

LOOKING BACK...

MOVING FORWARD

***HR's* annual corporate review of events and new products from the industry's perspective, and what may be in store for 2013.**

The year 2012 brought many new products, events, and turning points for the hearing industry. As the year comes to a close, *The Hearing Review* asked several companies to comment on what they viewed as their major achievements, milestones, and corporate highlights during 2012 and what products, services, and announcements might be expected from them during 2013. Here's a look from their perspective on the past year and the year to come. Additionally, the "HR Headlines" provide a sampling of just a few of the news items, announcements, and related articles that made it onto the pages and online offerings of *HR* during 2012. For more information on these companies' products and services, use the contact information at the end of each company entry.

AMERICAN HEARING AID ASSOCIATES (AHAA)

Looking Back at 2012...

It was a busy year for AHAA and our Associates, with one of the biggest highlights being the **annual convention**—in Orlando. The event featured a comprehensive program emphasizing best practices for the various roles in audiology practices.

Attendees were invited to join the "**AHAA Associates Exchange Network**," a newly established LinkedIn group to promote interaction among Associates. In addition, AHAA launched the social media Web site and hearing health information Blog known as **People Hearing Better** (phb.secondsensehearing.com) to provide support and news to those directly and indirectly affected by hearing loss.

AHAA continued to enhance its wide-ranging business solutions with **Wake Up Call**, which presents a daily snapshot of Associates' progress in reaching monthly business performance goals; and **Pro Forma**, which gives practices an effective busi-

ness plan. Also, an exclusive Web site development program was launched that enables Associates to be proactive and progressive in building and managing of their sites.

Moving Forward to 2013...

AHAA returns to Las Vegas to host our 2013 convention in February. Themed **Own Your Future. Choose Success**, the goal will be to ensure each Associate understands that no matter how the economy is faring, they have options that will help them not just survive in their marketplace, but thrive.

AHAA is the industry's leading provider of business management expertise and marketing planning services. Established in 1995, our nationwide network includes more than 2,000 independent hearing health care professionals. Contact AHAA today to join our dynamic network.



HR Headlines

- Nearly 350 Hearing Health Pros Attend AHAA's 17th Annual Convention. March 13, 2012 *HR* Online News.
- Evolution of a Small Business, by Dom Spadaro. March 2012 *HR*, pgs 48-50.
- Building a Legacy Team for Your Future, by Tina Soika. November 2012 *HR*, pgs 40-42.

American Hearing Aid Associates (AHAA)

Chadds Ford, Pa
(800) 984-3272
www.ahaanavigator.com

AUDIFON USA

Looking Back at 2012...

2012 saw the expansion of audifon's extensive hearing system portfolio. With the release of **eox**, audifon now offers a premium solution for wireless



comfort. **eox** is available in ITE as well as BTE housing. Featuring **real-time wireless streaming**, **eox** allows customers to enjoy hands-

free telephone communication, to take pleasure in watching TV or listening to their favorite music through their hearing systems.

With the introduction of **via S** and **IS**, audifon's wireless CROS/BiCROS family now offers additional choices for customers with an unaidable hearing loss on one side. All **via** products use high-bandwidth audio transmission to transfer audio signals from the customer's unaidable ear to the better ear. **via** guarantees best speech intelligibility and superior hearing quality.

The all new **vico** family adds another elaborately designed housing to audifon's portfolio. **vico** measures up to audifon's tradition of high quality



and innovational design. **vico** will be introduced as a complete family at a more than convincing price-performance ratio.

Moving Forward to 2013...

As you have come to expect from the past years, audifon will showcase many promising new Solutions for Better Hearing in 2013. Stay tuned!

HR Headlines

- How to Manage Single-sided Deafness. July 2012 *HR*, p 26.
- What's New at AAA 2012? **elia pico** is audifon's new miniCIC... May 2012 *HRP*, p 24.
- Fall Hearing Products Review: Audifon OEX. November 2012 *HRP*, p 20.

audifon USA

Debary, Fla
(800) 776-0222
www.audifon.com

AUDIGY GROUP

Looking Back at 2012...

