

2010 IHS Convention & Expo ~ Exhibitors List

ADVANCE / Merion Matters – **NEW Exhibitor! - Booth 118**

2900 Horizon Drive
King of Prussia, PA 19406
P: (800) 355-5627 x1698 / F: (610) 270-3184
www.advanceweb.com

When nursing and allied healthcare professionals want to improve their careers, they trust Merion Matters, parent company of *ADVANCE*. We keep them connected to their profession with our family of free magazines, websites, e-newsletters, job fairs and events. Using the helpful resources we provide, millions of healthcare professionals: stay up-to-date on the latest industry news, trends and products; find the hottest job openings; track down continuing education opportunities; network with colleagues and much more. Our *ADVANCE Custom Promotions* division allows them to customize unforgettable promotional giveaways and the *ADVANCE Healthcare Shop* offers them exclusive gifts, apparel and professional products.

Amplivox – Booth 406

7625 Golden Triangle Dr., Ste. F
Eden Prairie, MN 55344
P: (952) 278-4423
www.amplivox.us

Audibel – Booth 215

6700 Washington Avenue South
Eden Prairie, MN 55344
P: (800) 769-2590
www.Audibel.com

Audibel® will showcase Anthem™ Plus, featuring Active Noise Control, a new noise management and speech preservation system so fast it reduces noise between syllables, and Invisibel™, its invisible-in-the-canal hearing aid, at IHS. Audibel is a network of hearing healthcare professionals with more than 1,000 locations throughout the United States. Headquartered in Eden Prairie, Minn., the company prides itself on providing outstanding service and the highest quality technology to patients. Visit Booth 215 at IHS to find out more. Audibel – People Connecting People.

audifon-USA – Booth 423

403 Chairman Court, Ste. 1
Debary, FL 32713
P: (800) 776-0222 / F: (386) 753-9564
www.audifon.com

elia, is the newest family of products from audifon. Sound Dynamix automatically adapts elia to different sound environments – creating a hassle-free listening pleasure at all times, even in the most demanding sound environments. The elia family is one hearing systems offer ITE fittings of 70db and 56db in a RITE complete with low battery consumption and a worry free feedback management. Visit booth 423 to experience audifon and our solutions for better hearing.

Audina Hearing Instruments, Inc. – Booth 211

165 E. Wildmere Ave.
Longwood, FL 32750
P: (407) 331-0077 / F: (407) 331-1141
www.audina.net

Audina® Hearing Instruments, Inc. is featuring **INTELLIO®**, the most intelligent hearing instrument available today highlighting the exclusive *IntelliScan* which scans the environment and automatically adjusts to several different listening situations. The 16-channel custom instrument offers *EnviroScan*, which works in harmony with *IntelliScan* to enhance

your patient's listening experience and provides improved comfort. The Mirror Image Phasing feature provides innovative entrainment management with leading edge adaptation speed and up to 30dB of added stable gain without distortion to the signal path. There is a renewed interest across the hearing industry around smaller CIC instruments; most Audina product lines offer a small CIC option. Stop by Audina's booth #211 for a complete demonstration of the INTELLIO – the *Smart* instrument and their complete product line including smaller CIC styles. Reach us at 800.223.7700 or 407.331.0077, or visit us on the web at www.audina.net.

Audiocare – Booth 116

3455 Camino Del Rio South
San Diego, CA 92108
P: (800) 974-4100 / F: (619) 281-4800
www.audiocareinc.com

AudioCare is a family-owned retail hearing aid marketing firm which was started in February 1994. The four family members, Roy, Ron, Jon and Jordan Bain, along with AudioCare's marketing consultants, Brad Barfield and Lisa Kisse, have a combined total of 130 years' experience in the hearing aid profession. Each member of the AudioCare team understands that their success is directly commensurate with the services they provide for the hearing aid dispenser. With our in-house design team and multi-media approach, the dispenser or dispensing audiologist can expect and will receive high-quality effort, backed by integrity from every member of the AudioCare team.

Audioscan – Booth 308

41 Byron Ave.
Dorchester, ON N0L 1G0
CANADA
P: (519) 268-3313 / F: (519) 268-3256
www.audioscan.com

Visit the Audioscan® booth and be introduced to the new Axiom(tm) hearing instrument fitting system. **Captivate** your patients with Axiom's modern design and exclusive Speechmap® display. **Educate** your patients by revealing their residual auditory area. **Motivate** your patients using our unique Audibar(tm) display revealing before-and-after amplification results. Axiom's simple process makes you and your patient a team with a common fitting goal — audibility that is comfortable.

Battery Easy Products, Inc. – **NEW Exhibitor! - Booth 422**

2505 S. 17th St., Ste 100
Wilmington, NC 28401
P: 1 (888) 98E-ZBAT / F: (910) 792-6776

Battery Easy is an easy way to change your hearing aid battery. With this unique tool you can take out the spent battery and insert the new one in a matter of seconds. Avoid fumble fingers! Visit us at booth 422 during the IHS Convention, or give us a call at 1-888-98E-ZBAT (983-9228) to find out more!

