

BROUGHT TO YOU BY

THE Hearing Review



Walking guide to the 2012 AAA CONVENTION

Your “unofficial guide”
to the products and
services showcased at
the Boston Convention
& Exhibition Center,
March 28-31, 2012



The Now Effect

Visit the **Oticon Booth #1315** at **AudiologyNOW!** where you'll be the first to learn about new options for patients who demand ultimate discreetness in a hearing solution.

Theater

Today's consumers are changing. View a dynamic theater presentation to help keep you current with new trends in hearing care. Learn about new products, tools and support programs that can help you meet the needs of patients walking through your door.

The Now Effect

Student Lounge

Visit the Student Lounge on the second floor at the Oticon booth at Audiology NOW! where you can meet our staff and network with other students. There you will discover some of the exciting student programs that will give you the edge as you start your career.



Pediatrics

If you work with children from babies to teens, don't miss our interactive section at AAA. We'll be sharing our dedicated pediatric resources and support - for professionals to help children with hearing loss achieve their full potential. Visit www.making-it-easierUSA.com to find out more!



Government Services

Explore the range of products available to you that provide the optimal mix of features and technology to help your patients in even the most challenging situations. The benefits are: easy fittings, minimal follow up and satisfied patients. Our dedicated staff is here to answer any questions you may have.



Visit www.oticonaudiologynow2012.com for the latest AAA updates.

oticon
PEOPLE FIRST

contents

Editor's Message	3
2011 AAA Convention	
Schedule of Events	3
Hearing Aids ■■■	6-8
Hearing Aids	6
Cochlear Implants	8
Tinnitus and Sound Therapy Devices	8
Diagnostics/Testing ■■■	8-12
Diagnostic Devices and Services	8
Sound Booths and Enclosures	12
Exhibitor Listings (Alphabetical Order)	14
Exhibitor Listings (By Sections)	16
Accessories & Services ■■■	12-25
Accessories & Services	12
Dispensing Groups	20
Earmolds/Plugs/Tips/Dryers	22
Financing/Warranties/Insurance/Repairs	23
Management/Counseling Software	25
Publications	25
Assistive Devices/Phones ■■■	26-28
Batteries, Suppliers, Organizations, Education ■■■	28-29

editor's message

Welcome to the 2012 *Walking Guide to the AAA Convention*, brought to you by *Hearing Review Products* and *The Hearing Review*. Each year, the convention provides a forum for hearing care professionals to see the latest products, services, and technologies, and learn about the latest news and findings related to the industry.

HR and *HRP* makes it a little easier for convention attendees to get the information they seek by providing this guide, which includes a schedule of events, as well as a listing of exhibitors and a walking tour of the exhibit hall. Exhibitors are divided into five sections: Hearing Aids & Implants, Diagnostics, Accessories & Services, Assistive Devices, and Batteries & Components. If you're looking for booth information about a specific company, use the exhibitor listings on pages 14 & 16.

We hope to see you at the convention!

Schedule At A Glance

Preliminary schedule as of February 10, 2012. Please see AAA Convention Program and/or visit www.audiologynow.org for updated meeting times and locations. Note: 1) Dollar (\$) superscript denotes additional attendance fee; 2) A Dangerous Decibels Educator Training Workshop is offered on March 26-27.

WEDNESDAY, March 28

8:00am - 5:30pm	Academy Research Conference ⁵
8:30am - 4:45pm	Learning Labs Full-Day ⁵
8:30am - 12:15pm	Learning Labs Half-Day ⁵
12:00pm - 1:00pm	1st Time Attendee Orientation
1:00pm - 2:00pm	Learning Modules, Exhibitor Courses, Research Podiums
1:00pm - 4:45pm	Learning Labs Half-Day
2:30pm - 3:00pm	Learning Modules, Exhibitor Courses, Research Podiums
4:00pm - 4:45pm	SAA First-Time Attendee Orientation (Students Only)
4:00pm - 5:00pm	Learning Modules, Exhibitor Courses, Research Podiums
4:45pm - 6:00pm	SAA Mix & Mingle
5:00pm - 6:30pm	Open Houses
5:30pm - 7:30pm	AAA Foundation Happy Hour (Seaport - Lighthouse) ⁵
6:00pm - 7:30pm	Celebrate Audiology
7:30pm - 9:00pm	Cheers for Ears: SAA/AAA Foundation Benefit (ticketed event)

THURSDAY, March 29

7:00am - 8:30am	CAUDP Meeting
8:00am - 9:30am	Featured Sessions
10:00 - 11:30am	General Assembly
11:30am - 6:00pm	Audiology Solutions (Expo Hall)
12:00pm - 1:00pm	PhD Students Networking Lunch
12:00pm - 2:00pm	ABA Meet & Greet
12:00pm - 2:30pm	Student Educational Sessions
12:00pm - 2:45pm	Industry Updates
3:00pm - 4:00pm	Learning Modules, Exhibitor Courses, Research Podiums
3:00pm - 6:00pm	Featured Sessions
3:30pm - 5:30pm	SAA Annual Membership Meeting
4:30pm - 5:30pm	Learning Modules, Exhibitor Courses, Research Podiums
6:00pm - 8:00pm	Honors & Awards Banquet (Westin) ⁵
7:00pm - 9:00pm	PAC Event (Union Oyster House) ⁵
7:30pm - 8:30pm	International Reception (Westin)

FRIDAY, March 30

8:00am-9:30am	Featured Sessions
9:00am - 5:00pm	Audiology Solutions (Expo Hall)
9:30am - 11:00am	SAA Advocacy Summit
10:00am-11:30am	Featured Sessions
10:00am - 11:30am	Researcher/Clinician Collaboration Session
11:45am - 2:30pm	Industry Updates
12:00pm - 1:30pm	Student Research Forum
12:00pm - 1:30pm	Humanitarian Audiology
12:00pm - 2:30pm	Student Educational Sessions
2:00pm - 3:00pm	Learning Modules, Exhibitor Courses, Research Podiums
2:00pm - 5:00pm	Featured Sessions
3:15pm - 4:15pm	Learning Modules, Exhibitor Courses, Research Podiums
4:00pm - 5:00pm	Fourth Year Externship Panel
4:30pm - 5:30pm	Learning Modules, Exhibitor Courses, Research Podiums
5:30pm - 7:00pm	Clinical and Research Poster Reception
6:30pm - 9:00pm	Global Perspectives on CAPD Conference ⁵

SATURDAY, March 31

8:00am-9:30am	Featured Sessions
8:00am - 4:00pm	Global Perspectives on CAPD Conference ⁵
9:00am - 2:00pm	Audiology Solutions (Expo Hall)
10:00am-11:30am	Featured Sessions
11:30am - 2:00pm	Industry Updates
12:00pm - 1:00pm	Audiology Unplugged
12:00pm - 2:30pm	Student Educational Sessions
12:30pm - 1:30pm	Saturday Sweets Break on the Show Floor
1:00pm - 2:00pm	Academy Members Business Meeting
1:00pm - 4:00pm	DiscovEARy Zone
2:00pm - 3:30pm	Featured Sessions
4:00pm - 6:00pm	Trivia Bowl

Students, audiologists, and owners

The Member/Owners of Audigy Group invite you to explore a partnership with them to learn how you too can achieve your personal, professional, and financial goals.

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The AudiologyNOW! 2012 mobile site for smartphones and tablets is available now at **m.marketart.com/aaa12/**
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It's that something extra you get working with
—and being—an AudigyCertified™ practice.

