

THIS YOU MUST HEAR ABOUT

*'You see things and you say,
"Why?" But I dream things that
never were and say "Why Not?"*

George Bernard Shaw (1856-1950)

Why not - experience the full range of human hearing throughout our lives? With ClearTone Technologies you can, irrespective of your age. We have developed and patented unique Digital Audiometer Technologies that capture and utilise an individual's hearing profile or hearing print. This hearing print is used to bring life-changing improvements to people who are unaware that they may have some degree of hearing loss.

ClearTone's VISION is to use our state of the art digital, computing and advanced sound processing technologies to enable people to experience, throughout their lives, the full spectrum of sounds that they heard when they were young adults. Our goal is to build early relationships with people from the time that their hearing begins to deteriorate to the time when they may benefit from a hearing aid. Our Digital Audiometer is a fundamental building block in providing accurate calibrated hearing tests, whether for industrial screening (to measure and monitor the effects of noise exposure in work) or diagnostic use (to dispense hearing aids or provide additional medical diagnoses). It captures a person's digital hearing print which can be used in the tuning or fitting of a hearing aid. It can also improve hearing for a person without the need to use a hearing aid by providing a better quality personal listening experience, for example when using mobile phones, MP3 Players, personal stereos and in occupational usage such as in call centres.

ClearTone's STRATEGY is to build business partnerships to market these products with a strong emphasis on adding value to the hearing-enhancement industry. We have exploited the power of digitally based products to supply added-value services which are significantly more cost-effective, flexible, accurate, adaptable, portable and upgradeable than current analogue technologies. Our innovations accurately measure and reproduce the complete human audio spectrum including all frequencies and sound levels within the human hearing range.

‘There are those who look at things the way they are, and ask why... I dream of things that never were, and ask “Why not?”

Robert Kennedy, 1968 US presidential campaign



ClearTone's MISSION is adding value to existing growth markets including audiometrists, occupational health professionals, the general medical profession and speech & language professionals. There will also be an appropriately priced version for public use. The products also offer compelling business and marketing advantages to the major hearing-aid manufacturers, hearing-aid retail chains and individual hearing aid dispensers (such as audiologists). They in turn can provide better quality of life to their clients by affording them improved hearing prior to getting a hearing-aid.

Our value proposition will deliver cost-effective high-end technology solutions aimed at bringing a number of key benefits to the industry and opening up completely new market opportunities.

Why Not?

- Allow your client immediately to hear, during the diagnostic process, how a hearing aid would sound. The partner, who is usually a key influencer, can also experience your client's hearing loss and how it would be enhanced using a hearing aid
- Let the clinician hear what the client hears during the diagnostic process, thus enabling empathy, which is a key attribute in the sales process
- Automate the test process to identify the key hearing loss zones, allowing more precise profiling of the client's hearing
- Provide self-testing booths in e.g. pharmacies, shopping malls and other high-footfall locations
- Upload the client's hearing print to the Web so that the client, medical specialist or other relevant party can access this data any time and in any place
- Enable the marketing of hearing enhancement to the vast bulk of potential customers who have never had their hearing tested, by making testing more accessible and customer friendly such as by the family doctor, self-test booths or home testing
- Customise personal listening devices and reduce stigma and denial by promoting universal hearing enhancement
 - Upload the client's hearing print to communication networks, enabling personalised and tailored telephone reception, adding to the experience of hearing enhancement over time
 - Embed the client's hearing print in entertainment systems such as MP3 players, TV's, Hi-Fi and Bluetooth headsets

‘There are those who accept mediocre hearing without asking why ... We envisage excellent hearing and ask “Why not?”

Martin Ganter, CEO ClearTone Technologies, 2007

Why not become a ClearTone Technologies Partner?



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