Beltone Electronics – **SPONSOR - Booth 220/222**

2601 Patriot Blvd.
Glenview, IL 60026
P: (800) 621-1275 or (847) 832-3300 / F: (847) 832-3668
www.beltone.com

Beltone recently announced the introduction of the *Beltone True*™, a new generation of virtually invisible hearing instruments that wirelessly receive sound directly from TV, cell/home phone, stereo, PC and iPod, via an a 2.4 GHz signal without an audible delay. Unlike other wireless hearing instrument products, the *Beltone True*™ does not require the user to wear cumbersome “relay” devices around their neck. A remote control offers users the ability to independently adjust each hearing instrument's volume and sound quality. Beltone *True*'s innovative benefits include: **Feedback Eraser** – Automatically eliminates the uncomfortable and embarrassing feedback. **Spatial Directionality** – Furnishes unparalleled speech understanding in noisy environments. **Nano-Block Coating** – Industry's best moisture protection. Visit Beltone at booth #220-222 to learn more about this new, innovative hearing instrument.

Blueprint Solutions – **NEW Exhibitor! - Booth 227**

7625 Golden Triangle Dr., Ste. G
Eden Prairie, MN 55344
P: (952) 947-6090 or (877) 686-8410
www.blueprintsolutions.us

With the Blueprint Office Management System (OMS), running your practice has never been easier! Internet-based and designed for hearing health practices, Blueprint OMS takes care of your scheduling, patient data, invoicing, hearing aid database and more. Blueprint OMS has the industry's most efficient real time integration with QuickBooks. Its extensive reporting makes it easy to manage your business, while its powerful marketing module keeps you connected with your patients. Blueprint OMS is clinic management made easy. Come see for yourself at booth 227, call 1-877-686-8410 or visit www.blueprintsolutions.us for more information.

CareCredit – Booth 121

2995 Red Hill Ave., Ste. 100
Costa Mesa, CA 92626
P: (800) 300-3046 x4519 / F: (866) 874-4093
www.carecredit.com

Hearing professionals attending the IHS Convention and Expo can enroll FREE with CareCredit while at the show. Visit CareCredit at booth #121. Cost is the primary reason patients don't purchase hearing aids. And current economic conditions are causing even more patients to delay or decline moving forward with hearing aid purchases. With CareCredit, practices can make it easier for patients to purchase the hearing aids they need by offering a convenient payment option that fits their lifestyle and budget. CareCredit is easy to use and the practice receives payment in two business days. CareCredit, a part of GE Capital, is at work in more than 130,000 practices. For more information on the CareCredit program or to enroll, call 800-300-3046, ext. 4519 or go to www.carecredit.com.

Cochlear Americas – Booth 117

13059 E. Peakview Ave.
Centennial, CO 80111
P: (303) 524-7169 / F: (303) 524-7169
www.cochlear.com

Cochlear™ is the leader in implantable hearing solutions. Cochlear Nucleus® 5 is the newest, most advanced cochlear implant for treating severe-to-profound sensorineural hearing loss. Baha® BP100 Sound Processor is the industry's first programmable bone conduction hearing solution for treating conductive and mixed hearing loss, and single-sided sensorineural deafness. Find out more at booth 117, or visit www.cochlear.com.

Color Web Printers – **NEW Exhibitor! - Booth 410**

4700 Bowling St. SW
Cedar Rapids, IA 52404
P: (319) 265-6844 or (888) 265-1511 / F: (319) 368-8809
www.colorwebprinters.com

Color Web Printers is an award-winning commercial printer that can handle all your printing needs, including digital support, offset web printing, direct mailers, glossy and card stock publications, digital printing, and repositional notes. We have invested in technology and equipment that will prepare, print, package, mail and ship products to customers all over the United States. CWP is a division of a family-owned newspaper company in Iowa since 1883. We are successful because of our dedication to quality service and cost effective printing with quick turnaround times on all print projects. Our focus is building long term client relationships achieved by personalized attention to all our customer's needs. Visit our booth for print media questions and to view our print samples. Let our experienced sales team prove to you that we can be your "ONE STOP PRINT SHOP".

Costco Wholesale – Booth 327

845 Lake Drive
Issaquah, WA 98027
P: (425) 313-8787 / F: (425) 313-6500
www.costco.com

Costco Wholesale is a membership warehouse club, dedicated to bringing our members the highest quality goods and services at the best prices. Costco has over 330 hearing aid centers and growing. If you are a licensed hearing professional interested in building a career with Costco, please stop by booth #327 for information on career opportunities across the U.S.

Discovery Warranties & Repair – Booth 112

4318 Downtowner Loop N., Ste K
Mobile, AL 36609
P: (251) 342-1144 or (800) 525-7936 / F: (251) 342-2158
www.discoverywarranties.com

Discovery Warranties & Repair is the most comprehensive service warranty/repair program in the industry offering coverage on all makes and models of hearing aids. Discovery Warranties has three types of coverage - Full Comprehensive, Loss & Damage or Damage & Component Failure. Dispensers can offer all of these benefits to their clients at absolutely no expenses PLUS they receive a 20 % rebate on all warranties sold or renewed. All promotional and shipping materials are offered at no cost to the dispenser. Our Discovery Repair Lab has over 50 years of combined experience. We offer precise accurate repairs with careful attention to detail and timely turnaround. Discovery Warranties & Repair partners with dispensers to make the program work for them and their clients. Call our Customer Service today for help or information 800-525-7936. Look us up at www.discoverywarranties.com or www.discoveryrepair.com.

Ear Technology Corp. – Booth 315

PO Box 1017
Johnson City, TN 37605
P: (423) 928-9060 / F: (423) 928-1424
www.eartech.com

Our hallmark is innovation: Dry & Store[®] in 1997, TransEar[®] in 2006, and now Klik[®], the revolutionary open-fit hearing instrument. Klik's cable-free programming will help you fit more patients in less time without sacrificing quality. Also, find out how you can effectively serve unilateral patients with the TransEar[®] bone conduction hearing aid. Meet the sleek new Global II and the low-cost Zephyr option, both featuring Dry & Store[®]'s world-renowned drying technology. We're Ear Technology. Helping people hear better, every day.™ Visit www.eartech.com or call 1-800-327-8547.

