

Pure™



## Siemens Pure.

The nearly invisible,  
completely discreet hearing instrument.

[www.usa.siemens.com/hearing](http://www.usa.siemens.com/hearing)

**SIEMENS**

# pure you.

Be yourself. With a hearing instrument that blends in with your identity instead of altering it. Pure. It lets you shine through.





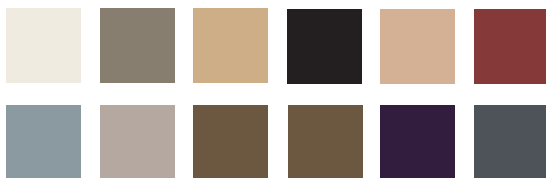
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## pure subtlety.

Siemens Pure™ lets nothing come between you and your world. Designed for utmost discretion, Pure packs the most advanced hearing technology into an almost invisible, ultra-small size. Available in two performance levels and in the smallest possible RIC (Receiver-in-Canal) and CIC (Completely-in-Canal) configurations, Pure is the ultimate in concealed hearing instruments.



14 colors including 12 natural hair colors and skin tones

## pure individuality.

Pure is all about you. Available in a wide array of colors, including 12 natural hair colors and skin tones, Pure blends in perfectly, so you're the one who stands out. And Pure doesn't just match your appearance, it automatically adjusts volume and program settings to match your surroundings, so your hearing experience is completely customized. With a choice of styles, programming options, and colors, Pure puts you in control.

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Stay powered with Pure's stylish charger. And control virtually all your instrument functions with the optional ProPocket™ remote control.



## pure power.

It's tiny, but it's mighty. With the flexibility of three different power levels, Pure has been perfectly engineered to give you exactly the strength you need, whether your hearing loss is mild or moderately severe. Pure. It takes performance to a powerful new level.

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# State-of-the-art Hearing Technology

Pure is packed with technology that automatically synchronizes, analyzes, and adjusts volume and sound processing — so you won't have to. Even in the most difficult listening environments there's no fiddling or awkward adjustments that can call attention to your hearing instruments.

## Natural Sound

Pure is equipped with an intuitive **technology** that reduces the volume for loud sounds while increasing it for soft sounds, so your hearing is natural and comfortable. Our revolutionary **TruEar™** technology simulates the acoustical functions of the outer ear and helps you distinguish sounds in front of you from those behind you. And our **e2e wireless™ 2.0** technology wirelessly synchronizes both your instruments, so you can easily localize the source of sound from left to right. **SoundBrilliance™**, another new technology, enhances the perception of higher pitched sounds to give you a richer, fuller, and more natural hearing experience.

## Sound Comfort

It's hard to be discreet if your hearing instruments are whistling, which is why we've equipped Pure with our advanced new **FeedbackBlocker™**. It searches for feedback patterns and automatically eliminates them. And our **Speech and Noise Management System** identifies and reduces environmental background noise (like traffic and air conditioners) while isolating and enhancing speech. Pure also offers **SoundSmoothing™**, which reduces annoying sounds like rustling paper and clanging dishes without affecting speech, as well as **eWindscreen** which automatically softens wind noise. And, to help improve speech clarity in noisy situations like parties or conferences, Pure's **Adaptive Directional Microphone** makes it easier to understand speech from someone in front of you, while softening competing sounds from the side or behind you.

## Learning

Pure 500 contains our patented **DataLearning™**, which learns your overall volume preferences in different environments. Pure 700 goes even further with our enhanced **SoundLearning™**. This unique system not only remembers your volume preferences, but also learns your sound quality preferences.

**TEK**) Siemens Pure is Tek™-ready.

Hearing instruments help many people hear better, but no hearing instrument can solve every hearing problem nor restore normal hearing.

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