Audigy Group Members experienced unprecedented growth in 2012. Twenty-five individual providers will generate between **\$750,000 and \$2.2 million** in personal revenue this year. Additionally, 50 AG Members have experienced between **20% and 116% revenue growth** over 2011.

A highlight for the Member-driven management company was the **2012 Team Summit**. With over 800 in attendance, the Summit featured several world-renowned authors, including leadership expert John C. Maxwell. At the Summit, Audigy revealed new technology platforms that included the introduction of **Patient Home Page**, a Web-based patient portal for facilitating patient-to-practice communications. A Web site dedicated to the AGX Hearing brand, **agxhearing.com**, was unveiled, and a new partnership with **Hearing Fusion**, an audiology-specific cloud based Office Management System, was announced.

Audigy also announced its **new externship placement program** that connects students directly to externship opportunities in audiology practices via **AuDexternships.com**.

A new shared service, Information Technology, was released with the goal

of providing cost-effective services specifically tailored to Audiology software and processes.



Audigy Group received numerous awards and recognitions in 2012. CEO and founder Brandon Dawson was named a finalist for **Ernst & Young's Entrepreneur of the Year Award**. Audigy Group made the **Puget Sound Business Journal's Fastest-Growing Private Companies** list and was recognized for the fifth year on **Portland Business Journal's** list. For the fourth consecutive year Audigy Group achieved a spot on **Inc. Magazine's Inc. 5000**.

Moving Forward to 2013...

In 2013, Audigy Group will continue their dedication to providing the most up-to-date practice services, solutions, and innovations to their Membership. Highlights will include the first-ever annual **Winter Owner's Summit** combined with a **Technology Summit** to be held on February 20-24 in Orlando, Fla. Audigy will deliver the full release of the Web-based Patient Home Page, and launch **Audigy University**, which will provide year-round educational training opportunities for all roles within private practice.

HR Headlines

- Audigy Group Hosts AGX Technology Summit. May 8, 2012 *HR Online News*.
- Nearly 850 Attend Audigy Group's 2012 Team Summit. October 23, 2012 *HR The Insider*.
- Audigy Receives Two Recent Public Accolades for Company. July 26, 2012 *HR Online News*.

Audigy Group

Vancouver, Wash
(866) 711-2026
www.audigygroup.com

AUDIOSCAN

Looking Back at 2012...

As we approach the end of 2012, we look back on one of the busiest years in our history. In January, we moved to a **brand new state-of-the-art facility**, tripling our size. This change will allow us to keep up with current demand and grow to meet future demand for our industry-leading hearing instrument fitting systems.

We also developed and released another free software update. This release introduced some valuable new features including:

- Improved directional testing;
- Speechmap® for telecoil testing;
- NAL-NL2 targets; and
- The ability to choose your own stimuli.

Free software updates mean Audioscan owners are always on the cutting edge of measurement technology.

Our distribution continued to grow stronger, with over **200 sales and support staff** trained and eager to serve our customers across the USA. This unparalleled

coverage means that we can provide our customers with the industry's best service.

Finally, we conducted over **30 CEU eligible workshops** featuring industry expert David Smriga. Open to owners and non-owners alike, attendees of the workshop find the workshops extremely enlightening and informative.



Moving Forward to 2013...

In 2013, we plan to continue our mission to make probe microphone measurements the rule rather than the exception. Hearing instruments, as medical devices, need to be objectively verified. We will achieve this goal by continuing to introduce efficient testing options that make counseling and fitting more accurate, objective, and effective.