Frye Electronics, Inc. – Booth 123

9826 S.W. Tigard St.
PO Box 23391
Tigard, OR 97223-3391
P: (503) 620-2722 / F: (506) 639-0128
www.frye.com

Our 36th year exhibiting at the IHS show! Frye Electronics will be showing the FONIX FP35 Hearing Aid Analyzer and the FONIX FA-10 Hearing Evaluator, as well as the FONIX computer programs that are used with the analyzers. The FONIX FP35 has new software that allows you to test those digital hearing aids with all the new features like the test for frequency shifting hearing aids. The new printer is fast and quiet. Yes, it does have Visible Speech when the real ear option is added. We have also have the ACL (Acceptable Noise Level) test disk and the TEN disk available for sale. We will have HEARLab at the meeting if the FDA approves it in time. It measures the cortical response of infants and older people who cannot indicate what they hear. It is useful for thresholds and aided responses. Special discounts will be available at our booth – plus, you once again have a chance to win a Pendleton blanket - everyone loves those blankets! We are looking forward to seeing you - Sallie and George Frye.

GN Otometrics – **NEW Exhibitor! - Booth 213**

125 Commerce Drive
Schaumburg, IL 60173
P: (847) 534-6920 / F: (847) 534-2151
www.otometrics.com

Otometrics will be featuring the OTOsuite Universe, including Audiometry with the Madsen Astera, Immittance with the Madsen OTOflex 100, and Speech Mapping with the Aurical Visible Speech. The Itera II audiometer and OTOcam 300 video otoscope will also be shown. Learn more about Using Probe Microphone Measures and Hearing Instrument Test Box System from Wendy Switalski, Au.D. during convention Seminar #1 on Thursday, September 30th from 8 a.m. to 10 a.m.

Hal-Hen Company – Booth 312

180 Atlantic Avenue
Garden City Park, NY 11040
P: (718) 360-1132 / F: (516) 739-5248
www.halhenpro.com

Please visit Hal-Hen for a demonstration of our Video Otoscopy systems including the EarView™, the Versatile Video Otoscopy System. EarView™ combines cerumen management, examination and documentation of the ear canal, and accurate otoblock placement in one lightweight portable package. Many additional new products will be presented. We offer over 4,000 items for hearing healthcare, including: assistive listening devices from Bellman, Clarity, Comfort Audio, Hamilton Captel, Williams Sound, FM systems, Bluetooth/loop systems, impression materials, batteries, diagnostic equipment, earlites, earmold supplies, tools, cerumen management, and much more. Our improved over-the-counter product display offers patients the opportunity to examine all of our major products in one organized display. Hal-Hen products are available on-line 24/7 at www.halhenpro.com, sign up today and receive a special discount for your first order!

Hansaton Acoustics – Booth 416

15650 36th Ave. N.
Ste 110
Plymouth, MN 55446
P: (763) 331-3783 / F: (763) 331-3799
www.hansaton-usa.com

Hansaton (“hanz-a-tone”) is a family owned company headquartered in Hamburg, Germany. We pride ourselves on integrity and long-term relationships built with partners representing over 70 countries. Hansaton is world class German innovation, which we are proud to introduce to the US market. There are no compromises in technology or fitting solutions. The features and benefits in Hansaton products are among the most advanced in the industry. The Hansaton product line features a complete fitting range from mild to severe hearing loss, in custom, BTE, open fit, and RIC products. Hansaton BTE housings have received international design awards for innovation and creativity. Hansaton’s exclusive AQ Rechargeable hearing system resolves the issues that have plagued other rechargeable systems. No physical connection to the hearing instrument. No risk of overcharging. No hassles. No unwelcome surprises.

HATIS (Hearing Aid Telephone Interconnect Systems) - **NEW Exhibitor! – Booth 417**

7447 Douglas Blvd, Ste. 105
Douglasville, GA 30135
P: (770) 947-6362 / F: (770) 947-1909
www.hatishearing.com

HATIS is the most advanced Assistive Communications Technology (ACT) available. Considered “the missing link” in clear telecommunications, HATIS’ patented induction coupler transmits the strongest electromagnetic waves to your T-coil-equipped hearing aid to provide you with unsurpassed clarity and sound quality. Check out HATIS at booth 417 to learn more!

The Hearing Journal – Booth 401

Two Commerce Square
2001 Market Street
Philadelphia, PA 19103
P: (215) 521-8300 / F: (215) 521-8477
www.lww.com

Visit The Hearing Journal, the #1 publication in the hearing industry, and sign up for The Ear Hears, our free e-newsletter. Learn about our exciting new blog, The Hearing Post, and our Online Directory. You'll also find outstanding books in hearing healthcare published by Lippincott Williams & Wilkins, a Wolters Kluwer Health Company. Visit us in booth 401.

The Hearing Review – Booth 208

7101 College Blvd, Suite 400
Overland Park, KS 66210
P: (913) 894-6923 x677 / F: (913) 894-6932
www.thisisAMG.com

The Hearing Review is the leading, monthly trade magazine for the hearing healthcare industry, providing concise, timely, and accurate information to 21,000 audiologists, hearing instrument specialists, medical professionals, and others allied to the field. The magazine focuses on the practical aspects of hearing instrument testing and fitting, new technology, marketing, education, patient counseling, industry events, and trends in hearing healthcare. It is designed with the busy hearing care professional in mind, with a commitment to balanced and fair multidisciplinary editorial coverage.