Visit us at AudiologyNOW! 2012 booth 1447



Hearing Aids

audifon GmbH & Co KG

Booth No 1593

audifon is offering solutions for better hearing through German engineering and a dedication to quality. One of our highlights we present at AudiologyNOW! 2012 is elia pico, a high performance miniCIC. With its black color and deep fitting, elia pico disappears nearly completely in the ear canal. Visit our booth and learn more about elia pico and other highlights such as eox, via, or the audifon multistreamer. (800) 776-0222; www.audifon.com

Audina Hearing Instruments Inc

Booth No 1431

Audina® Hearing Instruments Inc is a privately owned American company offering a comprehensive line of hearing aids to accommodate all hearing loss needs. Most recently, Audina announced their new Cue® MRIC mini-BTE with the microphone and receiver in the canal, featuring Audina's exclusive SoftTouch® technology which allows the wearer to change memories with a gentle touch to the ear. The Cue MRIC offers 12 channels with an advanced feedback canceller and environmental recognition system. (800) 223-7700 or (407) 331-0077; audina.net



See our ad | p.26

Austar Hearing Science and Technology

Booth No 1597

As a professional hearing aid manufacturer at AudiologyNOW! in Boston, we will be displaying our BTE and ITE hearing aids, open-fit, RIC, instant-fit CIC, as well as FPKs, sound amplifier, wireless-hearing system, audiometer, programmer, and more to be presented at the convention. 001-86-592-5970056; www.austar-hearing.net

Bernaon LLC

Booth No 1007

Bernaon presents the addition of Chronos Nano RITE to the Chronos product family. Small and compact, the Chronos Nano RITE combines performance with style. Boasting Audio Efficiency™ technology comprising ChannelFree™ Signal Processing and the high performance Adaptive Feedback Canceller Plus, along with Bluetooth® connectivity and many acoustic options, the Chronos hearing solutions meet a wide variety of customer needs. (888) 941-4203; www.bernaon.com

Coselgi

Booth No 1089

Ear Technology Corp

Booth No 1059

Give your patients what they want, at a price they'll love, with the new Clik® EZ and EZd. You'll see that there's no need to sacrifice quality for price. While you're at it, check out the Dry & Store® locator. We can help Dry & Store fans find you! And for your patients with Single-Sided Deafness, give TransEar® a try. Our products have one goal—helping people hear better, every day. (800) 327-8547; www.eartech.com



See our ad | p.12

HANSATON USA

Booth No 1493

Hansaton is coming to AudiologyNOW! 2012 with our world-renowned AQ rechargeable in tow! The AQ is the smartest rechargeable on the market with its inductive charging and wireless programming. Combine those benefits with Bluetooth capability, 5-year warranties on our rechargeable batteries, and an aggressive pricing model. You will see why we are one of the fastest growing companies in the hearing aid industry. (800) 984-7432 or (763) 331-3780; www.hansaton-usa.com

Oticon Inc

Booth No 1315

Visit the Oticon booth (#1315) at AudiologyNOW! to learn about our holistic approach to more effective hearing care: "The Now Effect." Explore marketing and counseling tools that can help you better connect with new and existing patients—learn more about Oticon's comprehensive



portfolio of hearing solutions, where you'll be among the first to learn about our new options for patients who demand ultimate discretion in a hearing solution! (800) 526-3921; www.oticonusa.com

See our ad | p.2

Panasonic Corp

Booth No 1885

Panasonic's new R1-W Series RIC digital hearing instrument is designed for people with mild-to-severe hearing loss. Offering a compact size and curved shape, the device fits comfortably and discreetly behind the ear. The Hearing Hub allows users to wirelessly connect to Bluetooth®-compatible mobile phones, landlines, and Audio Transmitter, enabling sound to automatically transmit into the hearing device. (888) 422-6309; www.panasonic.com/hearing

Persona Medical

Booth No 1275

Phonak

Booth No 1337

Phonak, the worldwide leader in hearing technology innovation is pleased to announce the following new products: Lyric: The world's first and only 100% invisible, extended-wear hearing device now fits 73% of people. Essential Performance Level: The latest in the Phonak Spice+ Product Portfolio offering enhanced sound quality and outstanding first-fit acceptance. There is a Phonak for everyone. (800) 777-7333; www.phonak.com

ReSound

Booth No 1063

Visit the Innovation Station and meet ReSound's Global Audiology Team who will showcase and answer questions about ReSound's latest (and future) technology. Try ClearPath, ReSound's new iPad app that helps dispensers validate the purchase of hearing aids while showing patients how an investment in



ReSound's top level technology will deliver the ultimate listening experience for them. Learn about Vea, the new budget product that rounds out ReSound's already robust portfolio. (800) 248-4327; www.gnresound.com

See our ad | p.19

Rexton

Rexton has a history of developing innovative products that help you deliver 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 latest, most advanced features with proven technologies you've come to depend on. By providing everyday benefits for wearers, our products will remind you how rewarding improving lives through better hearing can be. (800) 876-1141; www.rexton.com

Booth No 1253

Sebotek Hearing Systems

Booth No 1879

Siemens Hearing Instruments Inc Booth No 1016/1501/1301

Come join Siemens in three booths, including our main booth #1016; our "lead-generation" booth #1301; and our Customs/Earmold booth #1501. Stop by to see and hear Siemens "exclusives" including: the exclusive and waterproof Aquaris™; the exclusive and rechargeable Pure® and Pure Carat™ RIC BTEs, and Motion® BTEs; the exclusive Bluetooth® SIG Best of CES double award-winning Siemens miniTek®. Plus, you can experience our exclusive new products that will change hearing forever. (800) 766-4500; www.usa.siemens.com/hearing



See our ad | p.21

Sona Hearing LLC

Sona Hearing offers the world's first upgradeable hearing devices, including the sona:vogue RIC technology. Learn more about our smart solutions including automatically replenished consignment stock, performance level upgrades, and combined approaches to make "first fit-first visit" a reality in your clinic. (877) 821-5944; www.sonapro.com

Booth No 1891

Sonic innovations

Meet the Flip, the new miniRIC from Sonic. Flip is delightfully compact—yet surprisingly full of the features users want most: outstanding speech clarity, simple operation, wireless connectivity, and a size that's stylishly discreet. All with the natural sound quality Sonic is known for. With three technology levels, the Flip miniRIC is a perfect addition to any practice. (888) 423-7834; www.sonici.com

Booth No 1731

Starkey Hearing Technologies

Don't miss the Starkey booth at AudiologyNow! You'll find a variety of exciting areas to explore including our full-size Concept Office, our latest innovative products including our newest wireless technology with new body styles, and our Pediatrics program. (800) 328-8602; www.StarkeyPro.com.

Booth No 1353

Unitron

At Unitron, hearing matters. Our commitment to the customer and the delivery of state-of-the-art technologies continues with the launch of our Pro premium hearing instruments. Featured at AudiologyNOW! and available for Quantum™ and Moxi™ product lines, Pro automatically delivers better speech understanding—even in the most challenging listening situations. Built on the Era™ platform, Pro represents another significant leap forward in delivering high-fidelity listening, the way nature intended. (800) 888-8882; www.unitron.com/us

Booth No 1760

VISIT US AT EXHIBIT #1379



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Widex USA Inc

Booth No **1373/1379/1573**



In addition to premier CLEAR & FUSION 440/330/220 models, DEX assistive devices, and more, Widex will present their new Super 440/220 hearing instruments which introduce RITE technology to the super-power segment for the first time. Widex SUPER offers a small compact housing, a convenient 675 battery for long battery life, and a choice of Power and Super Power receivers to provide flexible solutions and outstanding sound quality. (800) 221-0188; www.WidexPro.com

See our ad | p.7

Implants

Advanced Bionics Corp

Booth No **1531**

Cochlear Americas

Booth No **1841**

Envoy Medical

Booth No **1197**

Med-El Corp

Booth No **1507**

Since 1975, MED-EL has set new standards in hearing implant innovations, developing and manufacturing technologically advanced hearing solutions

for people with varying degrees of hearing loss. MED-EL hearing implant systems combine the latest scientific advances, engineering, and manufacturing techniques for performance, safety, and reliability. MED-EL offers the broadest portfolio of hearing implant systems, including the Maestro cochlear implant system and the Vibrant Soundbridge®. 888-MED-EL-CI (633-3524); www.medel.com

