

FALL 2005 UPDATE

MARKETING Support Materials

Featuring **NEW:**

Spanish language materials

Point of Purchase displays and posters



TRIANO™

SIEMENS

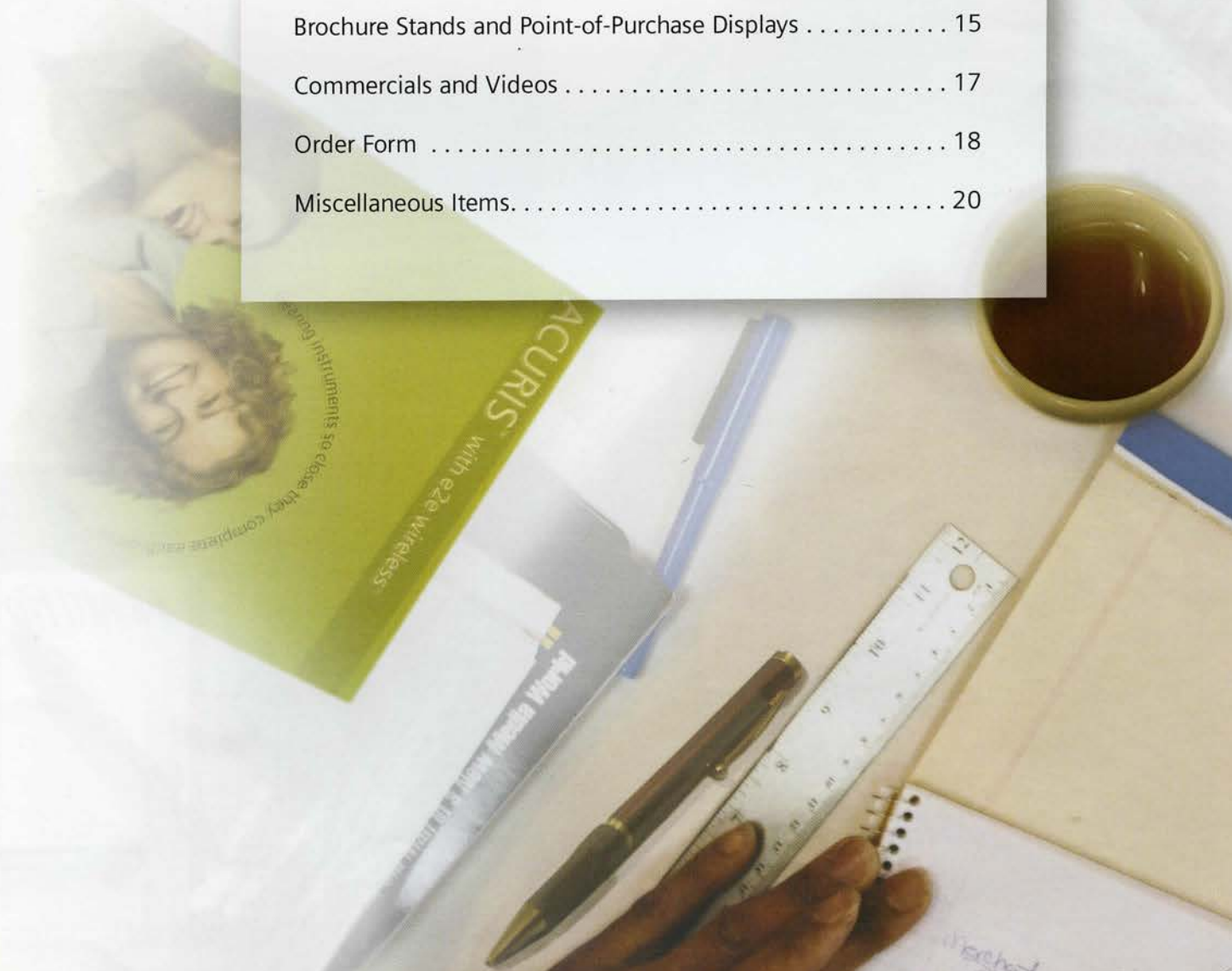
SUPPORT MATERIALS

Siemens Hearing Instruments offers a variety of marketing materials to support your business. In addition to the “off the-shelf” brochures, newspaper ad slicks, and other materials contained in this catalog, customized materials can be created to further personalize your marketing efforts (see back cover). Whatever your marketing needs are, we have a solution that will reach those with hearing loss and help grow your practice.



