



## Key features at a glance

- Outstanding Speech Clarity
- Android<sup>3</sup> & 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
- Own Voice Processing 2.0 New
- Auto EchoShield New
- HandsFree for iOS 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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<sup>1</sup> Jensen, Pischel, Taylor, Schulte: Performance of Signia AX in At-Home Listening Situations (Signia White Paper, 2021)

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

<sup>3</sup> All ASHA-compatible Android phones

<sup>4</sup> Based on 17 hours wearing per day including 5 hours of streaming

<sup>5</sup> Hoydal, Fisher, Wolf, Branda, Aubreville: Empowering the wearer: AI-based Signia Assistant allows individualised hearing care (Hearing Review 2020;27(7):22-26)

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Be  
Brilliant™  
Immerse yourself  
in outstanding  
speech clarity



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

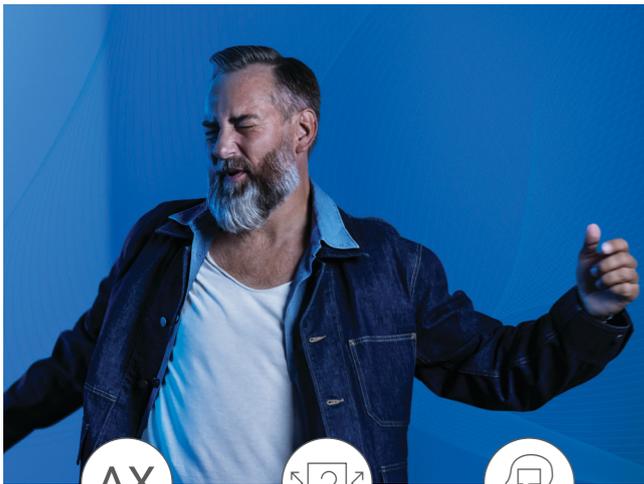


## Be Brilliant with Pure AX

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 new Auto EchoShield and Own Voice Processing 2.0 (OVP) further enhance the leading Augmented Xperience audiology platform to ensure outstanding speech clarity, even in noisy situations.<sup>3</sup> An overwhelming 95% of participants in a recent study reported being satisfied with Augmented Xperience (AX).<sup>2</sup>

With Pure AX, you can Be Brilliant





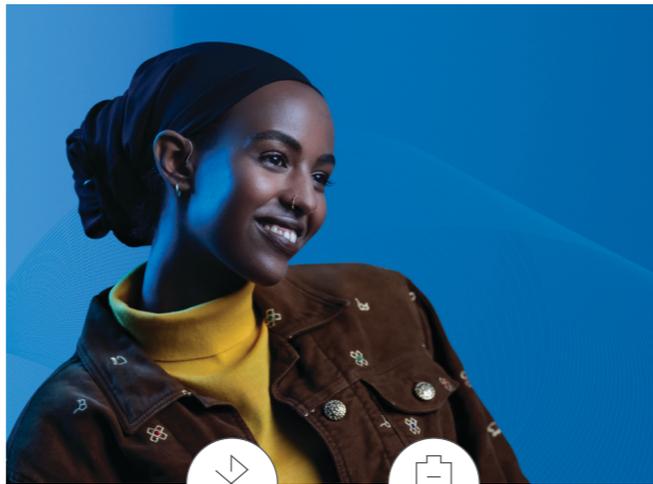
Augmented Xperience



Auto EchoShield



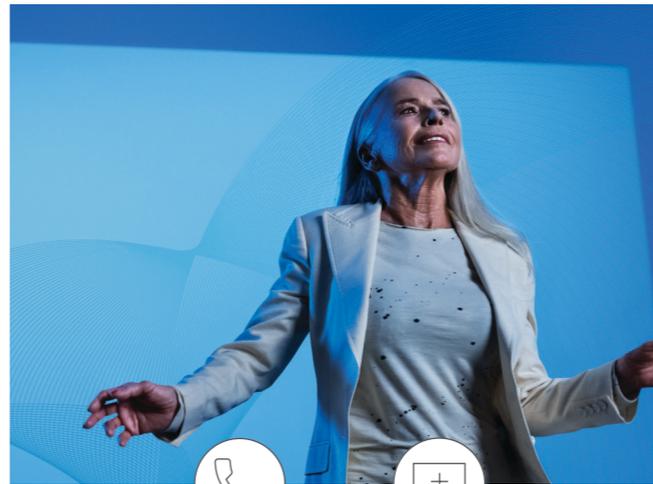
Own Voice Processing 2.0



Android & iPhone Connectivity



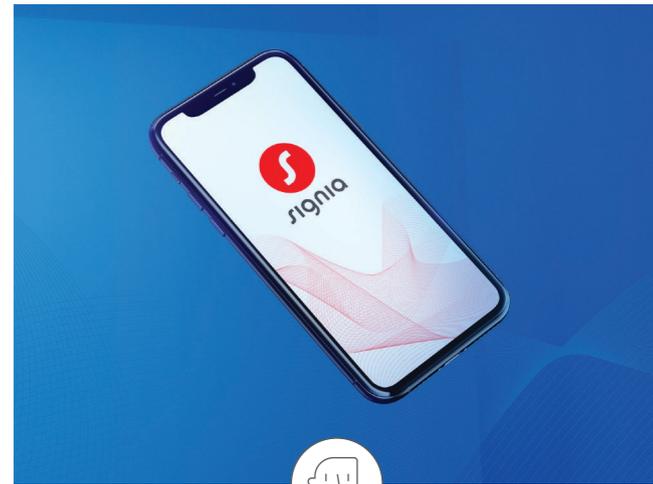
Rechargeable or 312 battery



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.

Now with Auto EchoShield and Own Voice Processing 2.0, AX performs better than ever. Our new Auto EchoShield delivers automatic, real time echo reduction that ensures listening comfort in all situations, even in halls and rooms with large amounts of background noise. Own Voice Processing 2.0 now makes the way you hear yourself talking sound more natural than ever.

The result is excellent speech understanding in home environments<sup>1</sup>, better speech understanding in noise<sup>1</sup>, and better than normal hearing in a tested party scenario.<sup>2</sup>

## Prescription audio that performs

Pure AX hearing aids feature Bluetooth streaming for your phone calls and music from both Android<sup>3</sup> 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.<sup>4</sup>



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 recognises 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 colours 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.<sup>5</sup>



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

Find out more on [signia.net](https://www.signia.net)

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