



Key features at a glance

- Outstanding Speech Clarity
- Android³ & iPhone connectivity
- Signia Assistant
- Recharging on-the-go with Pure C&G AX and Pure C&G T AX
- Built-in telecoil with Pure C&G T AX for wearers who want to connect directly to audio loop systems
- CROS Pure C&G AX and CROS Pure 312 AX options for wearers with single-sided deafness
- Upgraded eWindScreen New
- Improved AX Soundscape Processing New



About Signia

Signia is one of the leading hearing aid brands in the world. Our goal is to enhance human performance through iconic innovations that shape the prescription audio category. We refuse to accept hearing loss as a limitation. It's not about correcting a loss, it's about gaining an edge. Not just performing, performing brilliantly. Not just hearing again, but hearing better than ever. Hearing every word, beat, and breath. With Signia, you can Be Brilliant.

The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.

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¹ Jensen, Pischel, Taylor, Schulte: Performance of Signia AX in At-Home Listening Situations (Signia White Paper, 2021)

² Jensen, Høydal, Branda, Weber: Augmenting Speech Recognition with a New Split-processing Paradigm (Hearing Review 2021;28(6):24-27)

³ All ASHA-compatible Android phones

⁴ Based on 17 hours wearing per day including 5 hours of streaming

⁵ Høydal, Fisher, Wolf, Branda, Aubreville: Empowering the wearer: AI-based Signia Assistant allows individualized hearing care (Hearing Review 2020;27(7):22-26)

Order No. 4726-99C1-7600
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Be Brilliant™

Immerse yourself in outstanding speech clarity



signia

Pure 312 AX
Pure Charge&Go AX
Pure Charge&Go T AX

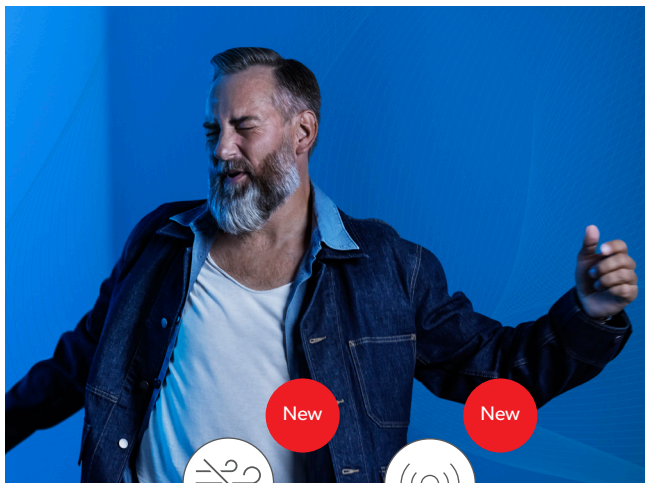


Be Brilliant with Pure AX

Our range of Pure AX hearing aids change the way you hear the world. No more straining to hear speech above background noise: Our revolutionary Augmented Focus™ technology lets you follow conversations with ease, even in difficult listening situations. Now, our newly upgraded eWindScreen feature reduces and smooths fluctuating wind noise, helping make outdoor activities more pleasant, while improved AX Soundscape Processing works to maintain an even more accurate level of support at just the right moment.