Oticon Medical

Booth No **1201**

Ototronix

Booth No **1090**

Sonitus Medical Inc

Booth No **1897**

Sophono Inc

Booth No **1697**

Tinnitus

Sound Oasis Company

Booth No **1906**

Sound Oasis is the world leader in sound therapy devices used to naturally and effectively manage tinnitus. We offer a full line of sound therapy systems with nature sounds and proprietary doctor developed music to help tinnitus patients sleep and get through their day. We offer stand alone units for home, travel units, and even patent-pending 8-hour download tracks for use on iPods and iPhones. (781) 631-5337; www.sound-oasis.com

Sound Therapy International

Booth No **1198**

Sound Therapy Synergy is a tool to help those hard to treat conditions such as tinnitus, hyperacusis, dizziness and Central Auditory Processing Disorder. By stimulating the ear mechanism and re-mapping the auditory pathways, Sound Therapy brings varying levels of relief to these conditions and often improves hearing aid compliance. Listeners report better hearing in a noisy room, better concentration, better balance, relief of dizziness and vertigo, and a general feeling that the brain is sharper and communication is easier. www.SoundTherapySYNERGY.com

SoundCure

Booth No **1796**

Diagnostics and Testing

Advanced Monitors Corp

Booth No **1066**

Aescu Technology Inc

Booth No **1095**

Amplivox

Booth No **1047**

Amplivox is the SMART choice in audiometric instrumentation. Our portable products are designed with state-of-the-art technology and most



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North American Headquarters
800.527.0719 www.sykessler.com

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Audioscan

Booth No 1401

How has Audioscan become the largest manufacturer of hearing instrument fitting systems in the USA? Long-term dedication to R&D coupled with a focus on ease of use and customer service. All Audioscan systems come with a 2-year warranty, free software updates, a dedicated local distributor, and 25 years of expertise in hearing instrument fitting systems. (800) 265-2093; www.audioscan.com

auditdata

Booth No 1295

BHS International Inc

Booth No 1078

Etymotic Research Inc

Booth No 1307/1313

Frye Electronics Inc

Booth No 1806

Frye Electronics will have on display the FONIX 8000 Hearing Aid Test System, the portable FP35 analyzer, the FA-10 Hearing Evaluator, and the various computer programs used with our instruments. We have made improvements to the instruments and to the programs used with them. It is also possible that we will be able to show another instrument that measures cortical responses if we get the approval from the FDA. (503) 620-2722 or (800) 547-8209; www.frye.com

GN Otometrics (see Otometrics)

Booth No 1072/1073

Grason-Stadler Inc (GSI)

Booth No 1331

GSI is featuring the Audera Featuring CE-Chirp®. CE-Chirp is a new broadband stimulus available on the GSI Audera. CE-Chirp optimizes the frequency spectrum so that the stimulus reaches all regions of the cochlea at approximately the same time. This results in ABR responses that are 1.5 to 2 times greater than with a traditional click stimulus, decreasing test time, improving waveform detection, and increasing clinical confidence. To learn more about CE-Chirp and GSI Audera, sign up in booth #1331 for a 30-minute educational session. (800) 700-4402; www.grason-stadler.com

HIMSA Inc

Booth No 1001

The Hearing Instrument Manufacturers' Software Association (HIMSA) was founded at the beginning of 1993 with the objective of developing, marketing and supporting Noah—one standard for integrated hearing care software. Today, nearly 100 companies support the Noah software standard. (800) 435-9246; www.himsa.com

Intelligent Hearing Systems

Booth No 1701

Intelligent Hearing Systems has dedicated over 25 years to developing and refining cost-effective methods for hearing evaluation. Our innovative integrated systems allow for screening and complete diagnostic testing using evoked potentials (EcochG, ABR, eABR, ASSR, MLR, P300), oto-acoustic emissions, and audiometry (IVRA) techniques. Visit us to discover how our ingenuity can make your testing easier. (800) 447-9783; www.ihsys.com

Interacoustics US

Booth No 1030

Interacoustics has been serving the hearing healthcare professional for over 40 years. Our products range from small portable devices to full clinical instruments and can be found all over the world. Creating the complete solution is our strength. Visit Booth #1030 for more on our specialized Solution Centers including: Pediatric; Portable; Balance/Vestibular;

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Inventis srl

Booth No 1649

Inventis srl is a young Italian company working in the Audiology and ENT diagnostic fields. The audiometers represent Inventis Audiology core line. Thanks to innovative features like speech material embedded in the internal flash memory, wide graphic color displays, and touch-screen technology, Inventis audiometers represent the state-of-the-art today. Delfino, a wireless video otoscope with Italian design (directly connectable to the computer), is the perfect companion of Inventis audiometers. +390498962844; www.inventis.it

JedMed

Booth No 1613

JEDMED is an employee-owned company that has been servicing the medical community for over 33 years. We have developed a wide range of products that benefit the users and patients. We provide portable and stationary video otoscopes, patient chairs, headlights, loupes, instruments, microscopes, and cerumen management equipment. (314) 845-3770; www.jedmed.com

MAICO Diagnostics

Booth No 1725

MAICO Diagnostics is celebrating 75 years of service to the hearing healthcare professional! Our hearing screening products are developed to be intuitive, portable, and light weight. On display at booth #1725: the popular EroScan Pro (handheld, OAE/Tymp), MB 11 (newborn hearing screener), and the new handheld easyTymp. (888) 941-4201; www.maico-diagnostics.com

MedRx Inc

Booth No 1208

MedRx Inc is a global developer and supplier of advanced PC-based clinical and diagnostic audiometric instrumentation. The company specializes in computerized audiometry, real-ear, live speech mapping, hearing aid testing, video otoscopy, and tympanometry. Stop by AAA Booth #1208



to experience the new AVANT REMsp™—a micro-instrumentation design that provides comprehensive REAL EAR/LSM verification and offers MedRx's unique Hearing Loss Simulator—a powerful 3rd party sales tool. (888) 392-1234; www.medrx-usa.com

See our ad | p.30

Micromedical Technologies Inc

Booth No 1207

Micromedical specializes in turnkey Balance Centers and Fall Prevention Instruments for the assessment & rehabilitation of balance disorder patients. Micromedical leads the industry by providing state-of-the-art equipment to clinicians whose patient populations include individuals with vestibular or neurological disorders, traumatic brain injury, or individuals who are pursuing balance enhancement. (800) 334-4154; www.micromedical.com

Mimosa Acoustics

Booth No 1012

Natus Medical Inc

Booth No 1101

Natus Medical Inc offers comprehensive solutions for hearing and balance assessment. Our Bio-logic and Natus brands of hearing diagnostic and screening products (Navigator Pro AEP, Scout / AuDX OAE, ABAer, ALGO)

continue to provide customers with the reliable performance demanded in this market. NeuroCom, the industry leader in balance solutions, offers a complete range of computerized systems for the assessment and treatment of acute and chronic balance and mobility disorders. (650) 802-0400; www.natus.com

Neuro Kinetics Inc Neurosoft Ltd

**Booth No 1194
Booth No 1396**

Otodynamics Ltd

Booth No 1719

Merging new technology to meet today's testing challenges with high-value, cost effective choices, Otodynamics offers the Otoport family of handheld OAE measurement. Uniquely designed to take advantage of a state-of-the-art platform with 4 firmware options, each model is customized to your individual OAE testing needs/flexibility. From newborn/pediatric/adult screening protocols to advanced clinical evaluations and serial ototoxic monitoring, the Otoport is the OAE system ready for now and the future. (800) 659-7776; www.otodynamics.com