HearUSA, Inc. – Booth 115

1250 Northpoint Parkway
West Palm Beach, FL 33407
P: (800) 323-3277 / F: (888) 888-0009
www.hearusa.com

Join the Hearing Care Network, and be part of a dynamic team that seeks to expand awareness of hearing loss, raise the standard of practice, and provide responsive consumer care. We're contracted with hundreds of third party payers, benefit sponsors and health plans to provide quality hearing care services and products. We'll market your practice to millions of members – join today and see your caseload grow! Board Certified Hearing Aid Specialists welcome. **You'll be in good company.** HearUSA is the only hearing network that has earned independent accreditation as a Health Network. We are accredited by [URAC](http://www.urac.com), an independent, nonprofit organization and a leader in promoting health care quality through accreditation and certification programs. HearUSA is the only hearing care program endorsed by AARP.

HIMSA – Booth 210

2600 Eagan Woods Dr.
Ste. 460
Eagan, MN 55121
P: (651) 644-2921 x111 / F: (651) 644-3046
www.himsa.com

Hearing Instrument Manufacturers' Software Association (HIMSA) was founded in 1993 with the objective of developing NOAH – one standard for integrated hearing care software. HIMSA operates much like a consortium – all suppliers who provide NOAH products have a significant say in how the standard evolves. Today, HIMSA has nearly 90 member companies. NOAH software is available in over 20 country versions, and over 30,000 copies have been sold worldwide. Over 70 percent of hearing professionals in the US and Europe are NOAH users. In 2002, HIMSA released NOAHlink, an interface for programming hearing instruments. Over 38000 NOAHlink units have been sold.

International Hearing Society – Booth 219

16880 Middlebelt Road, Ste. 4

Livonia, MI 48154

P: (734) 522-7200 / F: (734) 522-0200

www.ihsinfo.org

Established in 1951, the International Hearing Society (IHS) is the premier membership association dedicated to the continued success of hearing healthcare professionals worldwide. Visit the IHS booth for an overview of our current initiatives in the areas of membership, education, the annual convention and the IHS Advocacy Alliance. Share your thoughts about your convention experience, your career track and our industry – we want to hear from you! The IHS booth is also the home of our Silent Auction, where attendees have the chance to find great deals on professional and personal treasures. Stop by, chat and of course – bid high and often!

Maico Diagnostics – Booth 209

7625 Golden Triangle Dr., Ste. F

Eden Prairie, MN 55344

P: (952) 278-4423 / F: (952) 903-4100

www.maico-diagnostics.com

Marcon Hearing Instruments, Inc. – Booth 206

32 - 10th Avenue South

Crestland Bldg., Ste. 102

Hopkins, MN 55343

P: (952) 938-5020 / F: (952) 930-0931

www.marconhearing.com

Marcon Hearing Instruments is the industry's original buying group. The company was founded in 1977 by dozens of health care professionals who were interested in separating themselves from their competition. Today, Marcon buys hearing aids from all of the Big Six and a half dozen other manufacturers, provides single source billing which frees your staff from reconciling several statements, and has exclusive territories so no one else can advertise Marcon. You can join for no cost as an associate member or buy stock in the company, have a say in how it's run, and be rewarded by sharing in the companies profits at year's end.

Max S. Chartrand, Ph.D., the Platinum Practice Builder – Booth 409/411

P.O. Box 706

Rye, CO 81019

Wichita, KS 67214

P: (719) 676-2295

Max Stanley Chartrand, Ph.D., the Platinum Practice Builder, will be launching three new books at his exhibit, the long-awaited *Video Otoscopy: A Quantitative View* and its accompanying *Color Atlas of Video Otoscopy Biomarker Assessment*, the *Basic Training Manual for Successful Hearing Aid Dispensing, 3rd Edition*, and *Front Desk Marketing*, a powerful new book especially intended for receptionists and others who take appointments for your office. *Video Otoscopy* mini-presentations will be offered by Dr. Chartrand at the exhibit throughout Friday and Saturday, where attendees will enjoy the latest techniques in video otoscopy biomarker assessments. A free stand-alone *Color Atlas* (\$19.95 value) will be given away with every *Video Otoscopy* textbook purchased at the low price of \$44.95. Come learn how you can make your practice into a Platinum Practice, and become a leading force in hearing healthcare in your community!

MedRx, Inc. – SPONSOR - Booth 321/323

1200 Starkey Rd., #105

Largo, FL 33771

P: (727) 584-9600 / F: (727) 584-9602

www.medrx-usa.com

MedRx Inc. is the proven worldwide leader of PC-based clinical and diagnostic instrumentation for the hearing care industry. The MedRx staff welcomes all IHS attendees to visit our booth and discover the magic! The magic in audiological technology will consist of hands on demonstrations on the complete line of MedRx quality products. Featured will be the AVANT REM Speech Plus Real Ear, Live Speech Mapping System, The AVANT A2D Plus dual channel diagnostic audiometer with talk back mic and Quick SIN testing capability, the AVANT Stealth clinical audiometer with optional high frequency, the AVANT Motorized Polar Hearing Instrument Test Chamber, Portable Tympanometers that are light weight and user friendly, MedRx deluxe video otoscope systems and hearing instrument restoration systems. MedRx is offering convention Specials on all products to attendees that would like to **OWN THE MAGIC**.