Table of Contents

| | |
|--|----|
| Consumer Product Brochures | 1 |
| General Consumer Brochures | 2 |
| Pediatric Support Materials | 3 |
| Consumer Direct Mail Postcards | 5 |
| General Cards and Envelopes | 6 |
| Newspaper Ad Slicks | 7 |
| Spanish Language Newspaper Ad Slicks | 9 |
| Posters | 11 |
| Brochure Stands and Point-of-Purchase Displays | 15 |
| Commercials and Videos | 17 |
| Order Form | 18 |
| Miscellaneous Items | 20 |



FALL 2005

Actual Folded Size 3 1/2" x 8 1/2" – Each brochure is sold in packs of 50.



#10053816



#10053844



#7087781



#3727265



#7189793



#7189801



#7076925



#7792976

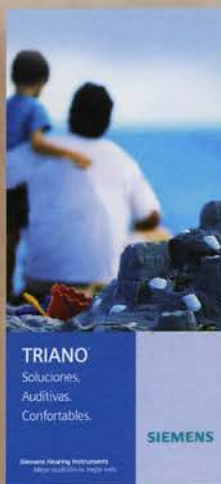
Spanish Language Brochures



#10053823



#10053857



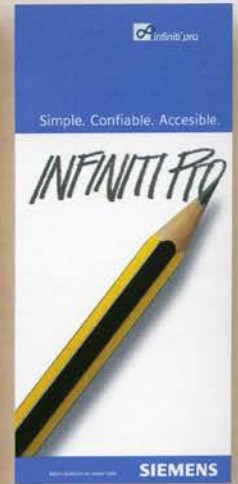
#7792836



#3727513



#7792984

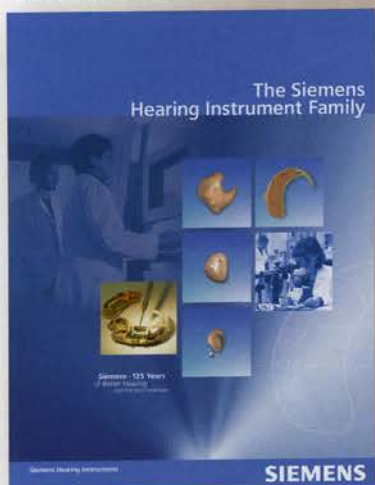


#7792992

FALL 2005

Approximate Size 8 1/2" x 11"

Approximate Size 3 1/2" x 8 1/2"



#3747826
Overview of all Siemens products



#1833925
Overview of Siemens Corporation



#3747628
General hearing information

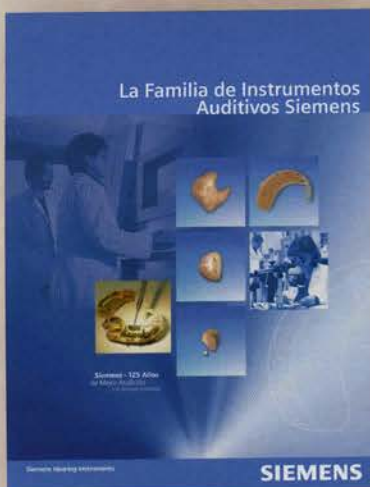


#7793057
Clinical trial summary



#7793446
Binaural hearing information

Spanish Language Brochures



#7076644



#3722787
General hearing information



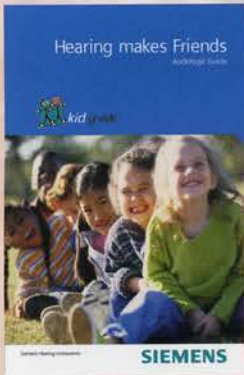
#3722795
Binaural hearing information

For a complete and updated offering of Siemens marketing materials, visit mySiemens at www.usa.siemens.com/hearing.