Otometrics

Booth No 1072/1073

Otometrics takes another step into the future of fitting when the latest addition, the AURICAL HIT box, is released. The new AURICAL is a complete, modular fitting solution. Further, Otometrics showcases ICS Impulse, Video Head Impulse Testing (vHIT) device—an innovative addition to the premium balance portfolio. You can also see inside the booth our unique combo, the MADSEN Astera clinical audiometer and OTOflex middle-ear analyzer, that improves patient counseling with a touchscreen. Come to the booth and get exclusive demos and presentations. Get more info and sign up at Otometrics.com/AAA-2012. (800) 289-2150; www.otometrics.com

Otovation LLC

Booth No 1811

USA-based Otovation enters both the clinical audiometry field with the 2-channel OTOSphere® and the hearing aid test system market with the OTOPro® chamber. Unique HIT features include customized one-touch "Quick Start" testing, ISMADHA (ISTS) stimulus, and wireless programming. Portable OTOSphere is a software controlled audiometer with hearing aid programming capability. This state-of-the-art equipment allows you to economically dispense the most current hearing aid technology available in the market using eye-catching gear. 1-866-OTOVATION; www.OTOVATION.com

Prescott's Inc Synapsys Inc

**Booth No 1093
Booth No 1746**

Vivosonic Inc

Booth No 1038

Sign up for the Vivosonic Wave V Challenge! Don't miss out! Come see our new product releases. Simply Better!...Integrity™ System with non-sedated ABR, OAEs, non-invasive ECochG, and fully automated ASSR. Now with new Amplitrode®, OAE probe, and more. More Choices!...Aurix™ Newborn Hearing Screening System offers more choices to meet your clinical needs and budget. Maximize performance with specially designed circum-aural earphones. Minimize costs with insert earphones and low-cost ear tips. (877) 255-7685, x243 or (416) 231-9997, x243; www.vivosonic.com



See our ad | p.23

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Eckel Industries of Canada
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Booth No 1137
Booth No 1715
Booth No 1730
Booth No 1193

Booth No 1397

their current patients, but to those who are living with untreated hearing loss. (941) 320-6167; www.audbling.com

Australian Hearing
Bionix Medical Technologies
Centers for Medicare/Medicaid Services
Comaudi USA
Comfort Earx

Booth No 1276
Booth No 1068
Booth No 1779
Booth No 1777
Booth No 1006

EARtrak

EARtrak is a comprehensive survey process to measure the effectiveness of your hearing services. With EARtrak you will find out: 1) How satisfied your patients are with their hearing aids/devices; 2) What your patients think about you and your staff; 3) Which hearing aids/devices are giving best outcomes. With EARtrak you will discover how: 1) Your clinic compares to other clinics; 2) To verify the quality of your performance; 3) Your clinic can be even more successful. (011) +61-3-51740699; www.eartrak.com

Booth No 1850

Accessories and Services

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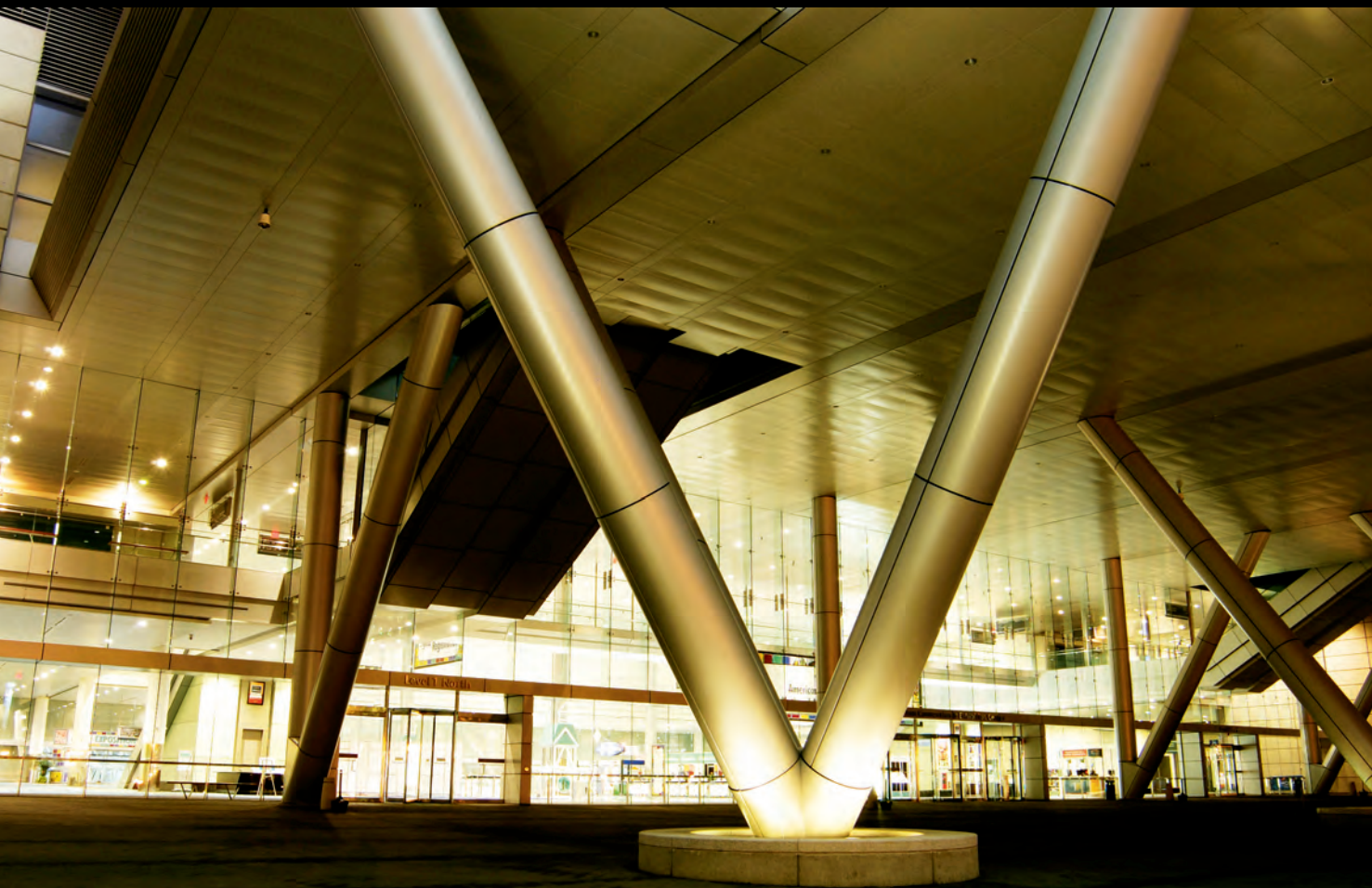
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Locations subject to change | Advertisers listed in BOLD

