Introducing primax.
Clinically proven to deliver better than normal hearing and to reduce listening effort.*

Signia, the new name for Siemens hearing instruments just introduced primax hearing aids, the company’s latest in hearing technology. Signia’s primax is the world’s first technology clinically proven by independent studies to reduce listening effort throughout the day while providing better than normal hearing in challenging listening environments like busy restaurants and cocktail party settings.*

Signia primax hearing technology is clinically proven to reduce listening fatigue and also offers the following features:

**SpeechMaster - automatically enhances speech in every listening situation.**
The SpeechMaster function analyzes the acoustic environment and employs the first technology that is clinically proven to “zoom in” on the target speaker reducing unwanted surrounding noise and extraneous speech.

**HD Music - maximizes enjoyment for music lovers and musicians.**
HD Music delivers outstanding music fidelity and richness of sound whether the wearer is listening to recorded music, attending a live concert, or performing.

**EchoShield - softens echoes for reduced listening effort.**
With EchoShield, the effects of reverberation in atriums, hallways, lecture halls, and places of worship are lessened, thus improving the ease of listening.

**TwinPhone - less effort during phone conversations.**
TwinPhone is automatically activated by a magnetic signal from the phone, so the wearer can hear the call in both ears for improved speech understanding with reduced effort.

**Rechargeable hearing aids. Change batteries once a year instead of weekly.**
Signia’s Pure and Motion SX hearing aids have built-in rechargeability so the wearer only needs to place them in the eCharger overnight and their hearing aids are refreshed, dehumidified, and ready to go with a full charge.

**A personalized hearing experience with apps and accessories.**
Hearing aid wearers can personalize their primax hearing experience with apps and accessories like the touchControl™ App which turns any smartphone into a hearing aid remote control center. The wearer is able to adjust volume, bass/treble, program selection – even control the direction of the hearing aids’ microphones. When paired with the easyTek™ streaming device and easyTek App, the wearer can connect their primax hearing aids to many different Bluetooth®-enabled devices wirelessly. Audio from TVs, MP3 players, and other sources is streamed directly into their ears. This is especially useful to take hands-free phone calls.

For more information on primax, visit signiausa.com.