HR Headlines

- Audioscan Opens New Headquarters and Manufacturing Building. August 2012 *HR*, p 10.
- Audioscan Updates Software to Include New Hearing Aid Tests. August 17, 2012 *HR* Online News.
- Pediatric Hearing Instrument Fittings and the UWO Plurals Test: A Case Study, by Christine Jones, AuD, & Margaret Winter, MS. February 2012 *HR*, pgs 30-33.

Audioscan

Dorchester, Ontario
(800) 265-2093
www.audioscan.com

CAM

Looking Back at 2012...

A few highlights from a very busy year:

CAM began the year with a bang launching our **newly re-designed Web site**. You can now review our **vast collection of mail pieces** and place orders 24/7. We know our customers are busy running their practices; now orders can be placed when it's convenient for your schedule.



Cerise & George Escobedo,
Owners of Chicago
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Highly successful and effective mail pieces were updated. We unveiled two new versions of the **Health Mailer**. These combine the dropout check feature customers love with the effective copy that always makes the phones ring. Not stopping there, we also released two new concepts, the **Zipper** and **DHL mailers**. Both pieces break through mailbox clutter in unique ways.



Moving Forward to 2013...

Next year will continue the rollout of **creative and innovative programs**. We'll continue updating and introducing new mail pieces. CAM will stay ahead of the curve and seamlessly manage the impact of **closing USPS locations**. We understand how critically important this is and we will continue our efforts to stay ahead of it. Our customers can focus on building their businesses and leave this issue to the experts.

What won't change is CAM's commitment to our customer. It's the core of everything we do. You can always count on effective mail programs, world-class customer service, and ease of getting things done. Every day we're always proving why we're **"Your Premier Direct Marketing Partner."**

HR Headlines

- Our "Fall Mailer" Is Perfect for the Season! August 2012 *HR* [insert, pgs 35-38].
- One Simple Phone Call Could Change Your Life! May 2102 *HR* [insert, pgs 39-42].
- Grow More of Your Market Share with CAM's Daisy Mailer! April 2012 *HR* [insert, pgs 39-42].

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HAMILTON CAPTEL

Looking Back at 2012...

2012 marked a high level of activity for Hamilton CapTel®, including the launch of the new **CapTel 840i Captioned Telephone**. Hamilton CapTel® also introduced **updates to its apps** for iPhone®, Android™, and BlackBerry® Smartphones, as well as Tablets and PCs/MACs.

Through its innovative **Hearing Healthcare Outreach Program**, Hamilton CapTel® provided numerous in-office demonstration phones to hearing healthcare professionals, along with customized educational and marketing materials for professionals to share with patients.

In its mission to provide greater freedom and independence to individuals with hearing loss, the company regularly received feedback from customers regarding the clarity and confidence experienced when using Hamilton CapTel®.

Throughout 2012, Hamilton CapTel® conducted a series of panel discussions whereby consumers with hearing loss and hearing healthcare professionals engaged in meaningful dialog to encourage holistic solution portfolios and delivery mechanisms while advancing successful, lifestyle-based end-user

outcomes. The panels, titled **"A Holistic Approach to Hearing Healthcare: The Difference Between Getting By and Living Well,"** were presented at numerous key industry meetings and events in 2012.

Moving Forward to 2013...

As Hamilton CapTel® develops new technology that continues to integrate the features customers want, new products and services are expected in 2013. In addition, Hamilton's already successful **Hearing Healthcare Outreach Program**

will be expanded to reach an even greater number of hearing healthcare professionals in the coming year. Also in 2013, Hamilton CapTel® will continue conducting its "Holistic Hearing Healthcare" panel discussions, targeting specific segments of the hearing loss population.



HR Headlines

- Hamilton CapTel Introduces New Captioned Telephone Technology. October 24, 2012 *HR* Online News.
- Hamilton Relay Announces 2012 Deaf Community Leader Award Winners. September 28, 2012 *HR* Online News.
- Hamilton CapTel Presents Hearing Health Panel Discussion at VFW National Convention. July 20, 2012 *HR* Online News.