3M Auditory Systems.....	1446
3SHAPE A/S	1046
Academy of Doctors of Audiology	1351
Accumold.....	1946
Acoustic Systems/ETS-Lindgren.....	1137
Advance/Merion Matters	1812
Advanced Bionics Corp.....	1531
Advanced Monitors Corp.....	1066
Aescu Technology Inc.....	1095
AG Bell	1191
All American Hearing.....	1066
All American Mold Labs. Inc.....	1213
Allwell	1084
ALPS International.....	1950
American Hearing Aid Associates.....	1113
ASHA.....	1607
Ameristar Medical Billing.....	1376
Amplicom USA LLC	1062
Amplivox	1047
<i>See our Ad on p.29</i>	
Arizona School of Health Sciences	1195
Army Medical Recruiting.....	1291
audifon GmbH & Co.KG.....	1593
Audigy Group LLC.....	1447/1853
<i>See our Ad on p.4</i>	
Audina Hearing Instruments Inc.....	1431/MR9
<i>See our Ad on p.26</i>	
Audio Energy Inc.....	1053
Audioaid Supply Co Inc	1390
Audiopartner.....	1177
AudioScan.....	1401
auditdata/Real Ear.....	1295
AudStuff LLC/ AudBling.....	1793
Auricle Ink Publishers	1838
Austar Hearing Science and Tech	1597
Australian Hearing	1276
Beltone Electronics.....	1130
Bernafon LLC	1007
BHS International Inc.....	1078
Bionix Medical Technologies	1068
Blue Tree Publishing	1292
Blueprint Solutions	1788
CareCredit	1801
Centers for Medicare/Medicaid Serv.....	1779
ChaseHealthAdvance.....	1080
Children's Hospital Los Angeles	1892
ClearSounds Communications	1008
Cochlear Americas.....	1841
Comaudi USA	1777
Comfort Audio Inc.....	1893
Comfort Earx.....	1006
Contact Inc.....	1495
Conversor Limited	1146
Coselgi.....	1089
Costco Hearing Aid Center	1150
<i>See our Ad on p.27</i>	
CounselEAR	1392
Discovery Warranties & Repair	1743
Donaldson Company Inc.....	1111
Dreve-Otoplastik GmbH.....	1052
DST-Swiss AG	1050
Duracell	1498
Dynamic Ear Company.....	1789
Ear Q Group.....	1633/1873
Ear Technology Corp.....	1059
<i>See our Ad on p.12</i>	
EARtrak	1850
Eckel Industries of Canada.....	1715
Educated Patients.....	1840

Emtech Laboratories Inc	1647
ENT & Audiology News.....	1272
Envision TEC	1147
Envoy Medical.....	1197
EPIC Hearing Healthcare.....	1815
ESCO-Ear Service Corp	1513
Etymotic Research Inc.....	1307/1313
FrontRow	1099
Frye Electronics Inc.....	1806
G.R.A.S. Sound & Vibration.....	1173
GlaxoSmithKline.....	1886
Global Assistive Devices Inc.....	1876
GN Otometrics	1072/1073
Grason-Stadler (GSI).....	1331
Hal-Hen Company Inc.....	1748
Hamilton CapTel.....	1049
Hansaton Hearing Systems	1493
HARC Mercantile Ltd	1347
Harris Communications Inc.....	1000
<i>See our Ad on p.9</i>	
Health Enterprises	1094
Hear In America Hearing Plans.....	1097
Hear USA	1152
The Hearing Journal – LWW.....	1496
The Hearing Loop Group	
Hearing HealthCare News	1631
Hearing Healthcare Recruiters.....	1399
Hearing Loss Association of America	1175
Hearing Review/HR Products.....	1814
HIMSA Inc.....	1001
Humantechnik GmbH.....	1699
Ida Institute.....	1601
In'Tech Industries Inc.....	1393
Industrial Acoustics Co	1730
Insta-Mold Products Inc.....	1142
Integrated Surface Technologies.....	1790
Intelligent Hearing Systems.....	1701
Interacoustics US.....	1030
International Society of Audiology.....	1109
Intricon	1096
Inventis srl	1649
JedMed.....	1613
Kaiser Permanente	1249
Knowles Electronics Inc	1407
LANTOS Technologies Inc.....	MR14/1894
Lightspeed Technologies Inc.....	1807
Maico Diagnostics	1725
Marcon Hearing Instruments.....	1247
McKeon Products Inc.....	1689
Med-El Corporation.....	1507
MedRx Inc.....	1208
<i>See our Ad on p.30</i>	
Micromedical Technologies.....	1207
MicroPower Battery	1382
Microsonic Inc.....	1755
Mid-States Laboratories Inc	1651
Midwest Hearing Industries	1448
Mimosa Acoustics.....	1012
Miracell Inc	1773
Natus Medical Incorporated.....	1101
Neuro Kinetics Inc	1194
Neurosoft Ltd	1396
Newtronic International Co Ltd.....	1192
Noise Barriers.....	1193
NXP Semiconductors Belgium.....	1398
Oaktree Products Inc	1346
ON Semiconductor	1086/MR10-11
Oticon Medical.....	1201

Oticon Inc	1315
<i>See our Ad on p.2</i>	
Otodynamics Ltd	1719
Ototronix	1090
Otovation LLC	1811
P2i Limited.....	1781
Panasonic	1885
Pearson.....	1107
Perfect Seal Laboratories Inc.....	1386
Persona Medical.....	1275
Phonak	1337
Plural Publishing	1085
Precision Laboratories Inc	1713
<i>See our Ad on p.18</i>	
Prescott's Inc.....	1093
Rayovac Corporation	1243
ReSound	1063/MR20
<i>See our Ad on p.19</i>	
Rexton	1253
Right Hear Network.....	1797
Salus Univ-Osborne Coll of Audiol.....	1851
Sebotek Hearing Systems.....	1879
Shape Start Measurement Systems	1199
Siemens Hearing Instruments Inc.....	1016/1501/1301/1314
<i>See our Ad on p.21</i>	
SignaCare Hearing Alliance.....	1793
Simply Hearing Software Inc.....	1056
smart optics-Sensortechnik GmbH	1299
Sona Hearing LLC	1891
Sonic Alert Inc.....	1151
SONIC innovations	1731
Sonion	1042
Sonitus Medical Inc	1897
Sonus USA	1673
Sophonon Inc.....	1697
Sorenson Communications	1888
Sound Oasis Company	1906
Sound Therapy International	1198
SoundCure.....	1796
Soundlink, Co Ltd.....	1795
Starkey.....	1353
SureWay Marketing Services	1842
Sy Kessler Sales Inc	1709
<i>See our Ad on p.8</i>	
Sycle.net	1181/1187
<i>See our Ad on p.11</i>	
Synapsys Inc.....	1746
Thieme Medical Publishers.....	1350
TIMS for Audiology.....	1844
Tinnitus Practitioners Association.....	1297
Unitron	1760
The University of Texas Med Branch	1349
University of Florida.....	1741
UniVox.....	1878
Varta Microbattery Inc	1821
Vivosonic Inc	1038
<i>See our Ad on p.23</i>	
Warner Tech-care Products	1413
<i>See our Ad on p.25</i>	
Wells Fargo Health Advantage	1287
Westone Laboratories Inc	1230
WhisperRoom Inc	1397
Widex USA Inc	1373/1379
<i>See our Ad on p.7</i>	
ZeniPower Battery Co	1846

Amplivox



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Ear Technology Corp



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view our ad p.11 | Booth 1181/1187

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view our ad p.23 | Booth 1038

www.Vivosonic.com

MedRx Inc



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www.MedRx-usa.com

Warner Tech-care Products Inc



view our ad p.25 | Booth 1413

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Oticon Inc



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www.OticonAudiologyNow2012.com

Widex USA Inc



view our ad p.7 | Booth 1373/1379

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ACCESSORIES & SERVICES

Ameristar Medical Billing.....	1376
ALPS International.....	1950
Audioaid Supply Co Inc.....	1390
AudStuff LLC/AudBling.....	1793
Australian Hearing.....	1276
Bionix Medical Technologies.....	1068
Centers for Medicare/Medicaid Serv.....	1779
Comaudi USA.....	1777
Comfort Earx.....	1006
EARtrak.....	1850
Educated Patients.....	1840
GlaxoSmithKline.....	1886
Hal-Hen Company Inc.....	1748
Hearing Healthcare Recruiters.....	1399
Miracell Inc.....	1773
Newtronic International Co Ltd.....	1192
Oaktree Products Inc.....	1346
SignaCare Hearing Alliance.....	1793
Soundlink, Co Ltd.....	1795
SureWay Marketing Services.....	1842
Warner Tech-care Products.....	1413
<i>See our Ad on p.25</i>	

