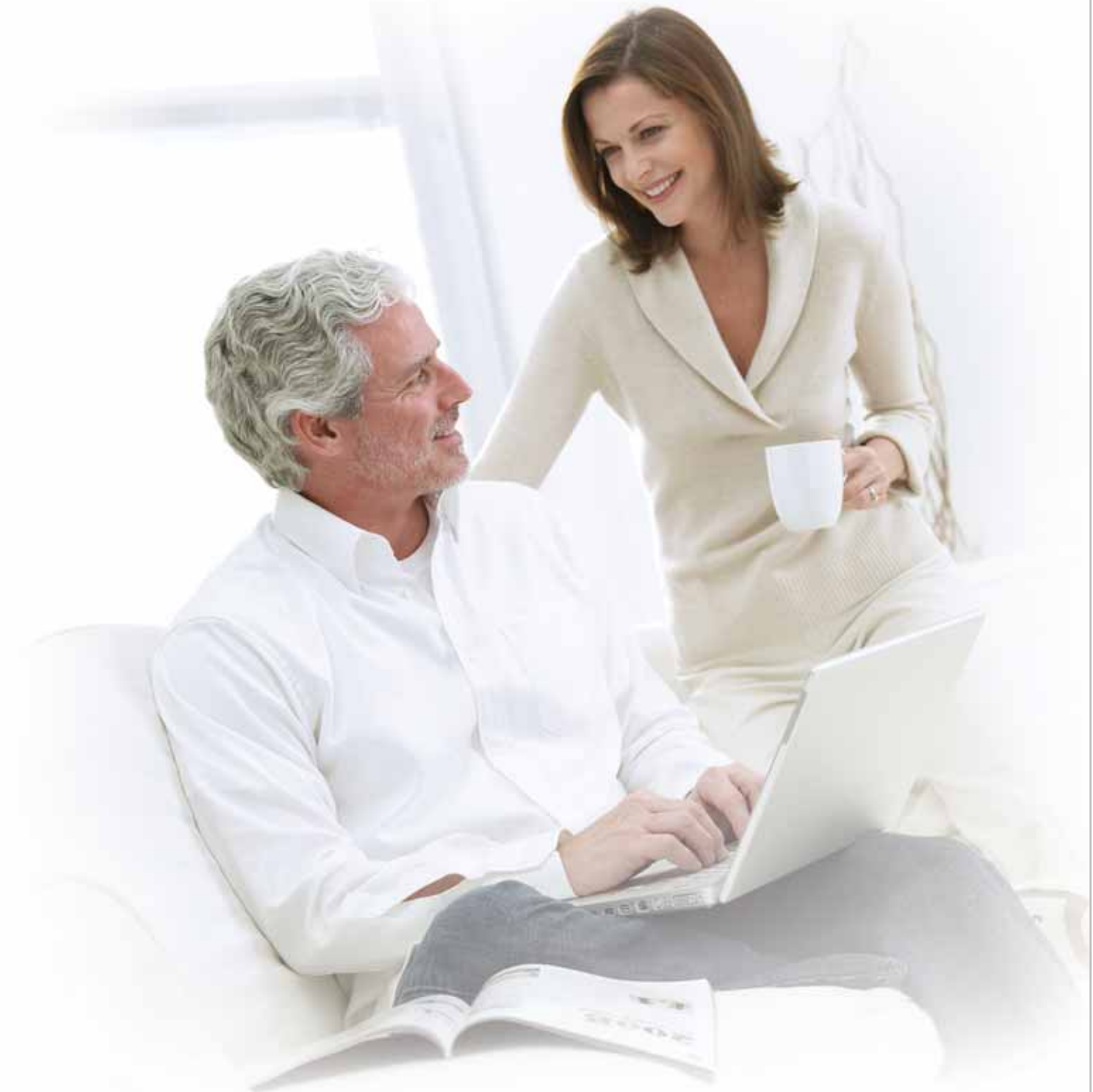
Whether you are passionate about your hobbies; watching and listening to TV; eating out at noisy or quiet restaurants; attending sporting events or movies; listening to music; socializing with friends and family; being at houses of worship; shopping; driving; attending business meetings; or simply enjoying everyday activities at home, Passion hearing instruments help revitalize your hearing and help you reconnect with your individual Passion!

Be healthy. Be happy. Live your life to the fullest every day — and hear the many sounds around you that enrich your life!

Whether you are active or laid-back. If you find that you need a little help with your hearing, *this* is the hearing instrument you have been waiting for!

Passion hearing aids are virtually invisible, automatic, and they provide the *ultimate* in sound quality, comfort and cosmetics!

Passion is the hearing instrument that you should ask for by name!



Hearing Loss is Starting to Really Affect the Baby Boomers

The affects of hearing loss include baby boomers and other adults withdrawing from social situations with family and friends, having difficulty listening to the TV or radio, and possibly even having the hearing loss negatively affect their income potential. For a child, hearing loss can inhibit important speech and language development.

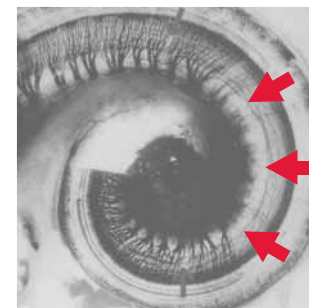
Some people, in particular, have a hearing loss in the high pitches. They often misunderstand certain words or miss some of the beautiful sounds of nature – even when they are using properly-fit and very good hearing aids.