Hamilton CapTel

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www.hamiltoncaptel.com

HANSATON ACOUSTICS

Looking Back at 2012...

Looking back at 2012, HANSATON is celebrating the continued development of its unparalleled line of rechargeable hearing instruments, including the **AQ Custom ITE** (launched May 2010), the **AQ X-Mini RIC** (August 2011), and most recently the **AQ Slim** (September 2012).

With an operating time of **20-30 hours per charge**, a 5-year battery guarantee, and a full array of high-end digital processing algorithms, AQ instruments continue to lead the field of rechargeable hearing instruments at a time when rechargeability is gaining greater attention as a convenient, ecologically sound alternative to conventional batteries. And as for ease of use, you never have to see or touch a battery!

Moving Forward to 2013...

Looking forward, HANSATON is embracing a new digital platform, **XearA**, which now becomes the engine for forthcoming products in 2013. With an impressive collection of digital algorithms, including in situ audiometry, Sound Restore Frequency Compression, Automatic Speech Beam, Intelligent Acclimatization Manager, and Feedback X, an ever-improving feedback canceller, the new line of XearA based hearing instruments moves us even further along the road of increasing patient satisfaction and practice success.

HANSATON's first launch (December 2012) on the XearA platform is the **X-Micro**, a stylish, micro RIC instrument with a 10A battery. With four power levels, advanced digital processing, a new, high-reliability RIC receiver, and superb design, the X-Micro is sure to appeal to discerning professionals and patients alike.



HR Headlines

- Bringing Rechargeable Hearing Aids into the Mainstream Market, by Jerry Yanz, PhD, Jörg Ellesser, & Holger Kaempf. January 2012 *HR*, pgs 28-30.
- How to Bring Rechargeable Hearing Aids into the Mainstream. July 2012 *HR*, pg 41.

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THE HEARING REVIEW

Looking Back at 2012...

The *Hearing Review*, and its sister publications *Hearing Review Products* and *Hearing Review International*, continued their tradition of leading the hearing industry in breaking news, feature articles, and coverage of important industry events. For example, in January, *HR* featured a widely anticipated article about United Health's hi HealthInnovations' methods for obtaining AC thresholds and online prescription gain for its Clinic and Home (online) hearing test versions, respectively (FDA later requested that the company provide a 510(k) clearance for its online test). Similarly, in the May *HR*, Jerry Northern, PhD, wrote an article entitled "The Secret Is Service" describing the history of direct-to-consumer distributors, and offering his perspective on how professionals can best deal with the new distribution channels confronting the industry.

In the March *HR*, Sergei Kochkin, PhD, detailed "The Key Influencing Factors in Hearing Aid Purchase Intent," rating 53 possible factors that may or may not play an influencing role in consumers' purchase of hearing aids. Likewise, Aryn Amlani and Brian Taylor, AuD, provided information in the May *HR* about the

"Three Known Factors That Impede Hearing Aid Adoption Rates." Two special issues of *HR* were offered this year. In September, Douglas Beck, AuD, guest-edited a roundtable on "Issues in Audition, Cognition, and Amplification," and Dr Northern guest-edited *HR*'s special edition on "Tele-Audiology" in October.

Among many articles on new technology, *HRP* published the first feature about digital ear scanners ("Making a Digital Ear Impression Using 3D Ear Canal Scanning") in its May 2012 edition, and *HR* published another article on an ear scanning system ("3DM Scans the Future of Hearing Care") in its July edition.

THE HearingReview

Moving Forward to 2013...

In January 2012, *HR* became the first industry trade publication to offer both print and digital versions of its magazines. All issues of *HR*, *HRP*, and *HRI* are now available in a "virtual magazine" format for our worldwide audience. In 2013, *HR* will go to an "online-first" publication policy, meaning that all articles and news items will first appear on www.hearingreview.com prior to appearing in the magazines.

