

alx.



**designed for hearing care
professionals**

alx.

alx.

alx. – Augmented Listening Experience makes hearing technology something you can truly experience. With a push of a button, customers can switch between different hearing aids and hear the difference in real time.

Simulated earmolds create an authentic sound experience, and family members can listen live, which helps with understanding and acceptance. alx. improves the quality of care, saves time during fitting, and opens up new opportunities for hearing care professionals in how they use their store area and plan their teams. Presentation areas and accessory displays complete the innovative store concept.

In Germany, about 12 million people live with hearing loss, but only half of them use hearing aids. Traditional, time-consuming consultation models will soon reach their limits. To secure proper care and reduce long-term costs for the healthcare system, fittings need to become more efficient.

Customers are more informed than ever and expect clear comparison of technology and costs. Theoretical explanations often aren't enough — uncertainty leads to poor decisions and lower quality of care.

At the same time, the hearing care industry struggles with a shortage of new professionals. We need new ways that make it possible to involve career changers in a meaningful way — without years of training, but still adding a real value.

The key is an experience-driven consultation: from the very first appointment, customers must be able to feel and understand the technology — not just have it explained.

That's the only way they can make confident decisions, avoid mismatches, and get the best solution more quickly. The consultation process becomes more efficient, more transparent, and more successful.



make



innovation

hearable

customer care
hearing aids
store design
listening
experience
service
easy
experts
sounds
hearing health
fast
live



the „head“ – with 3 ears wearing different hearing aids & one normal ear



the table – with headphones for the hearing experience for the customers, a portable speaker & tablet to simulate sounds



4 buttons – to control the „head“ and switch between hearing aids & the natural ear, to show the difference

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for all hearing care professionals

Designed to help you hear the difference. Simulate different everyday situations with a portable speaker and a TV screen. Use the app to navigate between the different samples, and alx. will do the rest. We have selected some typical scenes, such as a restaurant, traffic and nature sounds. The choice of hearing aid is yours. alx. is a flexible tool that can help everyone understand hearing aids better.



facts

20% more sales

10 % faster

6 % better care

alx.



experience hearing aids right

alx.