Micropower Battery Company – Booth 225

80 NE 13 Street
Miami, FL 33132
P: (305) 371-9200 / F: (305) 371-9400
www.microbattery.com

We are one of the largest hearing aid battery distributors in the world. In business since 1989, we offer all brands: Rayovac, Powerone, Zenipower, Duracell, Energizer, Renata, Panasonic, Sony and iCellTech, at very competitive prices. Our most popular battery program is the customized, imprinted (front/rear) cards with our Professional brand, available in 4, 6 or 8 packs. Imprinted cards can be ordered in as few as 12 cartons. Private label packaging is also available for larger clients. For more information or to place an order, contact Debbie Barbour at tel. 800-295-1556, fax. 800-650-0128, email db@microbattery.com Our headquarters contact info is tel. 800-680-2355, fax 305-371-9400. email: help@microbattery.com. Stop by and visit us at booth 225!

Microsonic, Inc. – Booth 107

2960 Duss Ave.
Ambridge, PA 15003
P: (877) 376-7139 / F: (724) 266-6309
www.microsonic-inc.com

Microsonic will be showing an extensive variety of custom earmolds, including the extremely popular OPEN-FIT styles, along with its wide assortment of patient accessories and supplies for the hearing aid office. Additionally, specialists can talk with us in our booth about such topics as proper ear impression techniques and demo several impression materials. Microsonic is also an active promoter of Hearing Conservation and will be showcasing a wide range of products to help our customers protect their precious hearing. Please visit us at Booth #107.

MicroTech – Booth 311

6425 Flying Cloud Dr.
Eden Prairie, MN 55344
P: (800) 745-4327
www.microtechhearingpro.com

MicroTech™ will feature two exciting new products at IHS: Axio™ ST, featuring SpeechTrax, a new noise management and speech preservation system so fast it reduces noise between syllables, and HearLens™, the only invisible-in-the-canal hearing aid powered by Axio ST technology. Founded in 1986, MicroTech is a hearing aid manufacturer based in Eden Prairie, Minn. The company is designed to personally know customers' goals and market needs and is committed to serving its customers better than anyone else. Visit Booth 311 at IHS or www.microtechhearingpro.com for more information.

Mid-States Labs – Booth 408

600 N. St. Francis
Wichita, KS 67214
P: (800) 247-3669 / F: (316) 262-7724
www.mid-stateslabs.com

At Mid-States Laboratories, we are celebrating our 60th anniversary! We offer a wide range of products like: Exclusive Nasa based Audtex / Apollo (softens with the warmth of the ear); Open fit receiver (thin tube fitting wide range of options to choose from); Yellow Stuff IV, our newest blend of impression material; Sound Plugs Ear defenders or our favorite

Hocks with filter; Musician plugs recessed into the molds (another great choice for sound protection); Swim protection with recessed handle and any color swirls you like; Modular molds for i-Pod , cell phones or Blue Tooth systems; Invisible molds in almost any material; Communication Molds for TV anchors, pilots or race car drivers; Multitude of other type of earmolds, supplies and impression material. Give us the opportunity to serve you! Call us at 1-800-247-3669, ask for Woody or Justin to receive a free comp mold.

Miracell, Inc. – Booth 214

921 N. 1430 W.

Orem, UT 84057

P: (801) 434-8165 / F: (801) 221-0446

www.miracell.com

ProEar™ by MiraCell helps reduce the possibility of discomfort from wearing hearing aids caused by unhealthy ears. Its combination of safe botanicals help comfort irritated, itching ears. Many hearing and ear specialists use ProEar™ in their practices to soften earwax for easy removal because it reduces damage to the keratin layer of tissue in ear canals. So many patient complaints are a result of dry and stressed ears, ears not healthy enough to be comfortable wearing hearing aids. ProEar™ helps restore health to the ear canal which reduces costly credit returns, remakes and patient complaints.

Miracle-Ear – Booth 317

5000 Cheshire Pky N

Plymouth, MN 55446

P: (763) 268-4124 / F: (800) 234-0980

www.miracle-ear.com

As the largest retailer of hearing aids in the United States, Miracle-Ear has been helping people “Listen to Life” for more than 50 years and has become the most recognized brand in the industry. Miracle-Ear offers a full line of digital hearing instruments, along with an unmatched system of service and support. With more than 1000 locations – many in Sears – Miracle-Ear is continually recruiting employees as well as offering franchise opportunities nationwide.

NBC-HIS – Booth 216

16880 Middlebelt Rd., Ste. 3

Livonia, MI 48154

P: (734) 522-2900

www.nbc-his.com

The National Board for Certification is an independent, non-profit, credentialing organization. It is the only board certification program in the hearing healthcare industry accredited by the National Commission for Certifying Agencies (NCCA). The NBC-HIS Board Certification Exam is available during the IHS convention in Orlando, on Wednesday, September 29, 2010 at 2:00 p.m. Participants must pre-register by September 27, 2010. The exam will also be available in 2011 at the IHS convention in Boston. Drop by booth #216 for information, giveaways and NBC merchandise.

Neurotone, Inc. – Booth 325

2317 Broadway, #250

Redwood City, CA 94063

P: (650) 241-0066

www.neurotone.com

Neurotone, Inc. presents LACE - Listening And Communication Enhancement. Conceived by leading audiologists at the University of California at San Francisco and implemented by Silicon Valley software veterans, LACE® listening software retrains the brain to comprehend speech up to 40% better in difficult listening situations. Other components include rapid thought processing, auditory memory, use of language skills, and interactive strategies. Just as physical therapy can help rebuild muscles and adjust movements to compensate for physical weakness or injury, LACE will help patients develop skills and strategies to deal with situations when hearing is inadequate. In addition to the many therapeutic benefits for the patient, LACE has proven very effective for the hearing professional in reducing returns and increasing patient satisfaction. LACE is available on CD-ROM for computer users and the new LACE 4 also includes a companion DVD version to provide access to LACE training for patients without computers.