DISPENSING GROUPS

All American Hearing.....	1066
American Hearing Aid Associates.....	1113
Audigy Group LLC.....	1447/1853
<i>See our Ad on p.4</i>	
Beltone Electronics.....	1130
Costco Hearing Aid Center.....	1150
<i>See our Ad on p.27</i>	
Ear Q Group.....	1633/1873
EPIC Hearing Healthcare.....	1815
Hear In America Hearing Plans.....	1097
HearUSA.....	1152
Kaiser Permanente.....	1249
Marcon Hearing Instruments.....	1247
Right Hear Network.....	1797
Sonus USA.....	1673

EARMOLDS/PLUGS/TIPS/DRYERS

3M Auditory Systems.....	1446
All American Mold Labs. Inc.....	1213
Dreve-Otoplastik GmbH.....	1052
Dynamic Ear Company.....	1789
Ear Technology Corp.....	1059
<i>See our Ad on p.12</i>	
Emtech Laboratories Inc.....	1647
Etymotic Research Inc.....	1307/1313
Health Enterprises.....	1094
Insta-Mold Products Inc.....	1142
LANTOS Technologies Inc.....	MR14/1894
McKeon Products Inc.....	1689
Microsonic Inc.....	1755
Mid-States Laboratories Inc.....	1651
Perfect Seal Laboratories Inc.....	1386
Precision Laboratories Inc.....	1713
<i>See our Ad on p.18</i>	
Shape Start Measurement Systems.....	1199
Westone Laboratories Inc.....	1230

FINANCING/WARRANTIES/INSURANCE/REPAIRS

Allwell/Allegro Acceptance.....	1084
CareCredit LLC.....	1801
ChaseHealthAdvance.....	1080
Discovery Warranties & Repair.....	1743
ESCO (Ear Service Corp).....	1513
Midwest Hearing Industries.....	1448
Wells Fargo Health Advantage.....	1287

MANAGEMENT/COUNSELING SOFTWARE

Blueprint Solutions LLC.....	1788
CounselEAR.....	1392
Simply Hearing Software Inc.....	1056
Sycle.net.....	1181/1187
<i>See our Ad on p.11</i>	
TIMS for Audiology.....	1844

PUBLICATIONS

Advance/Merion Matters.....	1812
Blue Tree Publishing.....	1292
ENT & Audiology News.....	1272
The Hearing Journal - LWW.....	1496
Hearing HealthCare News.....	1631
Hearing Review/Hearing Review Products.....	1814
Pearson.....	1107
Plural Publishing.....	1085
Thieme Medical Publishers.....	1350
Auricle Ink Publishers.....	1838

ASSISTIVE DEVICES/PHONES

Amplicom USA LLC.....	1062
Audiopartner.....	1177
ClearSounds Communications.....	1008
Comfort Audio Inc.....	1893
Contacta Inc.....	1495
Conversor Limited.....	1146
FrontRow.....	1099
Global Assistive Devices Inc.....	1876
Hamilton CapTel.....	1049
HARC Mercantile LTD.....	1347
Harris Communications Inc.....	1000
<i>See our Ad on p.9</i>	
Humantechnik GmbH.....	1699
Lightspeed Technologies Inc.....	1807
Panasonic.....	1885
Sonic Alert Inc.....	1151
Sorenson Communications.....	1888
UniVox/Bo Edin AB.....	1878

BATTERIES

Audio Energy Inc.....	1053
Duracell.....	1498
MicroPower Battery.....	1382
Rayovac Corp.....	1243
Sy Kessler/Renata Batteries.....	1709
<i>See our Ad on p.8</i>	
Varta Microbattery Inc.....	1821
ZeniPower Battery Co.....	1846

DIAGNOSTIC & TESTING EQUIPMENT

Advanced Monitors Corp.....	1066
Aescu Technology Inc.....	1095
Amplivox.....	1047
<i>See our Ad on p.29</i>	
AudioScan.....	1401
audtdata/Real Ear.....	1295
BHS International Inc.....	1078
Etymotic Research Inc.....	1307/1313
Frye Electronics Inc.....	1806
GN Otometrics.....	1072/1073
Grason-Stadler (GSI).....	1331
HIMSA Inc.....	1001
Intelligent Hearing Systems.....	1701
Interacoustics US.....	1030
Inventis srl.....	1649
JedMed.....	1613
Maico Diagnostics.....	1725
MedRx Inc.....	1208
<i>See our Ad on p.30</i>	
Micromedical Technologies.....	1207
Mimosa Acoustics.....	1012
Natus Medical Incorporated.....	1101
Neuro Kinetics Inc.....	1194
Neurosoft Ltd.....	1396
Otodynamics Ltd.....	1719
Otovation LLC.....	1811
Prescott's Inc.....	1093
Synapsys Inc.....	1746
Vivosonic Inc.....	1038
<i>See our Ad on p.23</i>	

SOUND BOOTHS

Acoustic Systems/ETS-Lindgren.....	1137
Eckel Industries of Canada.....	1715
Industrial Acoustics Co.....	1730
Noise Barriers.....	1193
WhisperRoom Inc.....	1397

HEARING AIDS, IMPLANTS/BAHA, TINNITUS

HEARING AIDS

audifon GmbH & Co KG.....	1593
Audina Hearing Instruments Inc.....	1431/MR9
<i>See our Ad on p.26</i>	
Austar Hearing Science and Tech.....	1597
Bernafon LLC.....	1007
Coselgi.....	1089
Ear Technology Corp.....	1059
<i>See our Ad on p.12</i>	
Hansaton Hearing Systems.....	1493
Oticon Inc.....	1315
<i>See our Ad on p.2</i>	
Panasonic.....	1885
Persona Medical.....	1275
Phonak.....	1337
ReSound.....	1063/MR20
<i>See our Ad on p.19</i>	
Rexton.....	1253
Sebotek Hearing Systems.....	1879
Siemens Hearing Instruments Inc.....	1016/1501/1301/1314
<i>See our Ad on p.21</i>	
Sona Hearing LLC.....	1891
Sonic innovations.....	1731
Starkey.....	1353
Unitron.....	1760
Widex USA Inc.....	1373/1379
<i>See our Ad on p.7</i>	

IMPLANTS/BONE CONDUCTION

Advanced Bionics Corp.....	1531
Cochlear Americas.....	1841
Envoy Medical.....	1197
Med-El Corp.....	1507
Oticon Inc.....	1315
<i>See our Ad on p.2</i>	
Ototronix.....	1090
Sonitus Medical Inc.....	1897
Sophono Inc.....	1697

TINNITUS

Sound Oasis Company.....	1906
Sound Therapy International.....	1198
SoundCure.....	1796

INDUSTRY SUPPLIES

3Shape A/S.....	1046
Accumold.....	1946
Donaldson Company Inc.....	1111
DST-Swiss AG.....	1050
Envision TEC.....	1147
G.R.A.S. Sound & Vibration.....	1173
In'Tech Industries Inc.....	1393
Integrated Surface Technologies.....	1790
Intricon.....	1096
Knowles Electronics Inc.....	1407
NXP Semiconductors Belgium.....	1398
ON Semiconductor.....	1086/MR10-11
P2i Limited.....	1781
smart optics-Sensortechnik GmbH.....	1299
Sonion.....	1042

