

# Interacoustics design guide

2019 2.0



**Interacoustics**

# What does it take to become market leader?

It requires simple and unique communication that is standardized and coherent in every form, from domicile to products.

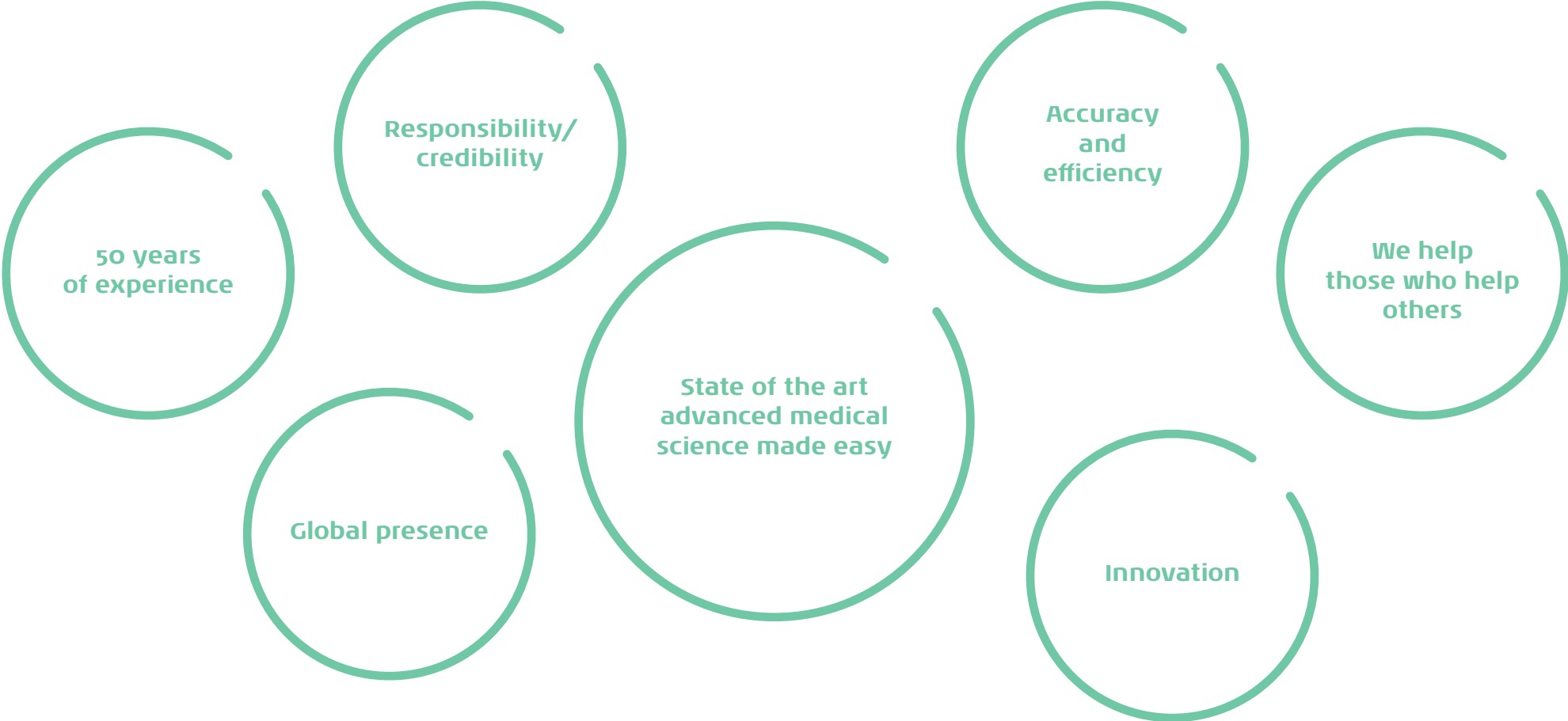
You must never doubt which company is communicating - even when the logo is not present.

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# Strategic foundation

# Interacoustics' USPs



# Brand highlights

Global presence

- local anchor

Premium brand

- at eye level

Engineering

- from the heart

Advanced technology

- simple usability

# Debrief highlights

## Global presence - local anchor

**Interacoustics is currently present in more than 100 countries and employs approximately 500 people world-wide - with a third employed in Denmark.**

Global presence is an important factor for Interacoustics' total revenue and status as market leader.

The local anchor should be used to both emphasize Danish design and quality, and the goodwill from being a Scandinavian-based company - and it should also be put in play in each market to emphasize the strong local base as part of a global setup.

# Debrief highlights

## Premium brand - at eye level

**As market leader - and not least, the industry's knowledge leader - Interacoustics is positioned favorably.**

Interacoustics wants to take a position as a more exclusive brand in the time to come - focusing on knowledge and innovation as well as establishing a position as a workplace for the brightest people in the industry.

# Debrief highlights

## Engineering

### - from the heart

**Interacoustics combines technology and engineering with a caring, human approach to hearing health care.**

Interacoustics develops advanced products, which are sold based on impressive specifications, but which solve tangible problems for real people. The lifeblood of Interacoustics is making a difference for those people and this creates a framework for a narrative that appeals both to the mind and the heart.

Interacoustics is a leader in research-based knowledge and this position can - advantageously - be connected to the stories about the people the technology helps on a daily basis.

# Debrief highlights

## Advanced technology - simple usability

**The users of Interacoustics' products range from highly educated ENT doctors to dispensers with shorter training.**

Common to the ENT doctor, the audiologist, and the dispenser is that they all want usability – either because they are busy, have a low technological understanding, or simply to meet their expectations.

Interacoustics' communications universe should include the narrative of both the technologically superior features and the easier workday that they offer the user.