HR Headlines

- *HR* and *HRP* Offer Digital Editions. March 2012 *HR*, p 6.
- Spring Means AAA Convention Offerings...And Our New Digital Edition. March 2012 *HRP*, p 4.
- Monthly Digital Editions: More Ways to Receive *HR*. Spring *Hearing Review International* 2012, p 4.

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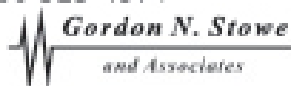
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Phone: 800-499-6844



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INTERACOUSTICS

Looking Back at 2012...

A leading international diagnostic group company, Interacoustics has been on the move throughout 2012. In 2012, our group has developed an **exclusive distributor network** of the most seasoned professionals in the world. These are the same trusted equipment experts you have relied on for counsel and service for decades.

The HYBRIDS have arrived! These units are fast becoming the first choice by the best practices in North America. Read on and see why the Interacoustics HYBRIDS are earning the market's trust:

1) Titan Hybrid is a beautifully designed tympanometer providing the practitioner the option to use as a hand-held or PC-controlled impedance unit. The evolutionary design platform allows a practice to add modules to basic impedance, such as multi-tones and/or ABR/CE Chirp and/or ABRIS and/or 12 data point DPOAE. The Hybrids have arrived!

2) AD629 is the world's first audiometer that can be used as a com-



pletely stand-alone or operate as a full 2-channel audiometer that is entirely PC-keyboard controlled—you choose the option that best suits your style and does not limit your future.

Interacoustics expanded our knowledgeable Audiology and technical support team to ensure your experience with the company is the very finest possible.

Moving Forward to 2013...

The Hybrid family of devices will have a new member soon, call for details. The Titan will WOW the market; keep an eye on the new Interacoustics products coming to you in 2013.

HR Headlines

- In the Trenches, Part 1: Screening Tests for Patients with Dizziness, by Amanda Smith, AuD; Michelle Petrak, PhD; Cammy Bahner, MS; and Douglas L. Beck, AuD. April 2012 *HR*, p 12.
- ABR & ASSR: Challenges and Solutions, 2012, by Todd B. Sauter, MA; Douglas L. Beck, AuD; and David P. Speidel, MS. June 2012 *HR*, p 20.

Interacoustics

Eden Prairie, Minn
(800) 947-6334
www.interacoustics-us.com

MEDRX



Looking Back at 2012...

A look back on a year of change...MedRx is entering its 19th year of service to the global hearing healthcare industry with advanced PC-based testing and diagnostic solutions. This past year, despite a struggling global economy, was a year of continued and significant growth for the company. MedRx is closing out 2012 with its **largest sales volume in company history**. Hearing instrument fitting verification continues to gain traction in the global audiological market, fueling demand for the company's leading products: **AVANT REM+** and **AVANT REMsp** (pictured).

MedRx invested in a unique new REM design in late 2011, introducing the AVANT REMsp device—a comprehensive probe-microphone system that is the size of a tiny flash drive. This ultra-affordable device is opening new markets worldwide. In addition, the company developed a small **PC-based HIT Chamber** (pictured) that was recently introduced to the

market. In August 2011, MedRx was acquired by a major hearing healthcare provider with strong ties to the audiological industry, allowing us to continue to capitalize on global distribution opportunities and new global market development.

Moving Forward to 2013...

MedRx is now poised to enter an **increasing number of international markets** in 2013 and will focus on extending its global presence through new and established distribution channels. The company plans **continual evolution of its software platforms** to ensure testing, fitting, and measurement tasks are easy, fast, and reflect the current and future needs of the professional. MedRx is also investing in other ancillary hearing-related markets to **expand new applications to both our existing and new customers**. The company will be expanding its corporate audiological resource base in 2013 to enhance our **customer training and education systems**.

HR Headlines

- What's New at AAA 2012: MedRx AVANT REMsp. *HRP* May 2012, p 26.
- Product Showcase: New Live Speech Mapping. *HR* June 2012, p 48.
- IHS and ADA Convention Preview: MedRx. *HR* September 2012, p 53.

