

Pure hearing instruments:

Effortlessly convenient.

Fully featured, Pure hearing aids give you total convenience. Thanks to the eCharger, there are no small batteries to replace. IP67-rated, Pure is also moisture and dirt resistant for greater reliability.

Pure at a glance:

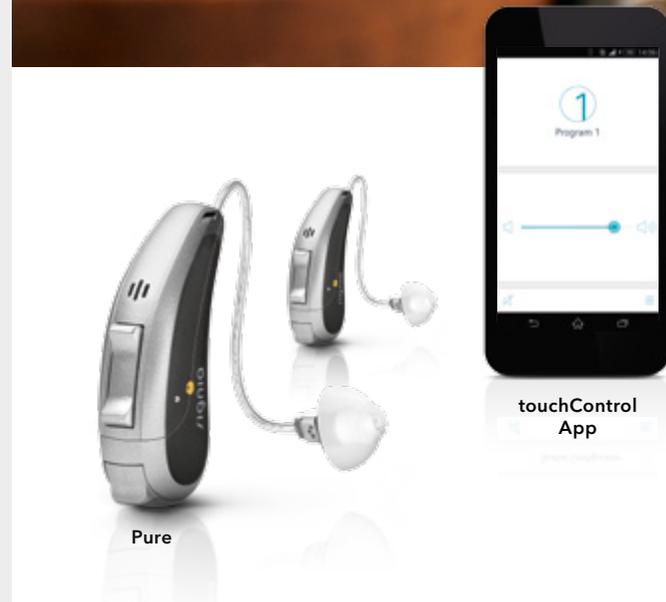


The new Pure

Actual size in cm



Pure's range of natural colors are designed to match a variety of hair and skin tones.



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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Life sounds brilliant.

Hear the colors of sound.

The new Pure hearing instruments.
Relax and enjoy every detail.



The new Pure.

Stylish, convenient, effortless.

Small, elegant and superbly discreet, the new Pure™ redefines the ease of listening. Combining sophistication with outstanding hearing, its powerful, advanced features let you hear effortlessly in every situation. Wherever you are, whatever you're doing, with Pure you can relax and enjoy every detail.

Enjoy life's true sound.

Whether it's an open-plan office, a crowded store or a busy restaurant, wherever there's a high level of ambient noise, holding a conversation requires concentration and effort. Straining to hear voices in these situations is tiring ; even those with normal hearing struggle in these types of environments.

The new Pure helps relieve this. Its advanced SpeechMaster function continuously monitors what you are listening to and singles out the dominant speaker to reduce unwanted voices and background noise. You hear what you want but not the rest. As a result, hearing becomes effortless and less tiring than normal hearing. All day long. In every situation.



Business as usual. With Pure.

Calling at all stations.

Waiting for a train on the way to work, the conversation is punctuated by trains coming and going, and loudspeaker announcements. Pure keeps a demanding situation on track. It's automatic **SpeechMaster** function elevates the speaker of interest above other voices while also engaging **narrow directionality** and **noise reduction** to reduce the background sounds and voices outside your direction of attention making it easy for you to understand what matters.

Whatever the situation, Pure lets you clearly hear what's going on without you having to think about it.

Open for business.

In the office, phones are ringing and colleagues all around are discussing business. When someone asks for your opinion on a report, Pure manages it superbly. Its automatic **SpeechMaster** function elevates the speaker's voice above others while activating **noise reduction** to tackle the background sounds. Later, at a welcome reception in the foyer, the announcer's voice echoes around the room. Pure's **EchoShield** program reduces the reverberation for better sound quality and greater listening comfort.

Lunch with gusto.

You grab a quick lunch with colleagues at a street café. As the conversation picks up, so does the wind. With Pure, catching every word is a breeze. Its automatic **SpeechMaster** function engages **eWindScreen™ binaural** to reduce the wind noise, focusing on the direction of the voices you're listening to.

Tinnitus? Relief is at hand.

With its static and ocean wave **tinnitus therapy signals**, Pure provides welcome relief for tinnitus sufferers. Ask your Hearing Care Professional which solution is best for you.



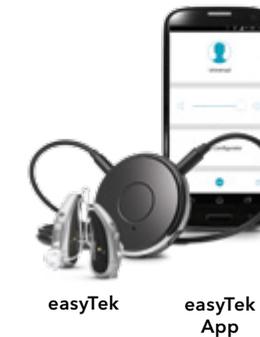
Made for music lovers.

Pure's **HD Music** program delivers outstanding sound quality specially created to let you fully enjoy music. Whether you're enjoying your favorite music at a concert, listening at home on your own HiFi system, or even on stage performing music yourself, HD Music offers an optimized and superb listening experience.

Extra touches for greater convenience.

A call for celebration.

With Pure, phone calls are a snap. As soon as the phone is held to your ear, its **TwinPhone** feature transmits the caller's voice to both ears for better understanding. Or connect Pure to your Bluetooth-enabled phone via **easyTek™** for hands-free calling and music streaming, and conveniently control it via the **easyTek App™***.



Complete discretion in the palm of your hands.

Effortless hearing made simple, convenient and discreet. Whatever the situation, the **touchControl App™*** puts complete control of Pure at your fingertips. Change Pure's hearing programs and adjust the volume, bass and treble to suit your needs. All you need is a smartphone.



touchControl
App

Smart handling all around.

For complete convenience and ease of handling, the **easyPocket™** remote control, **VoiceLink™** companion microphone for easyTek, and **eCharger** charging station make life with Pure easier than ever before.



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