Vision

# State of the art medical science **made easy**



Tagline

# Science made smarter



# Manifest

## **Interacoustics is more than state-of-the-art solutions**

Our mission is as clear as it is demanding. We want to lead the way in audiology and balance by translating complexity into clarity:

- Challenges made into clear solutions
- Knowledge made practical
- Invisible hearing and balance conditions made tangible and treatable

As the industry leader, we combine our global knowledge and experience to create strong local setups that support specific market needs. We offer innovative and easy-to-use solutions that ease the lives of healthcare professionals.

We provide an attractive workplace for the industry's best and brightest, allowing us to set the standard for an entire industry. Not for the sake of science. But for the sake of enabling professionals to provide excellent treatment for their millions of patients across the globe.

It's simply science made smarter.

[interacoustics.com](http://interacoustics.com)

# Logo

**The Interacoustics logo affirms that Interacoustics operates on a global market and has the capacity and power to reach any corner of the world.**

**It is designed to create immediate recognition and attention and to enhance the Interacoustics signature.**



**Logo / signature**

The logo represents a development that is true to Interacoustics' heritage and global presence. It is easy to recognize and very scalable, which makes it fit for use in many sizes and formats. The signature consists of letters that are cut off at the top to create uniqueness and a connection to Interacoustics' primary font Noa. A market-leading and iconic logo with international appeal.



Only use the logo in either the black or white version.

For elements such as APP icons or FAV icons, the globe can be used separately.





### Primary logo use

The logo is usually centered at the bottom of ads or frontpages - with white space from the bottom to the content.

### Minimum distance

Avoid placing other elements next to the logo. Rule of thumb: Use the signature letters' x-height as a minimum distance around the logo.



### Do not

Do not distort the logo unproportionally.

Do not use the logo without the globe.

Do not change the color.



### Size

There are two logo versions. For small items such as a pen, use the "small" version. This version is designed for sizes between 17 x 4 mm and 26 x 6 mm.



Logo size for A4 ads:  
50 x 10.953 mm



Minimum size of "normal" logo:  
26 x 6 mm



Minimum size of "small" logo:  
17 x 4 mm

# Typography

**A strong typography has one overall purpose:  
To ensure that copy is easy to read and easy  
to comprehend.**

**The Interacoustics typography is chosen for its  
ability to do just that, and additionally to send  
a strong signal of market-leading uniqueness.**

# state of the art medical science made easy

## **Primary font: Noa**

Noa is a modern and simple font with a characteristic design. Its round and organic look provides a "human" and warm expression to the body text, and the sharp edges contrast with the font as a whole and add a professional look. The font is versatile and useful across platforms, and the expression links directly to the Interacoustics logo.

## **Rules**

The font is not to be used in capital letters only. For headlines always use regular - only "made" is supposed to be highlighted bold. For more info on this matter, take a look at the next couple of pages.

# State of the art medical science **made** easy

## **Secondary font: Arial**

Arial is a neutral and easy-to-read font that comes as standard on all modern computers.

Arial is used for web and templates for Microsoft Word and PowerPoint.

## **Rules**

Mind that for "made" headlines, "Arial Black" is used instead of a standard bold - since the contrast between bold and regular in Arial isn't enough.

# Quality of life made better

Uptatae cullent ant  
audi tempore patur  
autem umoer uea

**Musda non nonsed et, sumqui officae es res  
eum sum escit, sunt molorem renihil ibusant  
ute sequam odit, incilli tatibus.**

Emquiat odis experum venducimus magnatem  
sin earias num que eossiment iliquatum res  
numqui totae molupti debis pa volo blabore,  
volo mai umeoricis moeu. Hillectium voluptatem  
voluptatem. Tia con cusda seque atur aut eum  
excea soles estecepudae pore comni. Berferiae  
voluptat. Udae odis ex et volorum invent denis  
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videlendam sequassi que dolorio. Assi ventia  
volupta tusam, aut quam cum is eum ipsunt  
magnat digenit quamus ad quupicatis expelec  
esequo umoeria vislemoau miea. Expelec eseq  
umuo umoeria vislemoau miea.

**Lead – for quote, intro, or circles**  
Bold, 11 pt, line 14 pt – always the same  
color for both circle and text.

#### Headlines

Always use regular. If “made” is included in the headline then it’s always highlighted in bold. Line height is generally only a bit bigger than the type size, and tracking is always a bit squeezed.

#### Size examples

70 pt, line 80 pt, tracking -20  
85 pt, line 95 pt, tracking -20  
55 pt, line 60 pt, tracking -20  
35 pt, line 38 pt, tracking -20

#### Subheads and intro

Bold, 7 pt, line 11 pt, tracking +20.

#### Body text

Regular, 7 pt, line 11 pt.

#### Primary font sizes

# Tone-of-voice

# Premium with a human touch

## **Tone-of-voice**

Interacoustics' tone-of-voice should convey the "science made smarter" mindset. To achieve this, we adhere to the dogma: "Premium - with a human touch." As such, our tone-of-voice should be characterized by being:

- Premium at eye level
- Technical with a human touch
- User-centric

Copy should place users and their challenges as a point of departure to convey technically sound and emotive stories. In general, copy should be brief and focus on how Interacoustics adds value to the individual user.

## **Copy in ads**

In general, ads should focus primarily on visuals and headlines. While copy is every bit as important, we communicate primarily in a visual way that gives way to larger motifs and color sections. Copy in ads should be brief and should communicate only one selling point at a time. This helps maintain a cleaner aesthetic and makes way for the larger, more dominant visuals.

# Using "made"

"Science made smarter" is the baseline for communicating the "made" methodology and the methodology should be communicated using interchangeable opposites that enhance how Interacoustics transforms the complex into something easier, simpler, and smarter.

