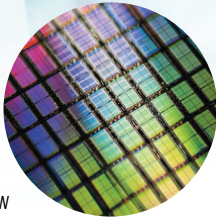




A New Generation Of Communication



Today's lifestyle is characterized by an active and dynamic routine that doesn't necessarily take into consideration those of us with a diminished hearing ability. We are also relying more and more on new communication tools to keep in contact with our career, our family, and for our safety. From cell phones to satellite TV, to emergency sirens, we depend on our hearing as an extension of ourselves to remain in contact with the world around us. IQ is a communication tool designed to help you remain at the top of your game.



It's A Noisy World

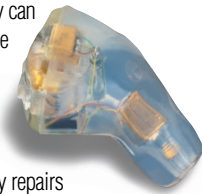
Today we are observing that hearing losses are occurring at an earlier age. Recent studies have shown that, on average,

measurable hearing loss occurs as early as age 40. Because we depend on communication now more than ever, Interton has developed IQ.

IQ is a communication tool advanced in its capability but designed for convenience to meet the needs of today's generation.

IQ Meets Today's Challenge

Today's generation needs advanced solutions that are effective, useful, and easy to use. Today's generation also needs the assurance that they can rely on products like IQ to enhance communication. IQ meets this demanding challenge with state-of-the-art technology, convenience, and a three-year warranty that guards against costly repairs and improper fit.



IQ Extras

When you invest in an IQ hearing solution, you not only invest in one of the finest hearing instruments available, you also protect your investment with unprecedented warranty, maintenance, and technology guarantees. Just take a look at the package of extras that come standard with IQ, at a price most other manufacturers charge for the hearing aids alone:

- Dry & Store Global hearing aid dryer
- Versatile hearing aid travel case
- 3-year technology guarantee
- 3-year repair warranty with loss & damage coverage
- 3-year supply of batteries
- 3-year supply of CeruSTOP® wax protection replacements

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Communication For Today's Generation

161 Cheshire Lane North Suite 500
Plymouth, MN 55441
www.interton-usa.com



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IQ™ Innovation

IQ™ was specially designed with convenience in mind. We understand the need for hearing products to perform more like your natural hearing and not require constant adjustments. IQ is the communication tool designed to manage and process incoming sound to precisely match your specific level of hearing loss so you can go about your lifestyle. IQ is intelligent; it knows there are sounds you need to hear and other sounds that you don't need or don't want to hear. IQ is also designed to be as easy to use as it is effective. IQ's capabilities are adaptable to fit your needs and preferences.

- **Fast microchip processor**—One of the fastest, reproduces sound in real time
- **Volume control**—For personal management of loudness
- **Low battery indicator tones**—One less thing to worry about, tells you when the battery is running low
- **14 frequency bands**—Precise frequency control to shape amplification to your individual needs
- **Beep tones**—Clear indicator for program changes
- **More**—Read on to learn about IQ's most exciting advantages

IQ Sound Streaming

The core of IQ is its tiny microprocessor chip, which can execute millions of calculations per second. Incoming sound is converted into a digital stream of 1's and 0's. This conversion enables the instrument to carry out complex sound processing tasks that are not possible in conventional hearing instruments. Millions of calculations per second enable IQ to process soft sounds so they can be heard, and loud sounds so they can be heard comfortably.



IQ Blended Sound Processing

IQ uses a unique blending of three sound processing schemes (AGCo, AGCi, WDRC, with additional broadband AGCo – your hearing care provider can further elaborate on the meaning of these acronyms) in multiple channels to process, produce, and amplify incoming sound. Processing sound in this triple-redundant manner creates strikingly clear, and acoustically clean signal reproduction for unmatched listening ability.

IQ Targeted Listening

When our directional microphones are added to the hearing equation, you dramatically increase the effectiveness of your hearing solution. Directional mics allow you to focus on sounds coming from the front, this is especially important when you need to concentrate on someone talking to you in a noisy place such as a party or in a restaurant. No other component has demonstrated the benefit to combating noise in the background like the directional mic.



IQ Feedback Control

A common occurrence in many hearing aids is the embarrassing whistle that can happen during use, commonly referred to as feedback. IQ incorporates a new and highly effective control that eliminates feedback in most listening situations. This breakthrough technology works in real time along with the other sound processing functions so you don't miss a sound. Previous technologies required the addition of a telecoil option to override feedback when the wearer used the phone. IQ's feedback control is so effective that in most cases, the additional telecoil is not necessary.

IQ At Ease™ Listening

At Ease is our technology for minimizing certain sounds that could otherwise be bothersome in a quiet environment, creating an unnatural and potentially annoying listening situation. Imagine you are resting comfortably, or trying to concentrate on a project while your hearing instrument is amplifying quiet sounds even a person with the best hearing wouldn't hear.

At Ease automatically reduces amplification when it determines the wearer is in a quiet environment. This feature adds another level of convenience for today's generation.

IQ Distinction With SilFlex™ Soft-Solid Body

At Interton we concluded that all the technology in the world comes to nothing when a person's hearing aid is too uncomfortable to wear. That's why we invested as heavily into comfort as we did technology. We proudly offer the Elite upgrade that includes all gold-plated components and our exclusive SilFlex soft-solid body for unparalleled comfort. SilFlex conforms to and flexes with small movements of the ear canal. Traditional hard shell hearing aids simply can't flex.



IQ For Better Hearing, Interton For Good Relationships

Good hearing is essential to good relationships. Interton values good relationships. That's why we support your hearing care provider with the best customer service in the industry; because we know when they need answers it's because you need answers. We strive to keep our business relationships on a personal level and produce your order as quickly as possible so you can enjoy the sounds of life to their fullest!

Interton technology, good for hearing, Interton values, good for relationships.