FALL 2005



kid g-ear™

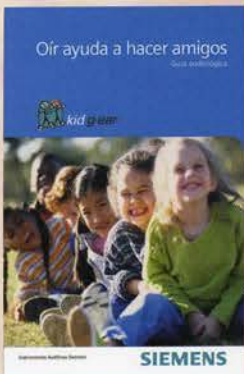


#7087351
Audiological Guide



#7087328
Hearing Aid Guide

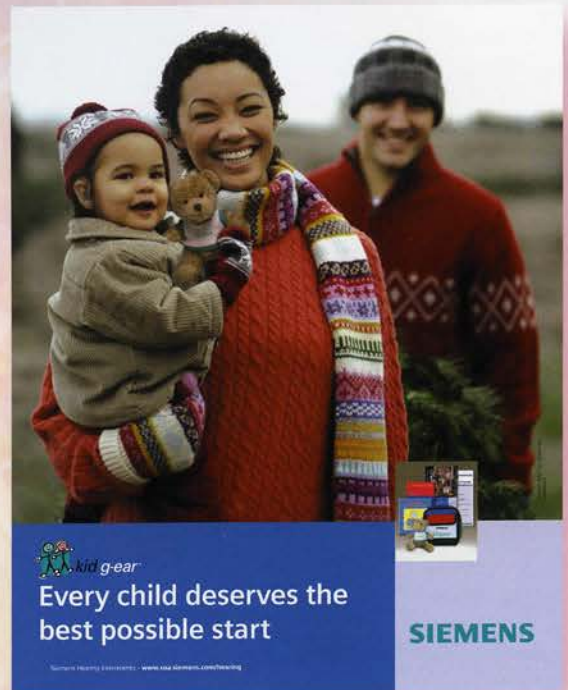
Spanish Language Brochures



#7793370
Audiological Guide



#7793388
Hearing Aid Guide



#7793420
16" x 20" kid g-ear Poster

For a complete and updated offering of Siemens marketing materials, visit mySiemens at www.usa.siemens.com/hearing.

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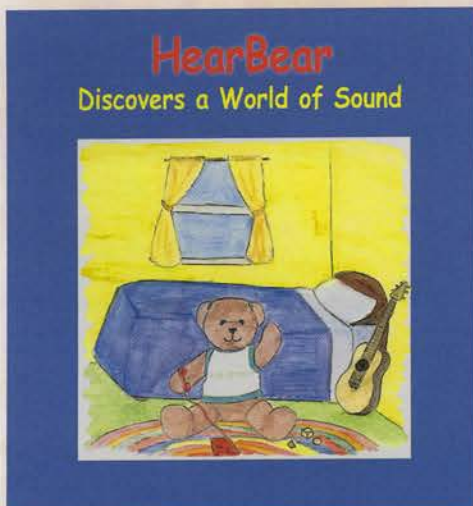
Pediatric Use and Care Kit
#7793230

Colorful insulated lunchbox with the following items:

- HearBear with color BTEs
- HearBear BTE Clip
- Dehumidifier Kit
- Air Puffer
- Battery Tester
- Stethoset
- Tool Set (wax brush & wax loop with magnetic end)
- Use and Care Kit Instruction Book



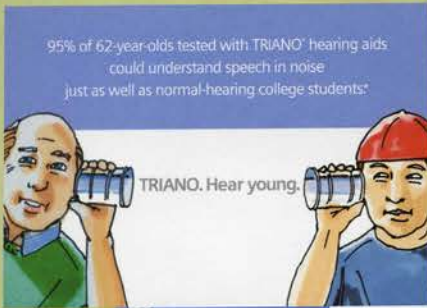
Pediatric Use and Care Kit
Spanish Language Version
#7793594



#7793289
Colorful children's book

FALL 2005

4 1/4" x 6"
TRIANO™ Clinical Trial Postcards



triano
Siemens Hearing Instruments

Learn more about TRIANO – the hearing aid from Siemens Hearing Instruments that's clinically proven to improve speech understanding in noisy environments. And start enjoying your conversations again. Call or visit us today.

*This is a summary of one of our experimental hearing aid trials. Average age was 62 years old (range 55-69). Hearing aid use was 10 years or more. All participants were 60 years of age or older. Hearing aid trials were done in a laboratory setting. Not all hearing aid users have the same hearing loss. © 2005 Siemens Hearing Instruments, Inc.

4 1/4" x 6"
ACURIS™ Small Postcards



Two hearing instruments performing as one seamless system

The next generation in hearing solutions has arrived! Introducing ACURIS™ with e2e wireless®, from Siemens, the leader and pioneer of wireless synchronization. Now, for the first time, wearing two hearing instruments offers a new level of sophistication just not possible before. Because ACURIS hearing instruments actually communicate with each other. Sensing, analyzing, interpreting, sharing, and adjusting continuously and automatically. All made possible with e2e wireless. Hear the difference. Call to learn more.

Hearing instruments help many people hear better, but individual results may vary. © 2005 Siemens Hearing Instruments, Inc. All rights reserved. 11/04

POSTCARD
UNIVERSITY
UNIVERSITY
UNIVERSITY



5 1/2" x 8 1/2"
ACURIS Life Postcards



Open your ears to a Life or better hearing

Easy to Wear. Easy to Use. Barely Noticeable.