# Understanding "made"

**"Made" is the cornerstone of our communication.  
It lets us juxtapose contradicting elements and concepts to  
communicate the special Interacoustics way of doing things.**

It constitutes the elements of our tone-of-voice and makes up  
the foundation of our headlines.

Additionally, it is represented in our mindset "science made  
smarter" and accounts for our unique approach to the market.

**For further reading** on "made" and  
"science made simple", see page 14.

**Explanations on how to use** made in practice  
is on the next couple of pages

# Made directions for graphical use

"Made" should always be bold when used in headlines and in introductory text.

In body text "made" should never be highlighted in bold.

When the tagline "Science made smarter" is out of context from body text - then it should always be in bold as well.

Challenges **made** into clear solutions.  
Knowledge **made** practical. Invisible  
medical conditions **made** tangible  
and treatable.



# Made directions for usage in text

The “made” methodology should be used in specific ways to ensure coherent and correct brand communication - both internally and externally. “Science made smarter” is the baseline for communicating the “made” methodology and the methodology should be communicated using interchangeable opposites that enhance how Interacoustics transforms the complex into something easier, simpler, and smarter. While there are no definite rules for how to construct oppositions using “made”, you should aim to communicate the following principles:

1. Bring simplicity to a complex matter/challenge - e.g. “advanced diagnostics made simple”
2. Replace a “negative” with a positive - e.g. “complex fittings made fast”
3. Transform a common perception into something positive and/or personal - e.g. “A problem facing more than 900 million people in 2050 made personal”
4. Turn challenges into opportunities - e.g. “patient care made professional”

Whenever “made” is used in a human context where you communicate a personal experience (e.g. how an audiologist uses a product or how an Interacoustics engineer has designed a product), make sure you center the communication on the individual - both in the headline and the body text. Use the person’s challenges, everyday tasks, or success factors as the launching pad for communicating the “Science made smarter” baseline.



# Made directions for use externally

## Using "made" in headlines

Include the "made" methodology in all headlines for external marketing initiatives such as ads, flyers, online banners, roll-ups, website pages etc. Make sure to relate the "made" headline to the visuals to create a message in accordance with the overall principles.

## Using "made" in body text

To avoid redundancy and watering down the communicative grip, do not use "made" in body texts. Instead use the imperative and infinitive conjugation "make" and the present conjugation "makes" to create active language. Be creative in your use of language to create a common thread through the overall concept while not overusing the communicative grip.

End all external communication - except for texts that are part of a larger publications or website paragraphs - with a recapitulation using "made" in passive conjugation: e.g. "In short, Interacoustics is science made smarter". For body texts that are part of a larger whole, end the final text with the "made" recapitulation to round off all the texts.

# Made directions for use internally

Internally, "made" should be used to accentuate ways of working, company values, team spirit etc. in headlines.

When using "made" internally, make sure to relate the "made" headline to your visuals and couple the internal topic to specific members of staff. Always make sure the individual employees approve the use of their name and picture in the specific context.

If you want to make changes to approved internal communications materials that include a member of staff, always seek approval first.

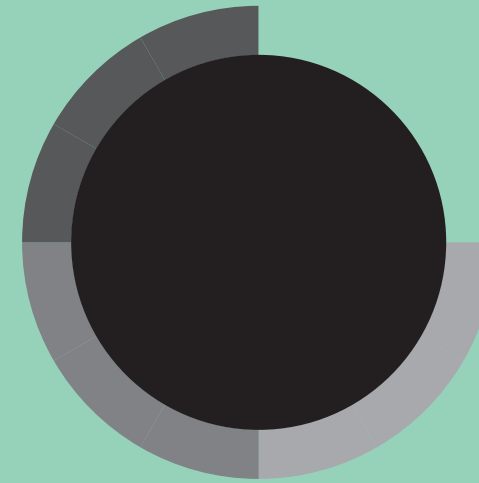
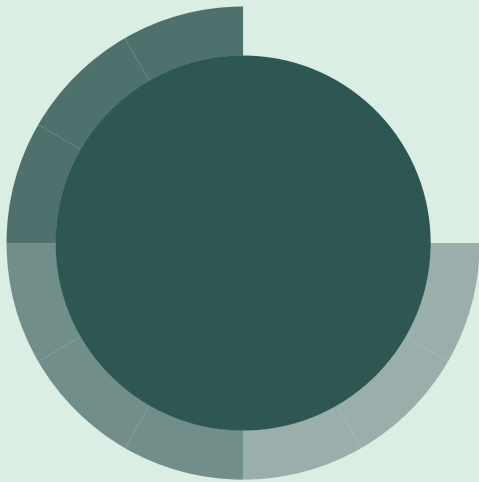
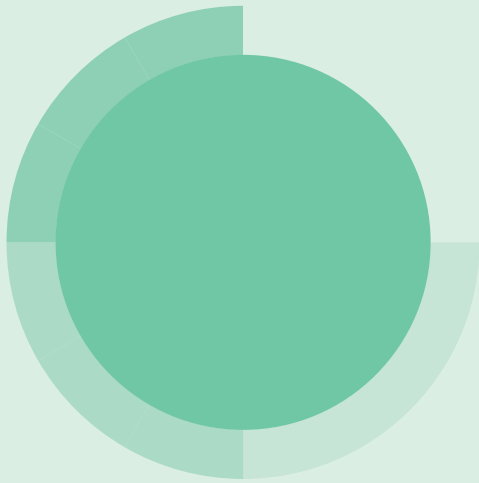
# Colors

# Time for a green profile - in a world of blue

The market is generally characterized by rich blue colors - and therefore, Interacoustics needs to distinguish its color even more.

50 years ago when the company was founded, a mint green was used for the products. Today, we have reintroduced this color in a new, more vibrant, and modern medical version.