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via is the wireless state-of-the-art BICROS solution. It is for customers with unilateral deaf hearing loss on one side.

via offers the best hearing results with the highest level of sound quality.

OTICON

Looking Back at 2012...

In 2012, Oticon **Intiga**¹ expanded on the proven success of Oticon Intiga to give hearing care professionals added flexibility to satisfy first-time users with a strong preference for an invisible solution. Results of the Oticon Intiga Satisfaction Survey further confirmed high satisfaction with Intiga's winning combination of discreetness, performance, and acceptance. Survey participants gave high marks to Intiga's improved speech understanding, natural sound quality, and easy handling.

Oticon continued to invest in its extensive business support capabilities with the introduction of **eCaps Pro**, the newest version of Oticon's interactive, multimedia counseling app. Practitioners can choose from more than 25 tools tailored to first-time, experienced, and power users and an impressive range of video clips, graphics, and animations to create a customized "agenda" for individual client sessions.



A newly upgraded **MyOticon** provides an easy, convenient, time-saving solution for e-business, enabling hearing care professionals to easily organize, track, and

process instrument orders. With convenient 24/7 account access, MyOticon helps to maximize practice efficiency and productivity and allow practitioners to focus on what they do best—providing expert patient care and growing their practices.



Moving Forward to 2013...

Oticon's move to a modern 5-story office complex (pictured) with expanded, state-of-the-art production facilities will enable the company to continue to meet growing demand for quality custom products in 2013. Innovative production processes—such as SLA fabrication and the newest digital modeling techniques—equip Oticon to create smaller, more comfortable, and more secure custom fits. The company's experienced and highly skilled production team will continue to bring the strict attention to detail and quality that ensures Oticon custom solutions provide a great fit, the first time.

HR Headlines

- Oticon Expands into New Building for US Headquarters; Introduces Intiga¹. May 2012 *HR*, pgs 62-63.
- Style Selection for First-time Users: Balancing Audiological and Non-audiological Considerations, by Donald Schum, PhD. November 2012 *HR*, pgs 34-35.

Oticon Inc

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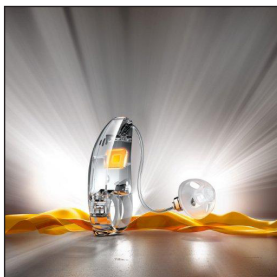
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SIEMENS HEARING INSTRUMENTS



Looking Back at 2012...

At AudiologyNOW! 2012, Siemens launched XCEL, the perfect balance of sound quality and speech intelligibility while introducing Eclipse™—a deep-fit hearing aid that entails a simple, comfortable deep-fit impression procedure. XCEL technology was extended to Motion® custom instruments in late summer, and was followed by the fall unveiling of micon—a revolution in audiological engineering (pictured). The micon chip took BestSound® Technology to an entire new level and is now offered in Pure®, Siemens Life™, Aquaris™, and the new Ace™—the tiniest RIC on the market.



Shortly after US Congressman Frank Pallone presented Siemens with the first-ever "Making It in America" award for manufacturing hearing aids in New Jersey, Siemens was selected by ION Television's *World's Greatest!* as the world's best hearing aid manufacturer. In January,

Siemens miniTek® was internationally recognized as the Bluetooth SIG Best of CES Next Category Award winner and Bluetooth SIG Best of CES Fan Favorite Award winner.

Moving Forward to 2013...

In January, Aquaris™ (pictured) will be recognized as a CES Innovations 2013 Design and Engineering Awards Honoree in the Accessible and Universal Design Technologies category. This prestigious award is presented by the Consumer Electronics Association (CEA), the producers of CES—the world's largest and most celebrated consumer electronics show. Siemens will continue its commitment to customer service, striving once again to be named #1 in customer service satisfaction as proven by a recent independent survey. The company continues its focus on product innovation while enhancing both online and in-person educational programs.