ORGANIZATIONS/EDUCATION

Academy of Doctors of Audiology.....	1351
AG Bell.....	1191
Am Sp Lang Hearing Assn (ASHA).....	1607
Arizona School of Health Sciences.....	1195
Children's Hospital Los Angeles.....	1892
Hearing Loss Association of America.....	1175
Ida Institute.....	1601
International Society of Audiology.....	1109
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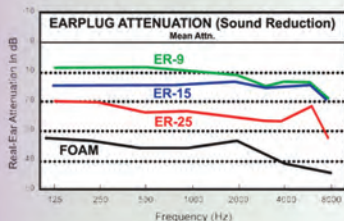
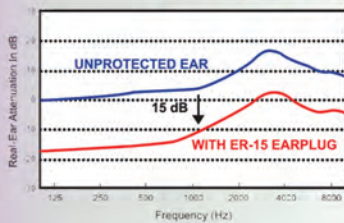
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Hearing Technologies Intl

Booth No 1748/1346/1413

Established in 1976, Hearing Technologies International Inc is a leading designer of hearing care products that are developed from the hearing aid wearers' point of view. Our products are distributed by many of the world's leading manufacturers and distributors including Hal-Hen Booth #1748, Oaktree Products Booth #1346, and Warner Tech-Care Products Booth #1413. For information, contact Harvey Romanek, harvey@hearingtech.com; (800) 553-6003; www.hearingtech.com



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Miracell Inc

Newtronic International Co Ltd

Oaktree Products Inc

SignaCare Hearing Alliance

Soundlink, Co Ltd

SureWay Marketing Services

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Booth No 1192

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Booth No 1793

Booth No 1795

Booth No 1842

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Beltone Electronics

Booth No 1130

Costco Hearing Aid Center

Booth No 1150



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 400 hearing aid centers and growing. If you are a licensed hearing professional interested in building a career with Costco, please stop by Booth #1150 for information on career opportunities across the US. (425) 313-8787; www.costco.com

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Ear Q Group

Booth No 1633/1873

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3M Auditory Systems

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All American Mold Labs Inc

Booth No 1213

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Dreve-Otoplastik GmbH

Booth No 1052

Dynamic Ear Company/Crescendo

Booth No 1789

Miami-based Crescendo produces a range of universal-fit flat-attenuation music protection, high performance earphones using balanced armature receivers, universal fit industrial protection, and the new CR20, low cost universal-fit music protector. All products are interchangeable and upgradable to custom molds through a number of laboratories worldwide. Crescendo products are designed in association with Dynamic Ear Company ensuring the latest personal audio and protection technologies are used. +44-7736-160566; www.dynamic-ear.com

Ear Technology Corp

Booth No 1059

Give your patients what they want, at a price they'll love, with the new Klik® EZ and EzD. You'll see that there's no need to sacrifice quality for price. While you're at it, check out the Dry & Store® locator. We can help Dry & Store fans find you! And for your patients with Single-Sided Deafness, give TransEar® a try. Our products have one goal—helping people hear better, every day. (800) 327-8547; www.eartech.com



See our ad | p.12

Emtech Laboratories Inc Etymotic Research Inc

Booth No 1647
Booth No 1307/1313

Health Enterprises Inc

Booth No 1094

Health Enterprises Inc will showcase their innovative ear care products and hearing aid accessories. Some of our best selling products include the Dri-Eze™ Hearing Aid Dehumidifier, Audio Kit Cleaner, and the Ear Irrigator. Dri-Eze is an easy-to-use dehumidifier that uses breakthrough technology to remove damaging moisture. The Audio Kit has everything you need to clean your hearing aid—5 great tools in 1! The Ear Irrigator cleans ears and helps prevent earwax buildup. (800) 633-4243; www.healthenterprises.com

Insta-Mold Products Inc

Booth No 1142

We will be demonstrating and offering one-on-one workshops on "The Insta-Mold® Process." Learn how to make custom molded earmolds and earplugs in your office for immediate delivery without the need of an earmold laboratory. Check out our full line of impression silicones, heat curable silicones, and accessories. (800) 523-4081; www.instamold.com

LANTOS Technologies Inc

Booth No 1894

At Lantos Technologies, we have developed the world's first intra-aural 3D scanning device which has been developed to revolutionize the custom earpiece device market. Our technology is designed to enable audiologists to eliminate the uncomfortable, messy, and error-prone technique used to generate ear impressions. (617) 500-9800; www.lantostechologies.com

McKeon Products Inc

Booth No 1689

Inventor/manufacture of Mack's, the original and #1-selling moldable silicone earplugs, McKeon manufactures a full range of moldable, pre-molded silicone and foam earplugs for all your hearing protection needs. Mack's product line also includes Mack's Ear Dryer, Mack's Roll-Ups Wallet Foam Earplugs, ear water drying drops, and earwax removal drops. (586) 427-7560; www.macksearplugs.com

Microsonic Inc

Booth No 1755

Microsonic will be showing at AudiologyNOW! an extensive variety of hearing protection and custom earmolds, including the extremely popular OPENFIT styles. Microsonic also offers numerous patient accessories and office supplies. Learn about the new NanoScreen™ Glaze process that helps your patients' earmolds stay cleaner, and see our new point-of-purchase materials for your office. (800) 523-7672; www.microsonic-inc.com

Mid-States Laboratories Inc

Booth No 1651

Mid-States is a full-line earmold laboratory. We specialize in all makes of receiver and thin tube earmolds. We have many choices of earmolds that we manufacture: custom sound protection, swim protection, musician, and communication molds are just a few examples of our many products. We also sell impression materials and supplies for your needs. Come see us at Booth 1651 and ask about our exclusive NASA-based Audtex/Apollo material that softens with body heat. (800) 247-3669; www.mid-stateslabs.com

Perfect Seal Laboratories Inc

Booth No 1386

Precision Laboratories Inc

Booth No 1713

Precision Laboratories is one of the largest earmold facilities in the nation, serving the United States and many other countries, and producing over 1 million custom earpieces per year. The company is truly a full



service laboratory. In addition to custom earmolds for behind-the-ear instruments, Precision also carries a full line of impression materials and other accessory items, including drill motors and

batteries. (800) 327-4792; www.precisionweb.com.

See our ad | p.18

Shape Start Measurement Systems

Booth No 1199

Westone Laboratories Inc

Booth No 1230

Please come and visit us at Booth #1230 while you are at the 2012 AudiologyNow! Convention in Boston. We have many exciting products to show you, including our reformulated Silicone Singles® and Pink Silicast® impression materials, RIC earpieces, some new products from our music products team, and much, much more. As always, our friendly and knowledgeable staff will be here to answer any questions you may have about our custom-fit earpieces, clinical supplies, and other products and services. (800) 525-5071; www.westone.com

Financing/Warranties Insurance/Repairs

Allwell/Allegro Acceptance

Booth No 1084

CareCredit LLC

Booth No 1801

Enroll free with CareCredit® at Booth #1801 at the AAA Convention. Hearing professionals attending the American Academy of Audiology Convention, March 28-31, in Boston can visit CareCredit to learn about free tools and resources you can use to attract more patients and help them get the hearing aids they need. CareCredit—the nation's largest patient payment program—will offer free enrollment into their financing program for all show attendees. For more information, call (800) 300-3046, ext 4519 or email pfindly@carecredit.com.

