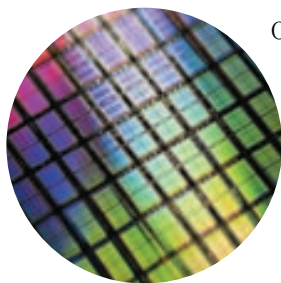




Experienced And Dedicated Technicians.



Our technicians have an average of 10 years experience in the industry. Intertec enjoys a working environment where turnover is almost non-existent and job satisfaction is high. In the Focused Factory the technician builds the entire order from start to finish. Taking pride in one's work comes naturally when the employee has a stake in the successful outcome of the product, when they know whom they're building the hearing aid for, and can identify with the customer. Because each Focused Factory team concentrates on the needs of specific customers, the average turnaround time for a new hearing aid is less than four days in-house.

Value's Many Forms.

Our Focused Factory method offers value on many levels. Peace of mind knowing your order is in good hands; knowing your order will be built the way you asked, knowing it will ship when promised. There's confidence in knowing—when you talk—we'll listen. Plus, when you consider our prices meet or beat most other manufacturers you'll discover doing business with Intertec is a sound decision. Call **1-800-247-4741** today—Intertec's exclusive Focused Factory is as much about quality and customer satisfaction as it is about common sense.

Anyone Can Make A Hearing Aid...But Developing A Real Hearing Solution Takes A Higher IQ.

To achieve successful patient fittings a hearing aid has to meet three criteria:

1. It must meet your patient's expectations
2. It must be as reliable as possible
3. It must be comfortable

Interton Products—Built to Last.

At Interton we constantly evaluate technologies that are new and better and may be integrated into our product line. We purchase only the highest quality components from our suppliers and perform repetitive quality checks to ensure reliability. You can be assured that, in conjunction with hybrid chips of our own design and easy-to-use fitting software, you will prescribe the most dependable hearing products on the market today.

Wired For Rugged Reliability.

Products made with our SilFlex use a special seven-strand stainless steel litz wire to prevent breakage when the aid is flexed. This wire comes from the implantable medical device industry and is about as fine as a human hair.

Our hard shell products are built with another newly developed litz wire as well. The old problem was that wires would fray and corrode causing dead and intermittency over time. Teflon-coated wire that other manufacturers use is good but found to be too rigid for our standards. This resulted in frequent breaking and caused internal feedback when connected to the mic and receiver.

Our solution is to use a new double-coated, six-strand litz wire. The first protective coating of polyurethane enamel provides insulation of the core. The second layer is made of Nylon adding both corrosion protection and flexibility. Each strand is composed of silver-plated copper wire that makes it possible to solder at low temperature, thus protecting sensitive components from excessive heat.

Fluid Power.

Interton incorporates the latest developments in receivers in our products. Behind wax, the leading cause of hearing aid failure was impact damage to the receiver, which can occur from as short a drop as two feet. Impact damage is also cumulative. So every time a hearing aid is dropped, it comes closer toward inevitable failure. Interton uses new Ferro Fluid receivers in all our digital products. By replacing the traditional screen damper with internal Ferro-Fluid damping, the prospect of damage through impact is virtually eliminated.

Solid Yet Gentle.

SilFlex soft-solid shell technology effectively addresses many of the problems associated with old uncomfortable hard shell products. The dynamic properties of SilFlex shells gently flex inside the ear canal during jaw movement, making product rejection due to comfort issues a thing of the past.

Interton increases the likelihood of long-term fitting success, which is good for you, your patients, and your business.



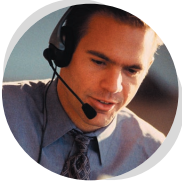
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1-800-247-4741

www.interton-usa.com

FOCUSED FACTORY™

A Customer-Integrated Process



Shouldn't You Expect A Hearing Aid
Company To Listen To You?



INTERTON

MULTI-DIGITAL HEARING TECHNOLOGY



When you need answers, is your sales rep 1000 miles away at someone else's office? When you call your supplier, are you going to know who to talk to get results? Do you know in advance that your order will ship on time and work the way you expect? At Interton we understand that it takes more than technology, marketing, hype and free corporate ad slicks to satisfy today's hearing professional. Our entire organization is designed to do one thing—meet the needs of the hearing professional. We know you're too busy for hit or miss phone calls to the factory. When you call us, you'll speak directly to the manager of a manufacturing team dedicated to specific customer groups; who understands that your success depends on getting reliable hearing aids that fit your patients, and is there to help when needed.

Enter The Focused Factory.™

Interton's unique Focused Factory™ concept is our customer-integrated process that puts you right on the production floor. By focusing on the details of each order, our teams produce a finely crafted custom fit shell, accurately assembled internal components, and ship a hearing solution more likely to satisfy your patients in the long run than traditionally assembled hearing aids.

Our method is not new nor is it untried. The philosophy behind it stems from the principles of total quality management and work cell manufacturing. Ford Motor Company, Motorola, and Philips Semiconductor are among the successful organizations that have traded the old way of doing things for these methods that put the customer first.





Why Doesn't Every Company Do It Our Way?

“Many organizations have traded their original purpose and mission for IPO’s, stock splits, and investor relations.”

Few organizations elect to establish these quality methods because they cost more, require highly trained employees, and are not as economical as the traditional assembly line. Many organizations have traded their original purpose and mission for IPO’s, stock splits, and investor relations. When the focus is on the shareholder, assembly lines become the preferred manufacturing process. When the customer is the focal point, a focused quality method is the obvious choice.

Where Is Your Order Going Today?

To realize greater efficiencies and maximize profit, some manufacturers split your order between locations; sending the shell work to one plant, and component assembly to another plant in a different location. Most companies have rigidly structured departments, each with its own mission, function, and goals on which they’ve become focused. Accounting focuses on budget, assembly staff concentrates on daily quotas, quality control focuses on numbers, and management zeros in on units sold. We decided that if we focused on the needs of the customer and rewarded our people for a job done right, the need for departments with unrelated goals would be unnecessary.

“We decided that if we focused on the needs of the customer and rewarded our people for a job done right, the need for departments with unrelated goals would be unnecessary.”



INTERTON

MULTI-DIGITAL HEARING TECHNOLOGY



Did You Ever Want Your Own Hearing Aid Factory?

Admit it—you've been frustrated by manufacturers who are getting bigger but not better. You've had your time wasted trying to connect with the right person, explaining your problem multiple times before finally finding the person that MIGHT be able to help, then getting voice mail. Then you're forced to wait for a return call. In the meantime your patient has to reschedule and you're that much closer to losing another sale. If you only had your own team of skilled technicians who would build hearing aids the way you need them.



SilFlex™ Solid Shell
Soft Material

The Solution.

With Interton's Focused Factory it's like having your own private hearing aid manufacturer. Your Inside Account Manager is at the head of this special team. They will review your order before it's built and quality check it before it's shipped. The same group of technicians builds and services all of your orders. Together they get to know your business in a way no other manufacturer can. When you call you will talk directly with your Account Manager or their customer service assistant, who is also part of your Focused Factory team. You are talking to the chief of operations of your company. Friendly and professional, he or she maintains a vested interest in meeting your needs because their success depends on your satisfaction, as much as your success depends on your patient's satisfaction.