

Hear Better in Noise with Precision Directional Imaging™ (PDI)



VS



CONVENTIONAL DIGITAL HEARING INSTRUMENTS

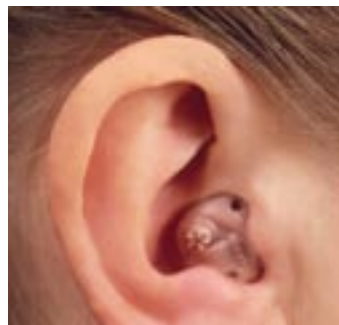
Conventional aids amplify sounds from all directions making it more difficult to understand a conversation with someone facing you.

STARKEY LABS' PDI ENHANCED DIGITAL HEARING INSTRUMENTS

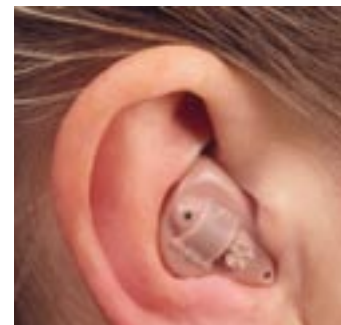
When activated, PDI narrows the sound focus area and reduces interference of competing sounds and conversations from the sides and rear.

IMPROVED HEARING WITH PDI

PDI's digital signal processor continuously monitors your sound environment. When noise levels reach a higher volume, the built-in computer narrows the sound pattern to focus on the area in front of you. With fewer sounds competing for your attention, understanding in noisy places can be significantly improved, especially compared to hearing instruments without this directional capability.



PDI ITC
from Starkey Labs



PDI ITE
from Starkey Labs



PDI BTE
from Starkey Labs

Studies show that for every one decibel increase in the directivity index - a ratio of desired speech sounds to noise - can equal an approximately 14% improvement in speech understanding.*

* individual results may vary



PDI HEARING INSTRUMENTS ARE MORE AFFORDABLE WITH SOUNDCHOICE



Financing From **SoundChoice** – enjoy low monthly payments and rates with no annual fee. **Start hearing better today** with our fast credit approval that allows you to finance up to 100% of your instrument costs.*

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DEALER IMPRINT AREA

Fixed Payment/Fixed APR — *Offer is subject to credit approval by GE Capital Consumer Card Co. Applies to purchases of \$1500 or more made on a CareCredit consumer credit card account. Minimum monthly payments of a fixed amount (4.75% for 24 months, 3.37% for 36 months or 2.68% for 48 months) of the promotional purchase amount, plus optional credit insurance charges, will be required each month in addition to any other required minimum payment. Finance charges will be assessed on the promotional purchase amount from the date of purchase at the fixed daily rate of .0355% (corresponding fixed ANNUAL PERCENTAGE RATE of 12.96%). If minimum monthly payments on your account (including optional insurance charges) are not paid when due, all special promotional terms may be terminated. Standard account terms apply to non-promotional purchases and, after promotion ends, to your promotional purchases. Variable APR is (21.98%) as of July 16, 2003 (in PR, the fixed APR is 22.48%). Fixed APR of 24.75% applies if payment is more than 30 days past due. Minimum finance charge is \$1 (\$0 in PR).