

A NATURAL
HEARING EXPERIENCE
FOR EVERYDAY LISTENING

Widex Allure™ with the advanced W1 chip aims to deliver sound that is both authentic and effortless, helping you remain aware of your surroundings while concentrating on what is important.

In real life listening situations, 95% of Allure wearers, report better speech understanding, while 97% of wearers say the Allure sound quality is natural and clear*.



SOUND LIKE NO OTHER



* Balling LW, Vormann M, Mansour N. 2025 Widex Allure: A Better Speech-in-Noise Experience with Balanced Focus and Awareness. WidexPress 55.

Widex is a registered trademark of WIDEX A/S

The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by WSAUD A/S is under license. Other trademarks and trade names are those of their respective owners.

LEARN MORE AT [WIDEX.COM/EN-GB](https://www.widex.com/en-gb)

JNT2263



ALLURE AI RIC
& RIC HEARING AIDS

WIDEX ALLURE™



SOUND LIKE NO OTHER

WIDEX ALLURE™ AI RIC
CLARITY BOOST

ON-DEMAND CLARITY IN
NOISE, POWERED BY AI

At Widex, we believe AI should work in partnership with you, providing intelligent support on demand. A simple tap on the hearing aid activates the on-demand AI Clarity Boost chip for advanced AI-powered support right when you need it. By adapting only when needed, you experience the natural sound Widex is known for, for everyday listening, with advanced AI ready whenever you choose.



ALLURE TECHNOLOGY
LEVEL BENEFITS

	AI 440	AI 330	440	330	220	110
CLARITY BOOST	*** ***	*** ***				
TV AND PHONE STREAMING	*** ***	*** ***	*** ***	*** ***	*** ***	*** ***
CONVERSATION IN QUIET	*** ***	*** **	*** ***	*** **	*** *	***
COMFORT DURING TRANSPORT	*** ***	*** **	*** ***	*** **	*** *	***
LISTENING TO MUSIC	*** ***	*** *	*** ***	*** *	***	**
COMFORT OUTDOORS	*** ***	*** **	*** ***	*** **	*** *	***
CONVERSATION DURING TRANSPORT	*** ***	*** **	*** ***	*** **	*** *	
CONVERSATION IN MODERATE NOISE	*** ***	*** **	*** ***	*** **		
CONVERSATIONS OUTDOORS	*** ***	*** **	*** ***	*** **		
CONVERSATION IN LOUD NOISE (RESTAURANT OR PARTY)	*** ***		*** ***			

NATURAL SOUND,
REDEFINED

Allure delivers the signature natural clarity Widex is known for.

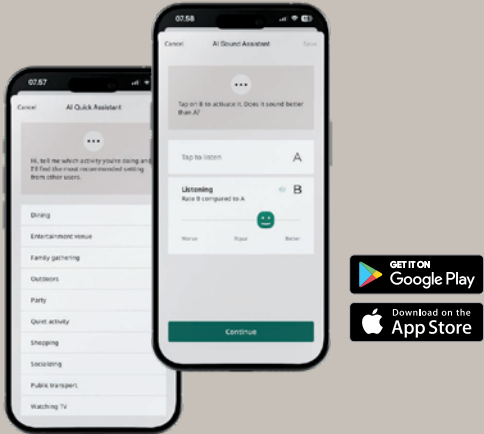
With sleek and contemporary devices that are complemented by convenient chargers, innovative accessories, and a user-friendly app, all designed to help you feel confident and connected every day. Enjoy crystal-clear speech and rich, authentic environmental awareness that helps you feel fully present in every conversation and environment.

STAY CONNECTED WITH EASE

With the Allure hearing aids, you can stream calls, music, and media directly from your phone (iOS and Android), and enjoy a variety of Bluetooth connectivity options, including Call Control* and Hands-free Communication* wherever you are.

AI ASSISTANTS AT YOUR FINGERTIPS

Enjoy effortless personalisation with AI Sound Assistant and AI Quick Assistant, giving you quick adjustments and a better hearing experience without leaving home.



*with compatible devices

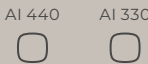
EXPLORE WIDEX ALLURE RIC
HEARING AIDS

ALLURE AI RIC

Dependable all-day battery life (up to 36h with no streaming or 31h with 6h of streaming)



Available in:



ALLURE RIC

Dependable all-day battery life (up to 38h with no streaming or 32h with 5h of streaming)



Available in:



The Widex Allure AI RIC and Allure RIC are available in 10 sophisticated colours.



CONFIDENCE THAT LASTS ALL DAY

Choose the charger that fits your lifestyle, from simple at-home charging to portable power on the go, or charging options with built-in cleaning and sanitising for extra peace of mind.



Standard Charger

Hassle-free charging in a compact and modern design. Compatible with Allure RIC and AI RIC.



Portable Charger

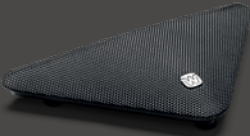
Enjoy up to a week of freedom with the sleek Allure RIC portable charger, Compatible with the Allure RIC and AI RIC.



Charge N Clean

Enjoy peace of mind with Allure Charge N Clean, combining charging, drying, and UV-C sanitising in one convenient solution. Compatible with Allure RIC and AI RIC.

COMPATIBLE ACCESSORIES



Widex TV Play 2

Enjoy seamless, high-quality TV streaming with WIDEX TV PLAY 2.



Widex RC-Dex

This compact remote control makes it easy to adjust volume and listening programs on your Widex hearing aids.