NuEar – Booth 111

9444 Waples Street, Suite 405
San Diego, CA 92121
P: (800) 626-8327
www.Nuear.com

NuEar™ is highlighting exciting new products at IHS, including Imagine™ VS, featuring Vivid Speech, a new noise management and speech preservation system so fast it reduces noise between syllables, and Miniscopic™, the first invisible-in-the-canal hearing aid available. NuEar, an American-owned company based in San Diego, California, is a leader in digital hearing instruments. Distributing products through a network of exclusive, authorized dispensers, the company focuses on delivering digital technology to enhance the active lifestyles of hearing impaired patients. Visit Booth 111 at IHS to learn more about NuEar.

Oaktree Products – **NEW Exhibitor! - Booth 414**

716 Crown Industrial Ct.
Saint Louis, MO 63005
P: (636) 530-1664 / F: (636) 449-4410
www.oaktreeproducts.com

Oaktree Products, Inc. is a leading multi-line distributor of audiology and hearing instrument supplies, accessories and equipment. Located in St. Louis, Missouri, Oaktree currently provides over 3600 items to audiologists, hearing instrument specialists, and other professionals worldwide. In addition, Oaktree Products serves as a resource to the hearing industry and to hearing health care professionals, providing education, training, and general information in a variety of areas including infection control, hearing assistance technology, and cerumen management. Oaktree remains committed to providing the highest level of customer service with the necessary technical information to enable customers to make informed decisions.

Oticon, Inc. – **SPONSOR – Booth 301**

29 Schoolhouse Rd., Box 6724
Somerset, NJ 08873-6724
P: (732) 560-1220 / F: (732) 748-2011
www.oticonusa.com

Oticon, Inc. introduces Agil, a second generation wireless hearing instrument specifically designed to help preserve natural characteristics of speech while enriching sound quality. Features include excellent speech understanding in noise; significant reduction in cognitive efforts needed to understand speech; improved audio through wireless technology for open fittings; enhanced 3-D listening; new audiological concepts: Speech Guard, Spatial Sound 2.0, Connect(+); new RISE II processing platform with twice the calculation power of RISE; highly flexible RITE speaker solution in three speaker power levels, covering mild to severe losses with the same instrument.

Otovation, LLC – **NEW Exhibitor! - Booth 114**

1001 W. Ninth Ave., Ste A
King of Prussia, PA 19406
P: (610) 768-9300 / F: (610) 992-2316
www.otovation.com

OTOVATION designs and manufactures audiometers which are benchmarks for truly portable and affordable computer-based hearing testing. Our **Symphony**® software platform and the patented, wireless **OTOPod**® diagnostic audiometer is a proven accurate and efficient testing system. **OTOPod M1** features computer-controlled air conduction, bone conduction and pre-recorded speech testing. The unique **OTOPod M2** is the world's only integrated audiometer and hearing instrument programmer. Look to OTOVATION for labor saving features such as customized automated test protocols and word lists, automatic contralateral masking, multiple headset choices, NOAH3 certification, and compact, easy-to-transport size. Symphony v1.3 now includes expanded speech testing functionality, TrackWizard™ word list editing features, and audiogram management utilities. For more information visit our website, www.OTOVATION.com or contact Mark Exley, Vice-President - Sales & Business Development, at 1-866-OTOVATION or info@OTOVATION.com.

Panasonic Corporation of NA – **NEW Exhibitor! - Booth 403**

One Panasonic Way, 1H-6

Secaucus, NJ 07094

P: (201) 392-4942 or (888) 422-6309

www.panasonic.com/hearing

Panasonic Digital Hearing Instruments are now available in the US market. Known as one of the leaders in the Consumer Electronics Industry, Panasonic Hearing Instruments deliver the same high-quality, reliability, and innovation that customers have grown to appreciate from their audio products. Panasonic manufactures their digital signal processors and have developed a unique algorithm to enable precise sound reproduction. The line-up includes three types of Hearing Instruments. The 4 Series RIC is the smallest of the line-up, it is stylish with a waveform design that fits discreetly behind the ear. The 2 Series is a Standard BTE and the JZ Series is a new style hearing instrument that resembles the style of an MP3 player. The JZ Series features an LCD display screen and a stereo binaural headset (earphone with microphones). The JZ Series was created for increased usability and designed to be comfortable for long hours of wear. For more information on Panasonic hearing instruments visit us at booth 403, and check out our website, www.panasonic.com/hearing.

Persona Medical – Booth 413

170 N. Cypress Way

Casselberry, FL 32766

P: (407) 339-2422 / F: (407) 339-1257

www.personamedical.com

PERSONA MEDICAL: FORTY PLUS YEARS OF INDUSTRY EXPERIENCE. Persona is the oldest custom manufacturer in the United States, and one of the largest high end independent hearing aid laboratories. Over four decades of experience has helped us to remain on the cutting edge with advanced innovations yet to be developed by any other company. From SpeechPro, the World's first automated real ear fitting system, to the World's first wireless programming system – FreeLink, Persona provides a quality product supported by professional staff. We have enhanced customer service and custom marketing for all clients, along with the newest technology and the most advanced products. From our state of the art digital shell lab to our full service earmold lab, you can rest assured that your order will receive special attention. By choosing Persona, you will benefit from the exceptional service, personal touch, convenience and support that we can offer you and your clients.

