

2012

HR WEB SITE REVIEW

With one click, hearing aid users and hearing care professionals can find a wealth of useful online information. Patients can learn about the latest hearing aid products, and hearing care professionals can research the best products and services for their clients. In this Web site guide, HR has invited several hearing care companies to describe their Internet offerings.



AUDiTEC Inc

For more than 40 years, AUDiTEC Inc (formerly AUDiTEC of St Louis) has been supplying audiologists with quality recorded hearing tests and associated materials. In these 40 years, AUDiTEC has expanded its inventory from 6 tests to over 200 items. AUDiTEC combines whatever tests one desires on one compact disc up to a total of 80 minutes. Headed by a certified audiologist with over 50 years of experience, AUDiTEC understand the needs of the audiologists and hearing care professionals. www.auditec.com



CapTel Captioned Telephone

CapTel® Captioned Telephone, the inventor of Captioned Telephone technology, offers word-for-word captions of everything a caller says, allowing people who have difficulty hearing over the phone to read captions during their calls. It's like captions on television—only for phone conversations. Captions are provided by a free service that connects automatically to the call and uses voice recognition technology. www.CapTel.com



Grason-Stadler Inc

For over 60 years, Grason-Stadler has been “setting the clinical standard in audiometry, tympanometry, and hearing healthcare diagnostics.” Visit our Web site to access our full product line of audiometers, tympanometers, otoacoustic emissions (OAE), and auditory evoked potential (AEP) instruments. In addition, check out the latest company news, distributor locations, local and national events, important contact information, and much more. www.grason-stadler.com

HANSATON USA

Hansaton-usa.com is Hansaton's Web site for all hearing health professionals and their customers. Learn about the complete line of German-engineered award-winning BTE and ITE products, including the new rechargeable AQ RIC BTE. Access online order forms, technical information, Hansafit software, consumer marketing materials, online training tools, bill paying, Web promotions, FAQs, recent news, and more. Call **(888) 984-7432** or visit us online at www.hansaton-usa.com.

The Hearing Review

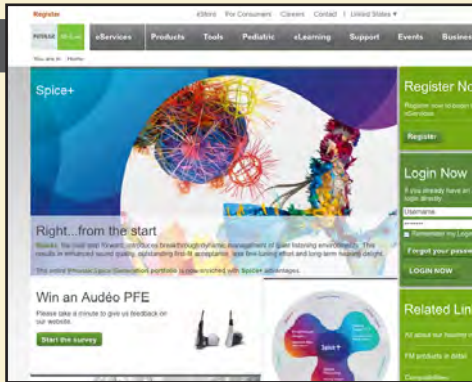
Drawing on the content and resources of the two leading magazines in the hearing industry, *The Hearing Review* is the single-stop Web site for the hearing industry. It brings users the latest news, product developments, and legal and regulatory updates. Subjects include coverage of industry trends, developments in instruments, patient counseling, industry events, and education. The Web site is also your online resource for all the digital archives of *HR Insider* newsletter, *Hearing Review*, and *Hearing Review Products*. www.HearingReview.com

Oticon

MyOticon.com is Oticon's business-to-business portal available to all account holders. It is designed to enable Oticon customers to conduct many important business transactions with Oticon. These include online ordering, order tracking by date of order entry and tracking number, and the ability to view invoices, statements, and credit memos. Download order forms and consumer marketing materials are also available, along with a News and Events Section. www.MyOticon.com and www.OticonUSA.com

Panasonic Corp

As professionals and consumers research the best solutions for their hearing needs, Panasonic, a leader in e-commerce, audio technology, and consumer electronics, is a trusted and reliable brand. As a brand respected by consumers, use the power of Panasonic to build your business. To learn more, please visit www.panasonic.com/hearing or call **(888) 422-6309**.



Phonak

At Phonak, we're very proud of our history of driving innovation in the fields of hearing research, signal processing, and communication technology. With our continuous efforts to find new solutions, we manage to achieve one of the highest innovation rates in the industry. We're very pleased to announce our latest product launches including Phonak M H2O, Phonak Nano, Naída S CRT, and Nios S H2O, all backed by true breakthrough design features and enhanced Spice+ processing. www.phonakpro.com/us



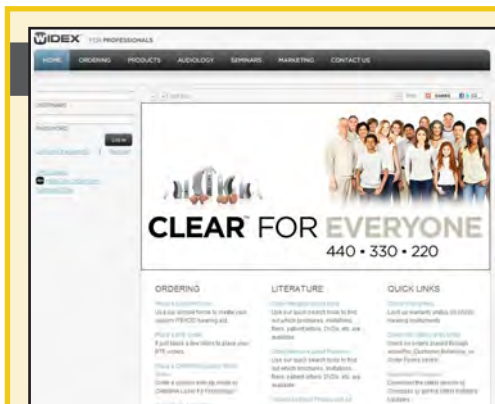
Rayovac

Recently updated, Rayovac's www.thepowerofhearing.com is designed to be a resource and business building tool for hearing care professionals. This new Web site features up-to-date hearing aid battery product information, business benchmarking tools, FAQs, marketing materials, videos, and much more. Thepowerofhearing.com also gives professionals the opportunity to place product orders or contact ProLine's dedicated Product Consultants. To learn more, visit this site or call us at **(800) 356-7422**.



Sonic Innovations Inc

At Sonic, we strive to make our products simple to use—including our Web site. At www.sonici.com, you'll find useful information about Sonic products, including access to all product technical information and materials that support consumer discussions. Consumers looking for resources on hearing loss and hearing solutions will find information that is easy to navigate and simple to understand. www.sonici.com



Widex USA Inc

The widexpro Web site offers extensive resources to support hearing care professionals. Authorized Widex professionals can access important technical, policy, and price information and product specifications regarding the comprehensive line of Widex products—including Clear 440/330/220, Fusion 440/330/220, and more. Custom and Behind-The-Ear hearing aids, common parts, supplies, service forms, and the full and colorful line of Widex marketing materials can easily be ordered from the Web site. www.widexpro.com