The green is the primary color - combined with black and dark green, it creates a distinct and fresh medico look

## IA green

CMYK 55 / 0 / 45 / 0  
RGB 125 / 196 / 163  
PANTONE 338 C  
HEX #7DC4A3

IA green can be used in tints for backgrounds and illustrations.

Primary: 50% and 25%.

## IA black

CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0  
PANTONE Black C  
HEX #000000

Black is generally used for text elements - but it can also be used as a solid background for a few pages to create a good flow in a brochure.

## IA white

## IA dark green

CMYK 55 / 10 / 35 / 65  
RGB 60 / 91 / 86  
PANTONE 5535 C  
HEX #3C5B56



**Primary color combinations**

White combined with the green color in 100%, 50% or 25% - with black or dark green headlines.  
 The dark green can also be used as a solid background - combined with a mint or white headline.

**Rule**

Do not combine more than three different colors or tints on one spread.

# Graphic elements



#### **The Interacoustics soundwave**

A modern and round/soft take on a soundwave illustrates the greater human purpose of Interacoustics' products - quality of life made better. The soundwave can be scaled proportionally and comes in the primary colors: Green, dark green, black and white. On the following pages, you can see examples on usage and variations.

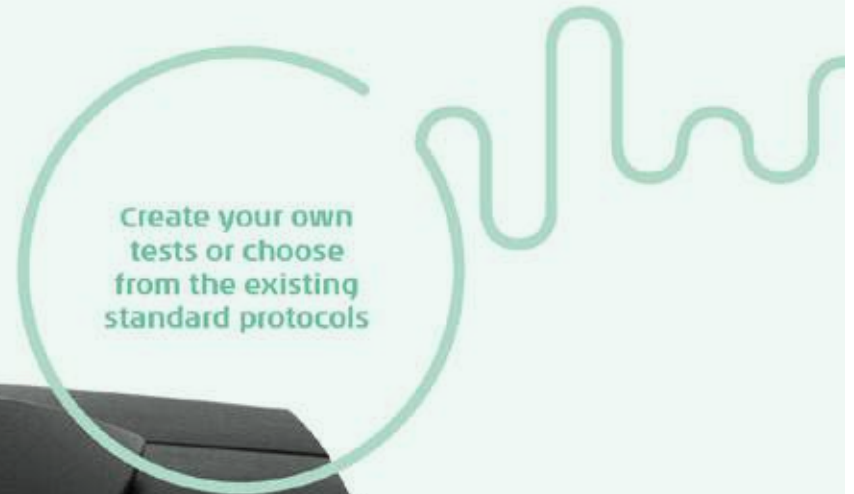
#### **Rules**

Never use the soundwave in other colors than the defined colors and do not scale it unproportionally.

 Science **made** smarter

 Science **made** smarter

It may be combined with the tagline as a marker from the margin



It can be used in combination with the circle scaled proportionally



It can be used as a centered top or bottom marker. The black liniar version is only used to highlight product lines



It can be used as a huge element across spreads above or below images

### Combine with products and boxes

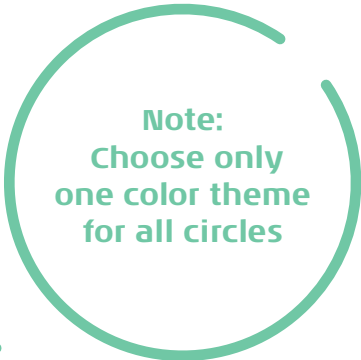
The soundwave can lead to products and go above boxes. Here the following rule applies: Center the product and soundwave with edges of underlying boxes. Make sure that the soundwave is always clearly visible.



### Combine with text

The soundwave can be used on top of images and as a marker leading to headlines - but make sure that the line is always shown clearly and that it does not conflict with the pictures below.





**Note:**  
Choose only  
one color theme  
for all circles



**Made**  
hybrid



### Circles

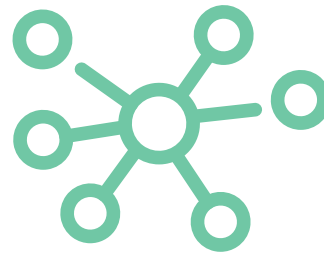
This element can be scaled up and down directly in InDesign. The stroke is always 4 pt and text definition is defined as the styling for "Lead": Bold, 11 pt, line 14 pt - and always same color for both circle and text. Choose only one color theme for all circles used on one spread.

### Made in circles

If you use a 'made' sentence in the circle, you should write made in bold and the rest of the text in regular.