HR Headlines

- Siemens' miniTek Wins Two CES Awards. January 13, 2012, *HR* Online News.
- Advances in Customization: Giving Consumers Exactly What They Want, by Eric Branda, AuD. June 2012 *HR*, pgs 26-2.

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ULTRATEC/WCI

Looking Back at 2012...

2012 was another exciting year of advances for CapTel Captioned Telephone. This year saw the release of the **CapTel 840 series**, the first Captioned Telephones to include a built-in answering machine that records voice messages and displays captions of the message that was left. In addition to the answering machine, the CapTel 840 series features an extra large caption screen and multiple font size and color options. CapTel phones are available for both landlines and Internet access, including the WiFi-compatible CapTel 840i.

In addition to the new phone model, Robert Engelke, founder and CEO of Ultratec, was awarded an **honorary doctorate** from the University of Wisconsin-Madison this spring. Engelke was cited for creating extraordinary advances in technology, such as CapTel, that have enabled people worldwide who are deaf and hard-of-hearing to communicate by telephone.

As the returning major sponsor of **HLAA's Walk4Hearing**, CapTel supported events across the county, meeting with CapTel users and volunteers



nationwide in an effort to promote awareness and funds for hearing-related issues.

Moving Forward to 2013...

CapTel looks forward in 2013 to continuing its leadership role expanding captioning technologies for the hearing loss community.

HR Headlines

- Hamilton CapTel Presents Hearing Health Panel Discussion at VFW National Convention. *HR Online News*, July 20, 2012.
- IHS and ADA Convention Preview: MedRx. *HR* September 2012, p 52.
- Hamilton CapTel Introduces New Captioned Telephone Technology. *HR Online News*, November 1, 2012.

Ultratec/WCI

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*based on responses from Intiga consumer reply cards



For more information about Oticon Intiga, call your Oticon representative at 1.800.526.3921 or visit us online at www.oticonusa.com.

oticon
PEOPLE FIRST

WIDEX

Looking Back at 2012...

2012 was an excellent year for Widex USA. Exceptional products and accessories included **CLEAR/FUSION**; **SUPER**; the virtually invisible **IIC**; the flexible **MENU** series; and an even greater selection of **DEX** assistive listening devices. Additional hearing aid models within families were added for a variety of hearing losses and budgets.

The popular **Widex Premier Partner Program (WPPP)** was introduced to support hearing professionals with a multitude of new business benefits.

Moving Forward to 2013...

Moving forward in 2013, Widex continues its efforts as a leader in tinnitus management with **WIDEX ZEN THERAPY—A Sound Approach for Tinnitus Management**. WZT offers a unique approach to tinnitus treatment.

- The Widex patented ZEN Program has shown promise in the treatment of tinnitus in a published clinical study
- With Widex's exclusive ZEN technology, patients suffering with tinni-

tus now have a promising option. Chime-like fractal tones, a variety of sounds with varying tempo and pitch, provide for personalized treatment solutions and promote relaxation

- Widex step-by-step tinnitus guidelines assist with counseling and sound therapy strategies
- Available at a variety of price points so hearing healthcare professionals can provide this outstanding feature to even more of their patients.

Additional Dispenser and Consumer materials include: an Evaluation and Treatment Plan Checklist; a Consumer Brochure including relaxation exercises; DVDs; and more.



HR Headlines

- Widex Hailed by UN and Other Groups as a Pioneer of "Windmade" Products, by Karl E. Strom. March 2012 *HR*, pgs 52-54.
- Cognitive Ergonomics: Making It Simple, by Hanne Pernille Andersen, PhD, Henrik Holm, BEng, & Steen Rose. January 2012 *HR*, pgs 40-46.
- User Benefits When Using a Super-Power Hearing Aid, by Tatiana Solberg, MA, et al. June 2012 *HR*, pgs 40-44.

Widex USA

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