Phonak, Inc. – **SPONSOR – Booth 101**

4520 Weaver Parkway

Warrenville, IL 60555-3927

P: (630) 821-5112 / F: (630) 393-7400

www.phonak.com

Life is on. We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes. Interact freely. Communicate with confidence. Live without limit. Life is on.

Precision Labs, Inc. – Booth 419

830 Sunshine Ln.

Altamonte Springs, FL 32714

P: (407) 774-8022 or (800) 327-4792 / F: (407) 774-8133

www.Precisionweb.com

ReSound – **SPONSOR - Booth 106/108**

8001 E. Bloomington Fwy

Bloomington, MN 55420

P: (952) 769-8402 / F: (952) 769-8402

www.gnresound.com

ReSound will be exhibiting newly released hearing aid Alera™ and its Unite™ wireless accessories. Alera™ is the industry's first truly wireless hearing aid and the only hearing device to receive sound directly from TVs, stereos, cell phones and computers. For the first time, the patient can receive sound directly from electronic devices without cables, wires or the need to wear uncomfortable accessories. ReSound will have a demo station at the IHS booth where attendees can experience Alera™ first-hand.

Rexton – Booth 421

10 Constitution Avenue
Piscataway, NJ 08854
P: (732) 529-3643 / F: (732) 562-6640
www.rexton-online.com

Rexton has a history of developing innovative products that help you deliver the highest-quality hearing care to your patients. We've continued to listen to you, we understand your challenges, and we're more ready than ever to meet those challenges. Our newest products combine the hearing industry's latest, most advanced features with proven technologies you've come to depend on. By providing every-day benefits for wearers, these fine Rexton products will remind you how rewarding improving lives through better hearing can be. Visit Rexton at IHS Booth #421 to experience the Art of Good Hearing, and contact us at 800.876.1141, or www.rexton-online.com.

Rhino Marketing – Booth 110

333 S. Main Street
Benton, IL 62812
P: (760) 390-8495
horinebob@yahoo.com

Right Hear Network – Booth 100/102

777 Enterprise Blvd
Hewitt, TX 76643
P: (888) 784-3271 / F: (254) 857-3450
www.RightHearNetwork.com

Right Hear Network offers business solutions customized to complement your distinctive practice needs. A few benefits of Right Hear Network include proven marketing strategies, WOW! Invisible Hearing™, a 100% undetectable, extended-wear device, which will assist in breaking into the 80% of individuals currently not seeking amplification. Right Hear Network will also aid in your business analytics, giving you more time to focus on your patients. To learn more about how Right Hear Network can assist in differentiating your practice from your competitors while driving new patients through your doors, contact us at 888.RT.HEAR.1 (888.784.3271), or www.RightHearNetwork.com. Find the right solutions with Right Hear Network, located at booth 100/102.

Siemens Hearing Instruments – Booth 120/122

10 Constitution Avenue
Piscataway, NJ 08854
P: (732) 529-3643 / F: (732) 562-6640
www.siemens.com

How can we help people with hearing loss live better lives? Siemens has been answering that question with innovative technology for over 130 years. Our BestSound Technology™ is designed to give patients the best of two worlds: Better Hearing and Sound Comfort. SpeechFocus™ continuously analyzes the environment for the most favorable speech-to-noise ratio, and automatically selects the microphone configuration which offers the wearer the best speech intelligibility, regardless of what direction speech is coming from. FeedbackStopper™ achieves effective feedback suppression by combining the proven Acoustic Fingerprint Technology with a new Transient Frequency Shift, eliminating feedback before the wearer even notices it. SoundLearning® 2.0 is the most sophisticated learning algorithm on the market and the best at adapting to the wearer's individuality. Automatically steered by an intelligent acoustic situation detector, it lets the patient teach preferred gain, compression, and frequency shape independently for various acoustic situations.

Simplified Direct Marketing by FullTech Systems – **NEW Exhibitor! - Booth 405**

5525 Market St.
San Diego, CA 92114
P: (800) 535-MAIL (6235)
www.fulltech.net

For over 10 years the team at FullTech has been producing integrated, direct response programs for the hearing healthcare industry. Your practice can now take advantage of these Factory-Direct savings! FullTech offers hearing professionals a comprehensive direct marketing solution including: creative design, direct mail, list acquisition, print & mail production, and data analysis with complete measurability. Backed by a team of industry experts and senior marketing specialists, FullTech's approach provides hundreds of hearing professionals with state-of-the-art programs that optimize results and ROI. We stand alone in data accuracy by offering a unique model that combines a variety of list sources. It is our goal to provide value-added services and build sound direct marketing campaigns, unique and personal to each of our clients. As your direct marketing partner, FullTech is one of the best senior-focused, direct marketing companies offering simple, turnkey cross-media solutions and WHOLESALE DIRECT pricing.

Sona Hearing, LLC – **NEW Exhibitor! - Booth 109**

P.O. Box 2137
Naperville, IL 60567
P: (877) 821-5944
www.sonapro.com

Discover groundbreaking innovations that will simplify your life. You can choose and change the performance level of sona hearing instruments to easily meet the current and future needs of your clients. You can measure the real vent size right during fitting and increase the spontaneous user acceptance. You can count on permanent hearing instrument availability in your shop, without any risk and administrative overhead for you. For more information about our state-of-the-art hearing instruments and our revolutionary business solutions, please visit our booth, or our website www.sonapro.com, or call 877-821-5944. Simplifying your life starts now!