**CE-Chirp®**



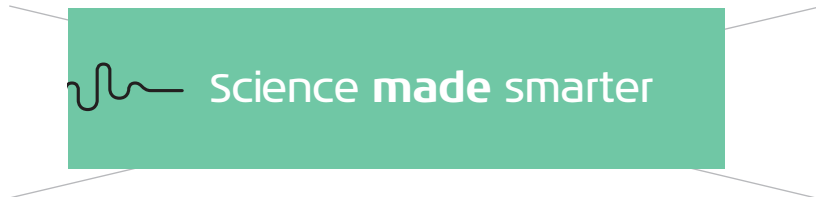
**OtoAccess®**



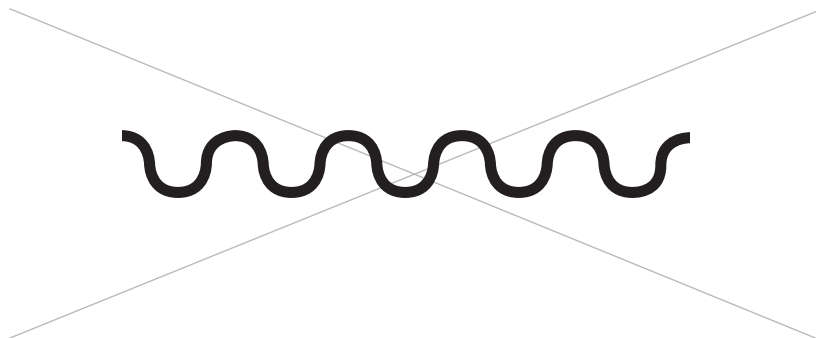
**Diagnostic Suite**

#### **Icons**

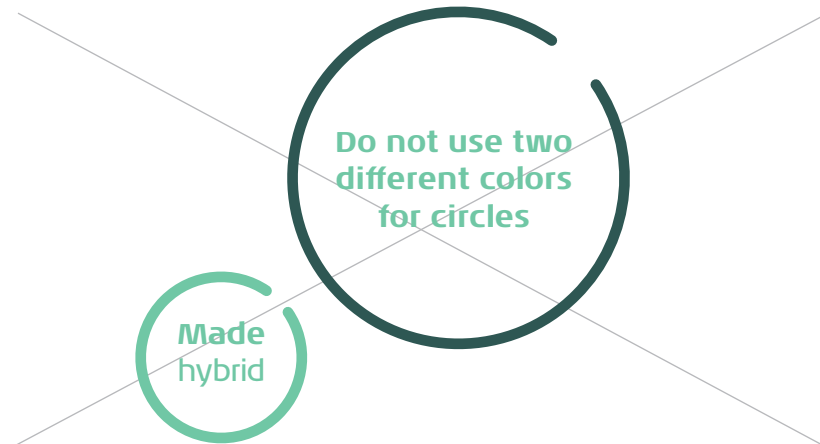
The styling of icons matches the styling for circles: Always a light, same-stroke design with graphic breaks between shapes to create a light feel and a reference to the circle.



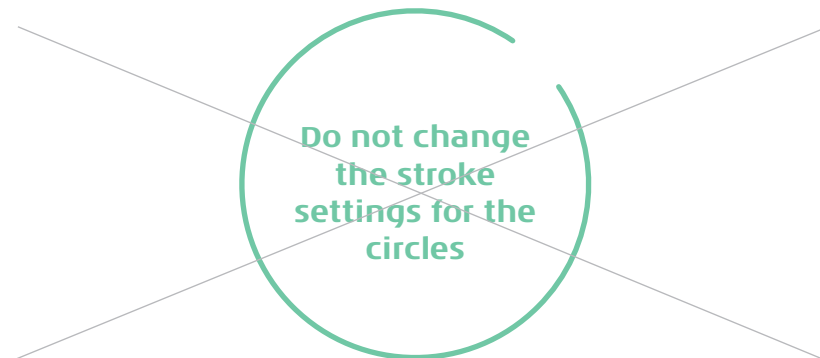
This soundwave version should only be used in white as a marker from the margin or from the edge of the paper - never on its own.



Do not use this soundwave version for anything other than highlighting product lines at the bottom of front or bag pages.




Use one color for both circle and text - and choose only one color theme for all circles used on one spread.




The circle can be scaled - but do not change the stroke it should always be 4 pt. thick.

# Images



**Janus Sørensen**  
Developer  
Interacoustics




**James Rosenborg**  
ENT Doctor  
Seattle


At eye level with the target group

# Real-life people telling real-life stories

Branding is at its strongest when it's real-life people  
engaged with the product every day who tells the story  
- a global story of passion, precision and care.



**Aditya Chakraborty**  
ENT Doctor  
Bangalore



**Ai Cheung**  
ENT Doctor  
Hong Kong

#### **Interacoustics portraits**

Portraits are always black and white using a lot of contrast. The subject is always seen directly from the front and details/pores should be crisp. Background is always 100% white without any shades. Portraits are generally cropped in half, only showing half the face.

Interacoustics is present all around the globe and therefore the people chosen as representatives for the brand should also come from all continents. This to clearly underline the strong market-leading brand.

Multiply function can be used on black and white images with the two primary green colors in 100%, 75%, 50% or 25% as background.



**Image cropping**

For products and portraits, a general Interacoustics take is to crop images half way through. This to create some suspense and a clean, graphical expression.



### General image style

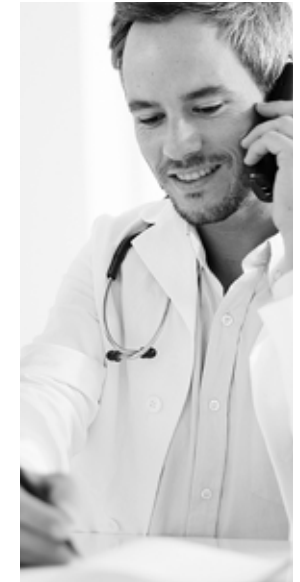
Very bright, close up and crisp using a lot of contrast. Focus on blue and green tones. Though images should not be too saturated, remember the Scandinavian heritage. Focus on humans in natural working situations, positive but serious. Focus on the everyday use in both clinic and domicile. Multiply function can be used on black/white images with the two primary green colors in 100%, 75%, 50% or 25% as background.



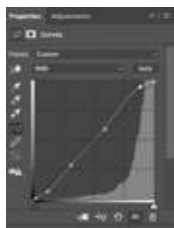
Before editing



After editing - ready for use



Black/white



### Editing existing or stock images

Here is a short guide to editing images. Note that this does not apply well on all images.

First check the "Curves": Image > Adjustments > Curves - the white balance should be nearly all white and black tones dark - but make sure that the highlights are not totally blanked out.

Adjust "Hue/saturation": Image > Adjustments > Hue/Saturation - Adjust saturation: Master -20 Yellow/Red -50 Blue/Cyan +40.