With Pure AX, you can Be Brilliant

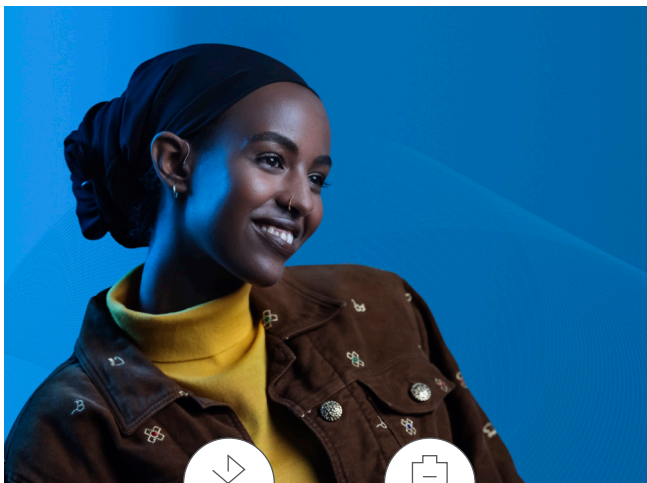




eWindScreen



AX Soundscape Processing



Android & iPhone Connectivity



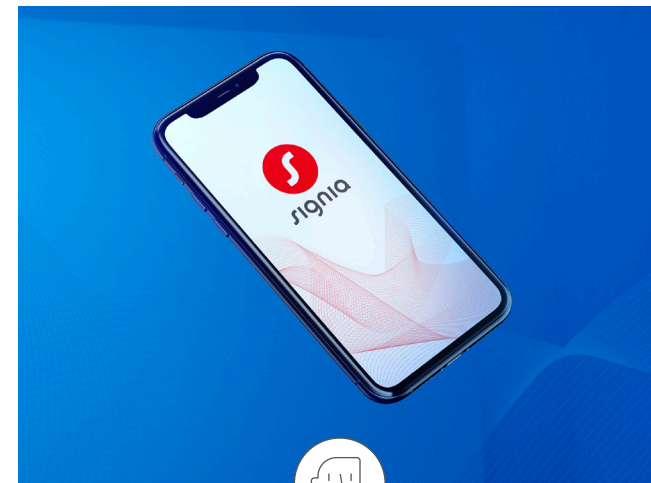
Rechargeable or 312 battery



HandsFree for iOS



Augmented Speech Understanding



AI Assistant

Never miss a word

Augmented Xperience (AX) uses our revolutionary Augmented Focus™ technology to split the sound of speech from surrounding sounds, process them separately and create a clear contrast. It then recombines them to give you outstanding speech clarity in a fully immersive environment.

The newly updated eWindScreen feature keeps wind noise at bay so you can enjoy outdoor activities. Meanwhile, improved AX Soundscape Processing works to understand your situational needs more precisely than ever before, utilizing input from our Own Voice Processing feature to better optimize for conversation in difficult listening situations.

Prescription audio that performs

Pure AX hearing aids feature Bluetooth streaming for your phone calls and music from both Android³ and iOS devices. New HandsFree for iOS now also enables you to make and receive phone calls without the need to speak directly into your phone, while advanced tinnitus therapies help make life with tinnitus more comfortable.

Pure C&G AX and Pure C&G T AX with integrated telecoil are rechargeable, giving you up to 24 hours and 36 hours of use on a single charge respectively with 5 hours of streaming. The included compact charger can be upgraded to a portable or Dry&Clean charger. Pure 312 AX is even smaller, and is powered by regular batteries that deliver a runtime of around 4 days.⁴



Pure Charger



Pure Portable Charger



Pure Dry&Clean Charger

Immerse yourself in outstanding speech clarity

Our revolutionary processing technology offers you excellent speech understanding and a natural sounding own voice thanks to Own Voice Processing 2.0. Advanced sensor technology recognizes if you are moving, and detects which hearing situation you are in automatically, to ensure that you always experience the best possible sound as you move through your day.

All Pure AX models are available in a range of colors to suit every taste.



Signia Assistant

You can also connect your Pure AX devices to the Signia app, which features groundbreaking artificial intelligence (AI) via the Signia Assistant. Inspired by the way the human brain's neural network solves challenges, the Signia Assistant offers immediate support whenever you need to adjust any settings. The live deep neural network AI that drives the Signia Assistant marks a revolution in hearing care. It is a living system that continuously learns about your individual needs in specific situations. As a result, 93% of hearing aid wearers regard the Signia Assistant as a meaningful innovation that raises their satisfaction with their hearing aids in difficult listening situations. An overwhelming 87% would choose hearing aids with such an AI digital assistant.⁵



Compatible with Android and iOS. The app is free of charge.

Find out more on signia.net
Or ask your hearing care professional for more information on Pure AX range hearing aids, useful accessories and the Signia app.