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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.

The required features should therefore be specified in each individual case at the time of conclusion of the respective contract.

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Enjoy the sound of life.

The new Pure. Hearing at its best.
The small wonder for unlimited interaction.



Enjoy staying in touch

Whatever's going on around you, you shouldn't have to miss out on a thing. With Pure™ you're in control every step of the way. Its advanced technology delivers outstanding sound quality together with versatile features that help you enjoy the sound of life. Whatever you're planning.



Life sounds brilliant.



Enjoy communication

Unbelievably discreet, full of advanced technology for all around hearing pleasure, Pure gives you amazingly natural sound quality from a tiny device. A marvel of miniaturization, it's inconspicuous when worn, and contains more features than any other hearing instrument of its size.

Thanks to its optimized hearing performance and superb sound quality, Pure ensures you hear and understand clearly, giving you complete confidence, however you communicate.

Directional microphone

Focuses sound from in front of you while reducing noises from other directions, helping you to focus on your conversation partner.

Rocker switch

Customizable control can be programmed to suit your individual preferences.

Rechargeable

Total convenience and no more fiddling with batteries.

Tinnitus noiser

The ideal option for people who want to control tinnitus, Pure helps manage the condition at the same time as improving hearing. By emitting a noise signal that can be precisely set to suit you, it diverts attention from the annoying effects of tinnitus and makes it easier to focus on external sounds, reducing strain and helping provide a more peaceful state of mind.

The power to perform

With Pure, changing batteries is a thing of the past. Simply place it in its charger overnight and it's ready to go in the morning. So you won't have to worry about hassling with batteries at a critical moment.



Pure eCharger

Wireless

Connect to your favorite electronic devices, such as your cellphone, and control both instruments at the touch of a button.

Telecoil

Compatible with numerous public sound systems such as those found in theaters, as well as devices like telecoil-equipped phones, Pure's T-coil picks up their magnetic signal and delivers the sound directly to your ear, for even greater convenience.

New miniReceiver

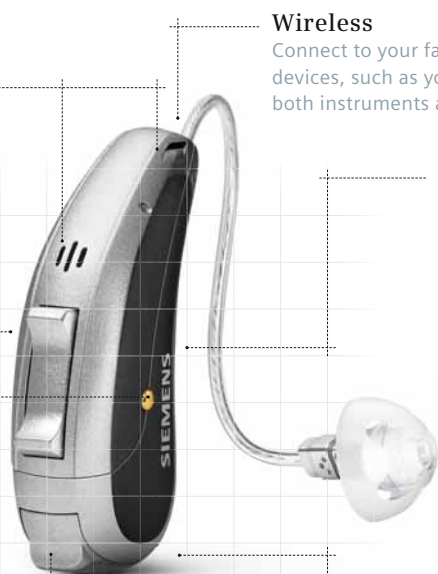
Pure's loudspeaker is located directly in the ear for outstanding, near-natural sound quality and performance.

Exchangeable housing

If your color preference changes, your Hearing Care Professional can easily change the housing for you.

Battery door on/off

Lets you easily switch your instrument on and off.



A constant stream of enjoyment

Built in wireless lets you connect to a wide range of devices. Whether it's a Bluetooth phone, music player or your PC, miniTek™ and Tek™ give you complete control for greater convenience and a clearer, richer stereo hearing experience delivered directly in your ears.

miniTek™ was named Next Category Winner and Fan Favorite Winner at the Bluetooth SIG Best of CES Awards.



Made to disappear

Small and elegant, Pure's exchangeable housing helps it blend in perfectly. Choose from a range of natural colors designed to match a variety of hair and skin tones and your individual style.

	Grey		Golden Blonde		Granite
	Dark Champagne		Beige		Dark Granite
	Silver		Brown		Black
	Pearl White		Sandy Brown		Spirit

Small yet strong

Pure has been designed and tested to conform to the rigorous IP67 standard, making it resistant to dust and water. So it's not only remarkably small, it's also incredibly strong and reliable.

Enjoy life's true sound



To give you the most natural hearing possible, Pure is equipped with the newest version of BestSound™ Technology, a complete revolution in audiological engineering that delivers such a perfect balance of rich, natural sound quality and audibility, you're likely to forget you're wearing it.

For many people wearing a hearing instrument for the first time, some sounds can seem too loud or harsh. BestSound Technology's enhanced functionality tailors the sound experience exactly the way you want to hear, right from the start, by adjusting the sound to a level that feels natural for you so that you can enjoy hearing effortlessly. Great for experienced users and first-time wearers alike, Pure learns and acclimatizes automatically, memorizing how you like to hear in different environments and adjusts when it detects those situations again. And with its directional microphone, you'll hear what's important, comfortably and clearly, no matter where sound is coming from.

The more experienced you become, the more Pure grows with you, offering additional functions such as more power, user-definable settings and directionality. So wherever you are, whether you're chatting on a conference call or out for a stroll, you can enjoy the sound of life.