Then apply a bit more sharpness: Filter > Sharpen > Smart smarpen - Adjust the image sharp and crisp, but be aware it might get to much.

Finally, and most importantly, crop the image very tight in usage. Make sure that the most important elements in the image are still intact.

Create a black/white version: Image > Mode > Grey scale - and save a new double of the image with the file ending "\_bw".

# Software



**Note:**  
Show a  
maximum of  
three screens  
on a spread

#### Software on screens

Always apply on black, simple and modern screens, though not mac screens.  
As for products and portraits, a general take is to crop screens but show a bit more than half when it comes to screens.



### Software in images

Software screendumps can also be applied to stock or original images  
- but mind that the screens should not be mac.



### Software in 3D mockups

A good way to show many screens at once is through a 3D mockup. Use grey or green backgrounds for the mockups.

Note:  
Show a  
maximum of  
three screens  
on a spread



**Software examples**

# Graphic structure

Graphic elements such as brochures, ads and magazines are built with a margin system of 10 mm.

22 mm  
margin



10 mm  
margin

48 mm  
white space

#### Ads on a 100% green background

Build around a margin of 10 mm white space with 48 mm white space from the bottom to the content. There is a 22 mm margin to the start of the content begins. Below the logo, the full product range is listed. Highlight the focus of the ad with black while using the soundwave below.

For 100% green ads, use white tagline and headline with black body text.

22 mm  
margin

10 mm  
margin



48 mm  
white space

### Ads on a 50% green background

Build a margin of 10 mm white space of 48 mm from the bottom to the content. There is a 20 mm margin to the start of the content begins. Below the logo, the full product range is listed. Highlight the focus area of the ad with bold while using the soundwave below.

For 50% green ads, both tagline, headline and body is black while the soundwave is still white.



### Brochure front pages

Front pages can be white or have a solid background. Mind that the margin for all brochures goes to the top on all brochure fronts. Headline size and intro text always have the same size and placement. Remember to include "made" in the intro text. Do not show more than two image elements like a screen and a product. Below the logo, the full product range is listed. Highlight the focus area of the brochure with bold while using the soundwave below.



Three columns  
50 mm each

### Spreads for brochures and magazines

Build on the same structure as the ads but with three columns (50 mm each).

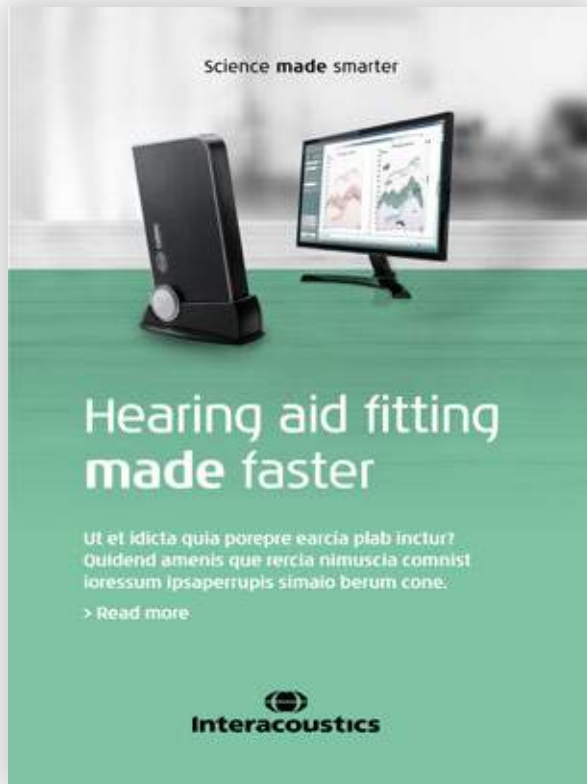
The body text is always placed within these columns but can be one or two columns as well.



10 mm margin

### Brochure back pages

The back page is always built with a shortened version of the manifest to the left and address info to the right. Above the logo are three related products with a short description. Below the logo, the full product range is listed. Highlight the area of the brochure while using the soundwave below.



#### Online ads and small printed ads

Does not contain margins. Make sure that the logo is always clearly visible and that there is a sense of simplicity about it.

Pictures take up more space than copy in ads. Focus on eye-catching headlines and keep copy concise and focused on one selling point only per ad.

**Note:**  
When using  
green borders,  
products are  
shown below  
the color



#### **Above or below the green color?**

Black and white portraits and corporate pictures can be placed below green surfaces (multiply) but mind that, as a general rule, products and screens are placed fully visible above.

There might be exceptions: For example, when the headline is primary and products secondary then the product can be placed below green surfaces in a black and white version.

# Social media guidelines



## Social media guidelines

- Communicate at eye level - make sure you communicate in a language appropriate for the target group, but keeping a human touch to your communication
- Keep it simple - one message per post
- Stick to your target group - if your target group is customers and end users of our products then you should not communicate to patients in some posts

## Social media picture guidelines

- Use the green overlay in pictures
- Cut the pictures similar to pictures in brochures and use green overlay (see page 47-48 for images in brochures)
- You can use text on your pictures, but only one title and message (not several subheadings and lines)
- Please do not use snippets of brochures etc. as pictures
- You can use stock photos if you cannot find an appropriate image

# Guidelines for images on social media

## Facebook

Thumbnails for shared links display in a web browser: 500 x 261.

Timeline image: 500 x 750 (3:2 ratio).

## LinkedIn

Recommended size is 1200 x 628.

## Twitter

Recommended size is 1024 x 512.

## Banners

### Facebook

At least 820 x 360. If you want better quality, use at least 1640 x 720.