One of the features in Passion that helps those people with hearing loss in the high pitches is the remarkable Audibility Extender. This actually moves high-pitched sounds that you cannot hear to a lower pitch range where you can hear. For example, speech sounds such as “s” or “sh” that you may have not heard in years may be heard again.

This can be very important when you are trying to listen to a child’s high-pitched voice, or listen to the music that you love, or even hear the sounds of nature – like the singing of birds or the rustling of leaves. At home, Passion, will help you hear sounds such as the doorbell, the phone ringing, and high-pitched beeps from the microwave and other timers.



Normal cochlea of the inner ear.



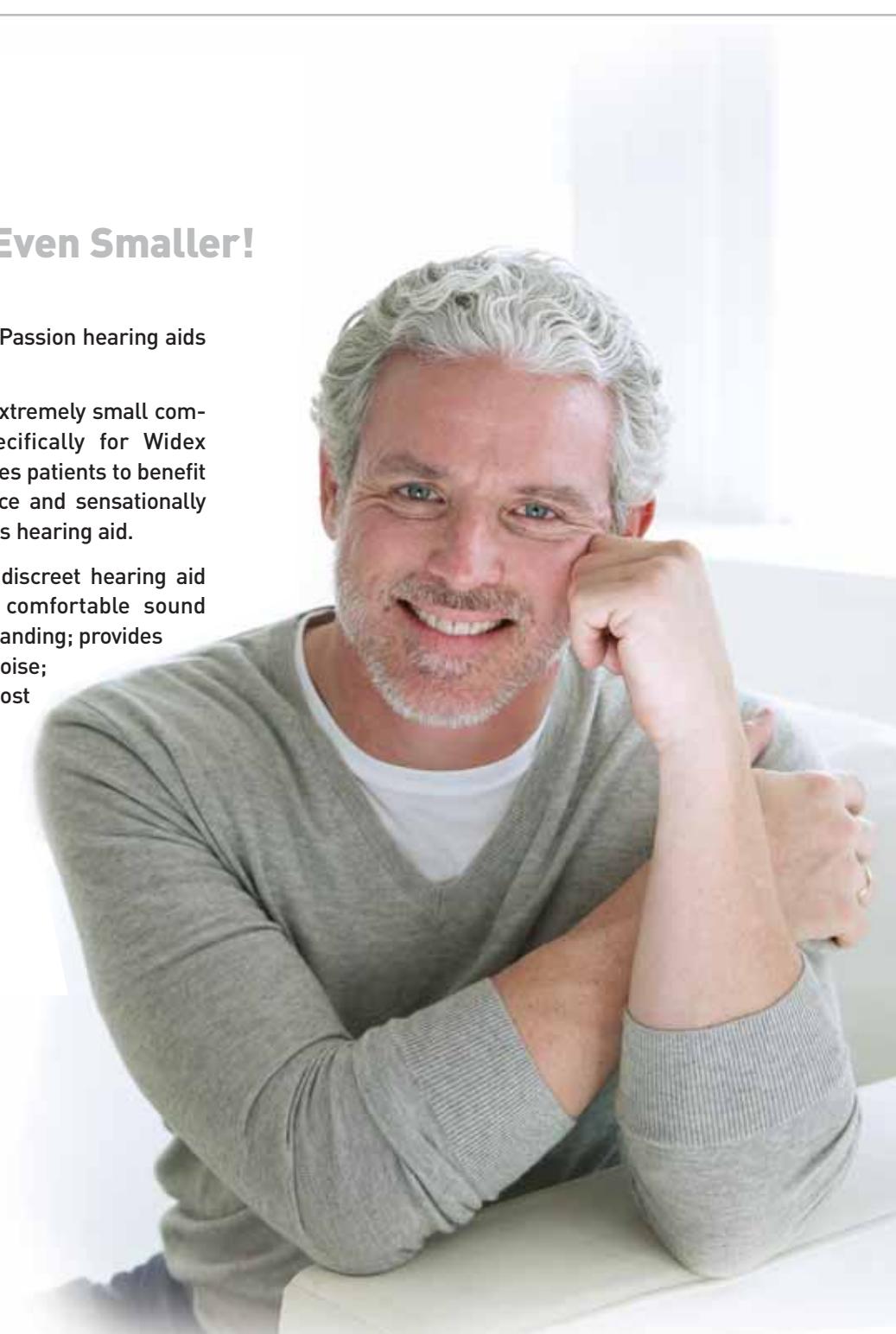
Noise-damaged cochlea of the inner ear.

Passion – How “Small” Got Even Smaller!

The unprecedented small size of Passion hearing aids is big news!

Using innovative technology, an extremely small computer chip was developed specifically for Widex Passion. This breakthrough enables patients to benefit from the outstanding performance and sensationally small size of a unique, world-class hearing aid.

If you are considering getting a discreet hearing aid that offers natural, clear and comfortable sound quality; optimizes speech understanding; provides outstanding listening comfort in noise; stops hearing aid whistling ... almost everywhere; and is available in 12 attractive colors, then Passion hearing aids are the ones you should choose.





widex passion™

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www.widexusa.com



NanoCare Wax Guard System *Protecting Your Passion*

As an extremely beneficial added value, Passion hearing instruments are protected by the *Widex NanoCare Wax Guard System*. This new and highly-advanced system provides the ultimate in moisture and wax protection for your hearing aids. This can result in enhanced hearing aid performance, longer hearing aid life, and increased overall satisfaction.

NanoCare provides you with the world's most innovative protection against moisture and wax.

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