ACURIS™ Life is an open ear hearing solution you can wear with confidence. Developed by Siemens, the world leader and pioneer of digital wireless technology, it is the only open ear solution featuring the groundbreaking ACURIS technology and e2e (ear-to-ear) wireless. Its sleek ergonomic design makes it virtually invisible, while its state-of-the-art sound processing delivers knockout performance. With no earhook or on-instrument controls, it couldn't be easier or more comfortable to wear or operate. ACURIS Life. Nothing else comes close.

ACURIS Life with e2e wireless.
Call today to find out more.

Hearing instruments help many people hear better, but individual results may vary. © 2005 Siemens Hearing Instruments, Inc. All rights reserved. 11/04

5 1/2" x 8 1/2"
ACURIS Large Postcards



Easy to wear. Easy to adjust. Easy to enjoy.
ACURIS with e2e wireless.
Call today to find out more.

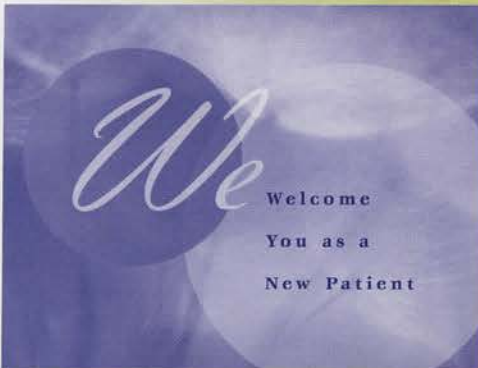
Hearing instruments help many people hear better, but individual results may vary. © 2005 Siemens Hearing Instruments, Inc. All rights reserved. 11/04

POSTCARD
UNIVERSITY
UNIVERSITY
UNIVERSITY

To order these cards, or to request imprinting, call your Siemens Sales Representative at (800) 766-4500.

FALL 2005

Sold in packs of 25 with envelopes
Folded Size 5 1/2" x 4 1/4"



#7788698



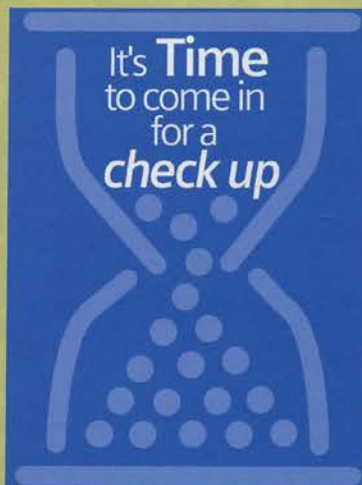
#7788722



#7788664



#7788763



#7788771



#7788730

FALL 2005

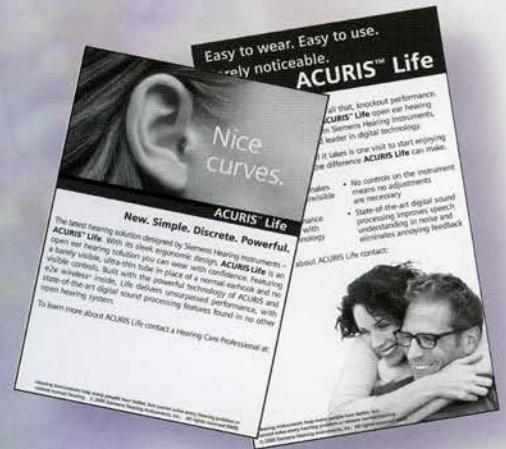
**JUST HAVE THE
NEWSPAPER INCLUDE
YOUR OFFICE
INFORMATION!**

ACURIS™



Several ads per packet – #10053827
Sizes: 4 1/4" x 6"; 4 1/4" x 7"; 6 3/8" x 10"

ACURIS™ Life



2 ads per packet – #10053856
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

TRIANO™



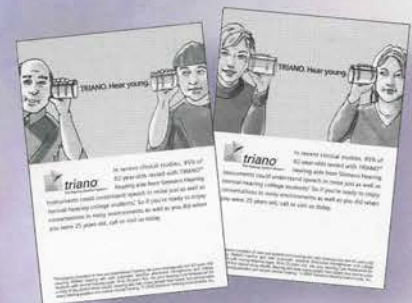
Several ads per packet – #7087880
Various sizes: 4 1/4" x 6"; 4 1/4" x 7"

TRIANO™ (I Hate Hearing Aids)



Several ads per packet – #7793586
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

TRIANO™ (Clinical trial summary)



2 ads per packet – #7793073
Size: 4 1/4" x 6"

Additional product ads are available upon request.

FALL 2005

NEWSPAPER AD SLICKS

PRISMA™ 2

Freedom Never Sounded So Good!
Free yourself from old technology and get back to doing the things you love!