Safe zone at 820 x 360: 640 x 312, avoiding important text and graphic in top/bottom 24 pixels and left/right 90 pixels.

Safe zone at 1640 x 720 pixels: 1280 x 624, avoiding important text and graphic in top/bottom 48 pixels and left/right 180 pixels.

### LinkedIn

Recommended size is 1584 x 396.

### Twitter

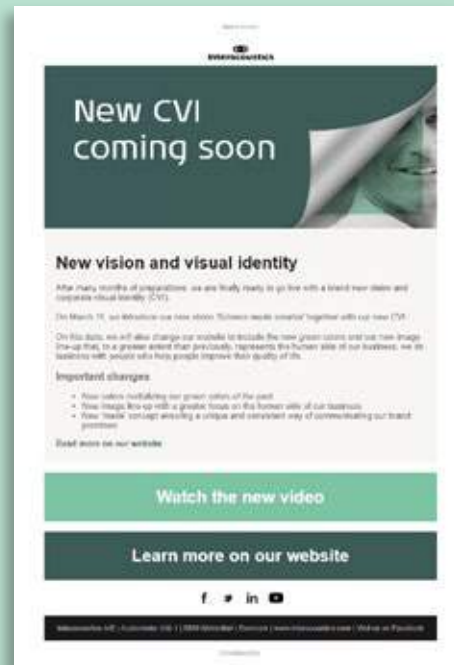
Recommended size is 1500 x 500.

# Newsletter guidelines



Template

Example



## Use a strong subject line

Your newsletter competes with a raft of other emails your customers receive. Use the subject line to “hook” readers and prompt them to open the newsletter and read your content.

Some ideas:

- Use numbers, e.g.:
  - 70% of users have already signed up
  - 7 ways to get the most out of your fitting
- Use emotional objectives to describe your reader's problem, e.g. by asking a question:
  - Are you making these mistakes when fitting your clients?
  - Are you truly satisfied with your current fitting equipment?
- Announce exciting news:
  - Introducing the perfect alternative to your current audiometer
- Make a specific, actionable promise, appealing to the “how-to” instinct” e.g.:
  - How to improve your customer satisfaction with 50%

## Keep it as brief as possible!

Remember, the most important information should be placed at the top of the email, and not 'below the scroll'.

You can include more stories and news in one newsletter, but with clear distinction between the stories.

## Break up heavy text with bullets and lists

Do not be afraid to use bullets or lists, and when relating longer information, be sure to break every few sentences to create short, easy-to-read paragraphs.

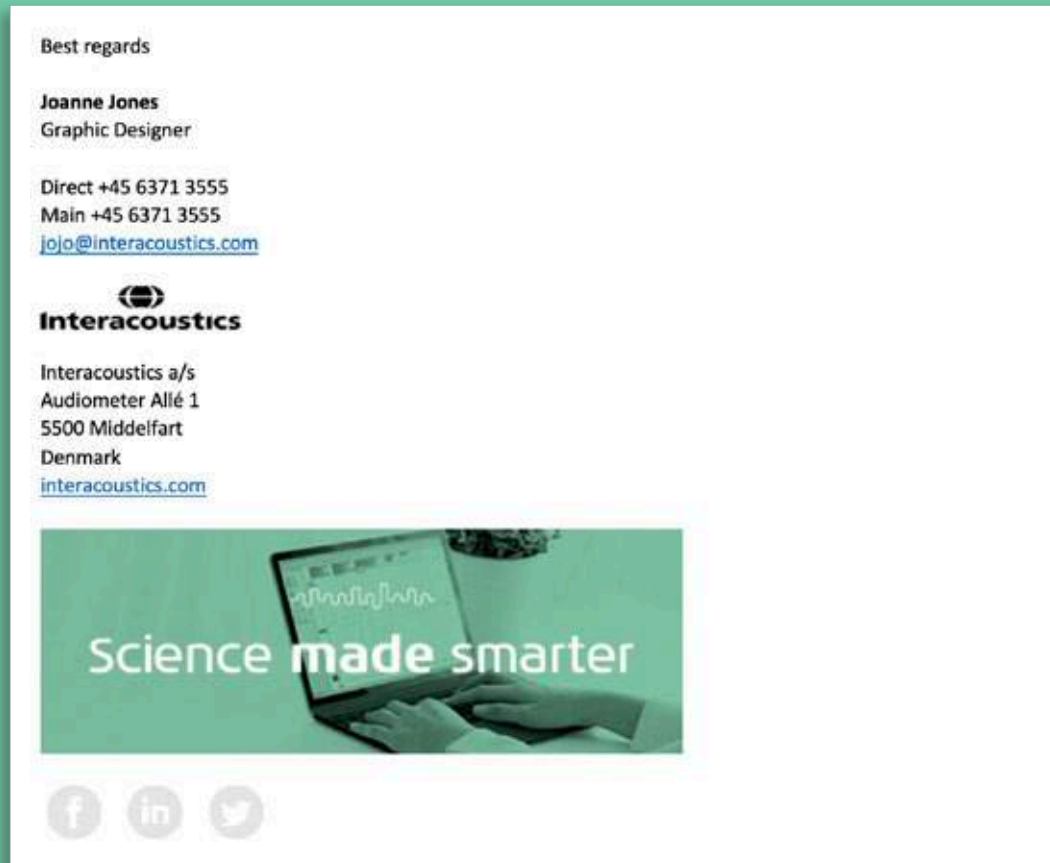
## Include images

## Include a clear call to action

Include one or more call to actions and include several hyperlinks if possible.

