

WIDEX BEYOND™ GOES RECHARGEABLE

Today, Widex announces the launch of BEYOND Z™ – a rechargeable solution for its highly successful BEYOND range of hearing aids, created in collaboration with ZPower. BEYOND Z lets users stream better and longer - second to none – and also includes a retrofit option for existing BEYOND users.

“Since launching BEYOND in November 2016, our global sales have grown very nicely. The combination of superior sound quality and effortless smartphone integration in BEYOND is proving to be a popular solution for hearing-aid users,” said Jørgen Jensen, CEO, Widex.

BEYOND already has the lowest power drain of any streaming hearing aid. With the introduction of the rechargeable BEYOND Z, Widex can provide the longest streaming time of any rechargeable hearing aid in the market – without ever compromising the superior WIDEX sound performance.

Not only that, current BEYOND users will be able to get BEYOND Z by having their current BEYOND hearing aids retrofitted for a fee.

Until recently, rechargeable hearing aids were limited to using nickel–metal hydride (NiMH) batteries that frequently deliver less than a full day of power. ZPower has created an innovative silver-zinc rechargeable battery technology that when combined with Widex market leading low power consumption delivers a full day of power on a single charge.

“Right now, the market is also offering rechargeable hearing aids. So, building on the success of BEYOND, the introduction of a rechargeable option was a natural next step,” according to Jørgen Jensen, CEO, Widex.

The first shipments will begin in Q4 '17 in the US and Canada, and the rest of the markets from Q1 '18 and will cover all BEYOND models.

About Widex A/S

At Widex we believe in a world where there are no barriers to communication; a world where people interact freely, effortlessly and confidently. With sixty years' experience developing state-of-the-art technology, we provide hearing solutions that are easy to use, seamlessly integrated in daily life and enable people to hear naturally. As one of the world's leading hearing aid producers, our products are sold in more than one hundred countries, and we employ 4,000 people worldwide. Read more at www.widex.com.

About ZPower, LLC

ZPower, with its headquarters and manufacturing facility in Camarillo, California, is a leader in the development of rechargeable silver-zinc batteries for microbattery applications. ZPower batteries deliver unmatched performance, improve user experience and are better for the environment. ZPower is ISO13485:2016 and ISO 9001:2008 certified, and its facility and devices are registered with the FDA. For more information, please visit <http://www.zpowerbattery.com>.