

# FITTING WIDEX HEARING AIDS IS NOW EASIER WITH NEW WIDEX PRO LINK™

***Widex announces the new WIDEX PRO LINK™ – the new wireless fitting device that makes every fitting situation easy.***

The all new PRO LINK is easy to use and has a stable, Bluetooth® wireless connection that works with all WidexLink hearing aids and provides the perfect fitting experience for both consumers and professionals.

PRO LINK is less than half the size of previous Widex fitting devices and offers an attractive and a robust design, making it ideal both for clinic use and home visits. PRO Link works with Widex's COMPASS™ GPS fitting software.

“It’s a textbook example of aligning what consumers and hearing care professionals want with our ability to deliver technologically strong products,” says Widex CEO Jørgen Jensen. “Hearing professionals know the quality of our hearing aids and our solid fitting software, now we have added the final piece of the fitting puzzle with the PRO LINK.”

In the second half of 2018, PRO LINK will be compatible with non-WidexLink hearing aids as well, through a PRO LINK Connector for CIC-M hearing aids.

On top of its wireless connection, PRO LINK includes an optional cable hook-up for connection and charging if needed.

## **Real-life, real-time demos now possible**

The optional PRO LINK iPad app also enables hearing care professionals to add an extra dimension to the fitting experience and show customers how their hearing solution performs in different sound classes and listening situations. This allows hearing aid demonstrations in real-time and real-life conditions such as on the street or in a cafe.

The first shipments of PRO LINK will begin in Q1 '18 in Germany and the US, while remaining markets will receive the new fitting device from Q2 '18.

For more information about PRO LINK, see [www.widex.pro](http://www.widex.pro).

## **About Widex**

With 60 years' experience developing state-of-the-art hearing technology, Widex provides hearing solutions that are easy to use, seamlessly integrated in daily life and enable people to hear naturally. One of the world's leading hearing aid producers, Widex employs 4,000 people worldwide, and its products are sold in more than 100 countries.