Sonic Innovations, Inc. – Booth 307/309

4246 S. Riverboat Rd, Ste. 300
Salt Lake City, UT 84123
P: (801) 312-1870 / F: (801) 312-1913
www.sonici.com

More than 1 million patients have chosen Sonic Innovations hearing instruments because of their exceptional sound. Our Touch™ product was awarded the 2009 International Consumer Electronics Show (CES) Best of Innovations Award in the Health and Wellness category and now that quality is amplified even more. The Endura Super Power BTE powers up a new level of amplification to give those with severe-to-profound hearing loss just the boost they need. Endura delivers not just high-level output, but high quality sound.

Starkey Laboratories, Inc. – Booth 201

6700 Washington Avenue South
Eden Prairie, MN 55344
P: (800) 328-8602
www.StarkeyPro.com

Starkey® Laboratories, Inc. will highlight S Series™ iQ, featuring Voice iQ, a new noise management and speech preservation system so fast it reduces noise between syllables. In addition, Starkey will showcase OtoLens™, the world's first invisible-in-the-canal hearing aid. Starkey is a global hearing technology company recognized for its innovative design, development, and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey employs more than 3,250 people, operates 22 facilities and conducts business in more than 100 markets worldwide. Visit Booth 201 at IHS or www.StarkeyPro.com to Experience More.

TIMS for Audiology – Booth 420

2407 Montana Ave.

Billings, MT 59101

P: (406) 255-9547 / F: (406) 255-9652

www.timsoftware.com/audiology

For audiology and hearing aid clinics, TIMS Software is the only NOAH®-certified audiology software system developed, marketed, and supported by an independent software company for audiologists and hearing aid dispensers. Used by audiologists around the world, TIMS Software consolidates scheduling, patient management, marketing, point of sale, clinical testing, electronic claims processing, hearing aid tracking and financial management via QuickBooks® Integration into one manageable system. Why TIMS? It's all about results ... we feature exclusive industry NOAH-certified interface; comprehensive inventory tracking; intelligent appointment scheduling; patient histories and diagnostic testing; electronic signature capture; robust reporting and marketing tools; electronic medical record (EMR) management; QuickBooks interface; simplified electronic claims; multi-site synchronization and secure data hosting. Explore even more of what TIMS can do for you ... www.timsoftware.com/audiology

Unitron – Booth 407

2300 Berkshire Lane N.

Plymouth, MN 55123

P: (763) 744-3300

www.unitron.com

Unitron™– Innovation for real life. At Unitron, we care deeply about people with hearing loss and work closely with hearing healthcare professionals to take the guess work away and simplify solutions. We focus on real-life, practical ways to make things better, simpler. We get to the heart of what matters and provide answers for every lifestyle. We put into practice ingenuity that makes a difference for real people, every day.

Westone Laboratories, Inc. – Booth 314

2235 Executive Circle

Colorado Springs, CO 80906

P: (719) 540-9333 or (800) 525-5071 / F: (719) 540-9183

www.westone.com

Please come visit us at the IHS show, booth #314. We have many exciting new products and accessories to show you including our newly reformulated Silicone Singles® and Pink Silicast® impression materials, new RIC earpieces and the ImpressEar™ impression gun. As always, our friendly and knowledgeable staff will be there to answer any questions you may have about our custom-fit earpieces, clinical supplies and other products and services. You can always visit us at www.Westone.com, or call 800.525.5071. See you at the show!

WhisperRoom, Inc. – **NEW Exhibitor! - Booth 415**

116 S. Sugar Hollow Rd

Morristown, TN 37813

P: (423) 585-5827 / F: (423) 585-5831

www.WhisperRoom.com

WhisperRoom™, Inc., the leader in sound isolation technology, manufactures portable, modular hearing test booths for the healthcare industry. WhisperRoom offers 20 sizes and two levels of sound isolation, a Standard (single wall) and an Enhanced (double wall). All models are upgradeable from a Standard to an Enhanced at any time. Sizes range from a modest 3.5' x 2.5' one-person unit to a room-size 8.5' x 15.5' unit. Included with all WhisperRooms are basic ventilation systems with a remote switch, a door window, Auralex® acoustic foam sheets, and an interior light. Also available are a variety of optional features such as audio jack panels, wall windows and caster plates. In most cases, WhisperRooms can ship within 48 hours of purchase and come with a 5-year manufacturer's warranty, the best in the industry. Educational discounts, monthly specials and GSA pricing are available. Reducing sound to a Whisper since 1990!
www.whisperroom.com

Widex Hearing Aid Co., Inc. – Booth 310

35-53 24th Street

Long Island City, NY 11106

P: (718) 360-1105 / F: (718) 482-1884

www.widexusa.com

Widex is one of the world's most respected manufacturers of hearing instruments. For the estimated 50 million Americans who suffer from **Tinnitus**, Widex presents **Mind440** hearing instruments. **Mind440** offers the Widex-only Zen feature, which has shown promise in the treatment of **Tinnitus**. **Mind440** also offers a 15-Channel High Definition Locator and the TruSound Compression System. Widex also presents the new **Mind220** series of hearing instruments which offer outstanding features like the Audibility Extender (frequency transposition) and more at a lower cost. Visit our booth for more information.

Wireless Hearing Solutions by inLOOP – **NEW Exhibitor! - Booth 104**

6460 Grand Haven Rd, Ste. A

Muskegon, MI 49441

P: (888) 224-4988 / F: (231) 798-4410

www.wirelesshs.com

Wireless Hearing Solutions ... completing the hearing aid experience. We are your looping headquarters! Stop by and see us at booth 104, we'll be raffling off a home/office loop kit and a discounted commercial installation for a house of worship or theater. Contact Scott Peyton at 888-224-4988 to find out more!