ChaseHealthAdvance

Booth No 1080

Discovery Warranties & Repair

Booth No 1743

Discovery Warranties offers comprehensive service warranties on all makes and models of hearing aids. Discovery compensates dispensers for their time and efforts with a rebate on each warranty sold or renewed and the user-friendly system requires minimal paperwork and has a streamlined process to file claims. Discovery Repair is a rapid response, full-service, all-make repair company offering the advantage of experience in repairing older and newer instruments. (800) 525-7936; www.discoverywarranties.com or www.discoveryrepair.com

ESCO (Ear Service Corp)

Booth No 1513

ESCO is the industry leader in providing comprehensive insurance coverage on hearing instruments. Come by our booth and learn about Reminder Care—a free patient-recall program for your practice. Let ESCO take care of the mailing logistics, keeping patients informed, and remind-



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Booth No 1448

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Wells Fargo Health Advantage

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With the Wells Fargo Health Advantage credit card program, you have the opportunity to build your practice while helping your patients receive the treatment and hearing devices they need. Offered by a stable and experienced company, the Wells Fargo Health Advantage credit card program offers a comprehensive range of payment plans. That means your patients have the flexibility to receive their treatment now and pay over time with financing. With competitive provider rates and efficient online tools, your audiology practice can focus on providing the hearing health your patients need. (515) 557-6557; www.wellsfargohealthadvantage.com

Office Management/ Counseling Software

Blueprint Solutions LLC

Booth No 1788

Blueprint OMS is clinic management made easy. Blueprint OMS features an easy graphical user interface, a fast effective marketing module that gets the right message to the right patients, and real-time QuickBooks integration eliminating double entry and extensive reporting options. Blueprint OMS can be accessed from anywhere. Stop by Booth #1788 and see for yourself what Blueprint OMS can do for your practice. Many new features now available. (877) 686-8410; www.blueprintsolutions.us

CounselEAR

Booth No 1392

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Simply Hearing Software Inc

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Booth No 1181/1187

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TIMS for Audiology

Booth No 1844

TIMS Software is a NOAH-certified office management system software developed, marketed, and supported by an independent software company. Used by hearing centers 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. (406) 255-9500; www.timssoftware.com/audiology

Publications

Advance/Merion Matters

Booth No 1812

Auricle Ink

Booth No 1838

Auricle Ink has expanded into the general healthcare industry with its new 2012 book release, *Scholars with Autism Achieving Dreams* (Lars Perner, PhD, editor). It's an anthology of eight inspiring autobiographical journeys that reveal the battles of living on the spectrum of autism. All of these scholars have achieved remarkable academic success despite their autistic challenges, including Emmy Award-winner and *Time Magazine's* "2010 one-hundred most influential people," Dr Temple Grandin. (928) 284-0860; www.hearingproblems.com

Blue Tree Publishing

Booth No 1292

ENT & Audiology News

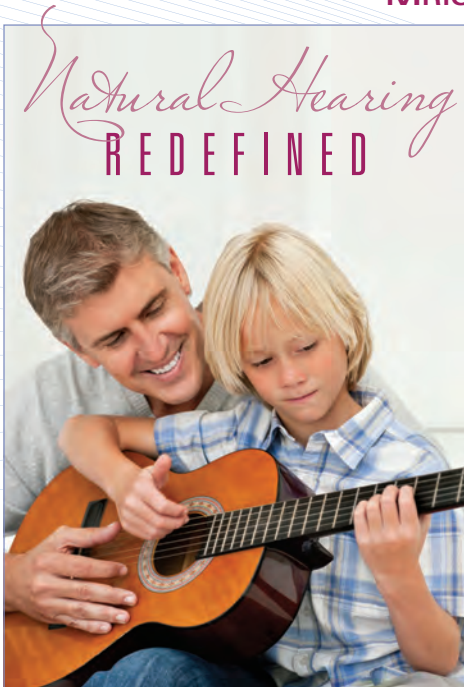
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Hearing Review/Hearing Review Products **Booth No 1814**

Stop by to learn about our new digital editions of *HR* and *HRP*—digital replicas of the print magazines e-mailed to over 14,000 readers worldwide—which debuts during the AAA Convention (March editions). *The Hearing Review* focuses 100% on hearing health care and related technology, and is delivered to a powerful BPA-audited, focused audience of 21,000 hearing care professionals. *HR* subscribers are active decision-makers in their own hearing care practices: 82% have taken action when seeing product advertisements in *HR*. Our Web site is perhaps the most extensively used site in the field, and has a strong international audience (about one-third of all visitors). *Hearing Review Products*, *HR*'s sister publication, is the only magazine in the field dedicated 100% to hearing care products, providing the latest breaking news on new offerings. (310) 642-4400; www.hearingreview.com

The Hearing Journal/LWW

Pearson

Plural Publishing

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Thieme Medical Publishers

Booth No 1350

Thieme is an award-winning international medical and science publisher serving health professionals and students for more than 125 years. Thieme promotes the latest advancements in clinical practice, publishes the latest research findings, advocates medical education, and is known for the high quality and didactic nature of its books, journals, and electronic products. (800) 782-3488; www.thieme.com

Assistive Devices and Phones

Amplicom USA LLC

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ClearSounds Communications

Booth No 1008

The leader in Amplified Communication Products will be demonstrating the benefits of Hearing News Network for Hearing Professionals. Come and join us at Booth #1008 for a tour. ClearSounds will also be offering its line of amplified products, including the A1600, AC100 GSM Cell Phone, SW200 and CLBTTV wireless TV Listening System. For more information or to set up a meeting, contact Brad Dodson at (630) 321-2348 or brad.dodson@clearsounds.com. www.clearsounds.com or www.hearingnews-network.com

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Booth No 1893

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Global Assistive Devices Inc

Booth No 1876

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Hamilton CapTel

Booth No 1049

Hamilton CapTel is a free service designed exclusively for individuals who have difficulty hearing on the phone. Utilizing the latest technology, Hamilton CapTel or captioned telephone delivers real-time, word-for-word captions of what is being said to a user on the phone. Products include: CapTel 800i: A traditional telephone for home or business use that is anything but traditional; Web CapTel: Using any available phone, captions are available on your computer; Mobile CapTel: Single mobile phone captioning solutions are available for the most popular mobile phones. (866) 576-1991; www.hamiltoncaptel.com

HARC Mercantile Ltd

Booth No 1347

HARC Mercantile Ltd, a leader in assistive listening technology, will be demonstrating and displaying amplified telephones, alerting systems, induction loops, personal and TV listening, FM, Bluetooth, and much more. Our product counselors are experts in product application and function and are available for questions and recommendations. HARC partners can have products shipped directly to their patients. Visit Booth #1347 and get HARC working for you. (800) 445-9968; www.harc.com

Harris Communications Inc

Booth No 1000

This year, Harris Communications is celebrating 30 years of providing ALDs to people with hearing loss. We know ALDs and are a master distributor of all the major brands. Stop by Booth #1000 and pick up your free *Guide to ALDs* and let us show you how easy it is to provide your clients a complete hearing solution. For more information, call (800) 582-8569 and ask for Kassy. www.Harriscomm.com



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Humantechnik GmbH Lightspeed Technologies Inc Panasonic Sonic Alert Inc Sorenson Communications

Booth No 1699
Booth No 1807
Booth No 1885
Booth No 1151
Booth No 1888

UniVox

Booth No 1878

Univox from Sweden, a leading producer of high-quality hearing loop systems, will once again show their full line of professional Univox PLS and SLS loop amplifiers as well as their recently launched automatic personal loop amplifier Univox AutoLoop. Another brand new product is Univox P-Loop, a complete portable loop amplifier system with optional built-in wireless microphones. Additionally, the easy to use professional measurement system Univox FSM 2.0 is shown. (011) +46 8 7671818 (during show: +46 708 804840); www.univox.eu

Batteries

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Booth No 1053

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Duracell MicroPower Battery

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Varta Microbattery Inc ZeniPower Battery Co

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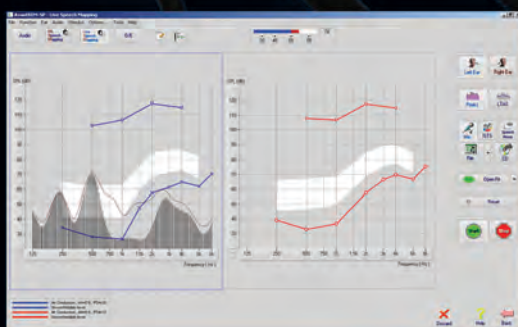
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