## Be flexible and track your performance

# E-mail signature



Example on e-mail signature

# PowerPoint



**AT235**  
Introduction for end-users  
31.01.2019 Name Surname



Frontpage example

## PowerPoint guidelines

- Vary the use of the background colors
- Always use Arial for your text
- As a guideline, use size 32 as headings, and 20 as text (first line)
- Vary the use of bullets and plain text
- Limit the use of text – keep it simple
- Use the different circle possibilities to emphasize messages
- Put environment pictures to the edge of the slide
- Use green overlays in most environment pictures (Go to Format - Color - choose a green color - go to Corrections to choose a better variant of the green color)

**Manual tympanometry**

**Feature:**  
Manual tympanometry (AT235t)

**Advantage:**  
Adjustment of pump pressure by the wheel on front panel

**Benefit:**  
With e.g. otosclerotic chain discontinuities more precise measurement is obtained resulting in a more correct diagnosis



Slide example 1

**Handheld remote**

Come the excitement for tests  
Simple three-button patient operation  
Rechargeable battery that lasts 24 hours  
Automatic recharge



Slide example 2

**Probe**  
Small & light-weight probe suitable for any ear from newborns to adults.

**Probe holder**  
Secures and prevents damage to the probe.



Slide example 3

# Posters & pull ups


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## Affinity<sup>2.0</sup>

Fitting made efficient

interacoustics.com

Audiometry, REA, HFI, and Visible Speech Mapping




interacoustics

Science made smarter

## TRV Chair

BPPV treatment made efficient

State of the art chair for diagnosing and treating Benign Paroxysmal Positional Vertigo (BPPV).

interacoustics.com

Balance Quest by Interacoustics




interacoustics




Science made smarter

## Callisto™

The clinic made portable

Redefining portability - Audiometry, REA, and Visible Speech Mapping in one box.

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## The Eclipse

Evoked potentials made powerful

AEP, ASSR, VEMP & OAE testing on one dedicated platform.

interacoustics.com

CE-Chirp® Stimulus Family

interacoustics

Science made smarter

## Eclipse ASSR

Threshold testing made accurate and fast

AEP, ASSR, VEMP & OAE testing on one dedicated platform.

interacoustics.com

CE-Chirp® Narrow Band CE-Chirp® Stimuli




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## Sera™

Early identification made possible

Handheld OAE and automated ABR screener.

interacoustics.com

Fast, reliable and with an easy to interpret pass or refer result. The perfect choice for any newborn hearing screening program.





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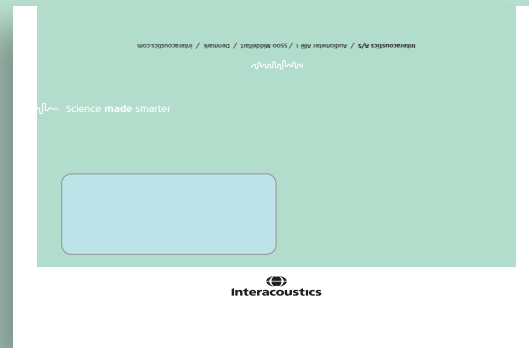
# Exhibitions booths



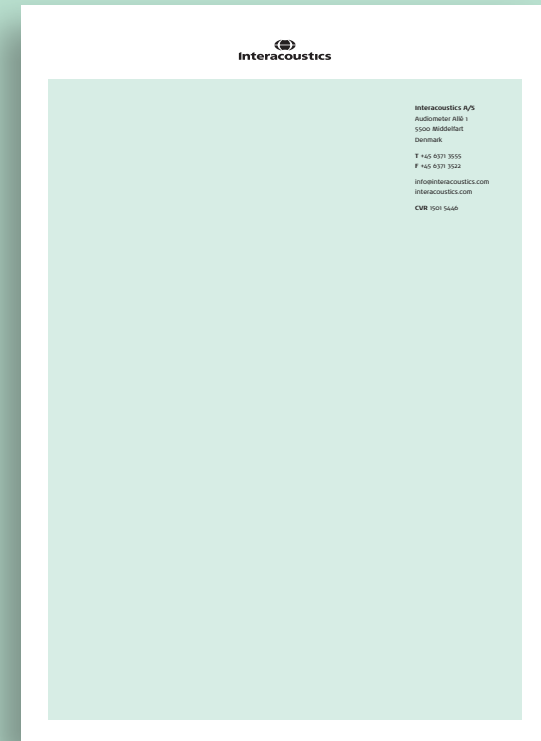
# Stationery



Business card



Envelope



Letterhead

# Give-aways / gifts



A4 4-ring binder



Mouse pad



Bucket bag,  
renewable cotton



A4 note pad



Mouse pad

# Usage examples



Science made smarter

# Work life made more efficient

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**Interacoustics**

2012/10/02

Science made smarter

Interacoustics

Work life

made more efficient

Science made smarter

# Your next idea made real

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2012/10/02

Science made smarter

Your next idea

made real

Science **made** smarter

# Quality of life **made** better



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**Interacoustics**

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Business Development

Marketing Systems

Employee

Performance



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Your  
next idea  
made  
real



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Quality  
of life  
made  
better



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Science  
made  
smarter



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Hearing  
made  
possible



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**Interacoustics**

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




Science made smarter

Quality  
of life  
made  
better



 Science **made** smarter

New Affinity  
upgrade  
**made by Erik**







The hearing edition

The Interacoustics magazine

made

  
Interacoustics



## New Affinity upgrade made by Erik

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[www.thermo.com](http://www.thermo.com)

Made hybrid

Create your own tests or choose from the existing standard protocols





Create your own tests or choose from the existing standard protocols

## Hearing made possible

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# Eclipse

All your  
needs  
**made**  
available  
on one  
platform

AEF, ASSR,  
VEMP & OAE testing  
on one dedicated  
platform



  
**Interacoustics**

AEF/OAE

Business Administration

Medical Services

Support

Accessories

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## Callisto software made even better

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