Get Back into the Swing of Things with PRISMA™ 2 Hearing Aids!
Achieve greater listening and wearing comfort with PRISMA™ 2 through its Voice Activity Detection system, automatic volume control and directional microphone systems. PRISMA™ 2 is a clever hearing system that lets you know when you've switched programs and when its battery needs changing.

Freedom Never Sounded So Good!
Free yourself from old technology and get back to doing the things you love!

Get Back into the Swing of Things with PRISMA™ 2 Hearing Aids!
Achieve greater listening and wearing comfort with PRISMA™ 2 through its Voice Activity Detection system, automatic volume control and directional microphone systems. PRISMA™ 2 is a clever hearing system that lets you know when you've switched programs and when its battery needs changing.

Several ads per packet – #3727315
Various sizes: 4 1/4" x 6"; 4 1/4" x 7"

MUSIC® Pro

The wait is over. The latest in digital is here!
Sweet Nothings really are nothing if they're not heard.

The wait is over. The latest in digital is here!
Everyone should be able to hear the beautiful symphony that is the human voice.

The wait is over. The latest in digital is here!
MUSIC Pro and its superior digital technology is available now!

The wait is over. The latest in digital is here!
MUSIC Pro is the latest in digital technology. It's a difference you can hear.

Several ads per packet – #7792778
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

INFINITI™ Pro

You're not the only one in the crowd.
We hear you loud and clear.

Better doesn't have to mean more expensive.
We hear you loud and clear.

You need a hearing solution to fit your life.
Siemens INFINITI Pro may be your solution. Using digital sound processing, INFINITI Pro is designed to simply help you hear better. The optional Directional Microphone System offers even better hearing. This system allows you to focus on the sound you want to hear from all around you, which you may want when you're taking a walk in the park. Or the system can focus primarily on sounds in front of you so you can enjoy conversation with a friend in a noisy setting.

PHOENIX™

Several ads per packet – #7792760
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

PHOENIX™ One

BETTER HEARING FOR EVERYONE
At a More Affordable Price

BETTER HEARING at a More Affordable Price.
Now that's something to shout about!

Siemens, the world's largest hearing aid manufacturer and global leader in digital sound processing technology, introduces the PHOENIX™ family of basic digital hearing aids. With the use of advanced conventional technology, PHOENIX's smart circuitry can meet all your hearing needs... at a price you'll find exceptional. PHOENIX offers:

- Digital signal processing and performance
- Extended battery life
- Solutions for any hearing loss
- Available in all styles from the almost invisible CIC to the low profile mini-BTE
- Extended battery life
- Solutions for any degree of hearing loss

Available in all styles from the almost invisible CIC to the low profile mini-BTE. Call for more information about PHOENIX.

Traditional Hearing Aid Technology
BUDDDDDIGITALLY REDEFINE

PHOENIX One Hearing Aids: TRADITIONAL TECHNOLOGY HAS GONE DIGITAL!

PHOENIX One from Siemens Hearing Instruments offers:

- An affordable cost-to-manage hearing aid available in a full family of custom styles
- Great sound quality through digital signal processing
- Outstanding battery life with available recharge when the battery is low
- Manual volume control

PHOENIX One hearing aids are equipped with digital processing designed for clarity and performance using the same technology that makes music on compact disc, digital video, clear and distortion free.

Call us to see if PHOENIX One is the right hearing solution for you.

2 ads per packet – #7087294
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

2 ads per packet – #7793297
Sizes: 4 1/4" x 5"; 4 1/4" x 6"

FALL 2005

**JUST HAVE THE
NEWSPAPER INCLUDE
YOUR OFFICE
INFORMATION!**

Spanish Language ACURIS™ Life

**Fácil de colocar. Fácil de usar.
Imperceptible.**

ACURIS™ Life

Curvas precisas.

Nuevo. Simple. Discreto. Poderoso.

La más reciente solución auditiva diseñada por Siemens Hearing Instruments es una solución auditiva de ciclo abierto que puede utilizarse en una solución auditiva de ciclo abierto que usted llevará en su oído normal y no tiene cables visibles. Con el procesamiento de sonido digital ACURIS y e2e wireless™, ACURIS Life ofrece el silencio más cercano de ACURIS Life comunicarse con:

Para aprender más acerca de ACURIS Life comuníquese con un audiólogo en:

2 ads per packet – #10053858
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

Spanish Language ACURIS™

ACURIS™ con e2e wireless™

En definitiva, audífonos con se...

ACURIS™ con e2e wireless™

Siemens esta...

ACURIS™ con e2e wireless™

Siemens esta...

ACURIS™ con e2e wireless™

Siemens esta...

Several ads per packet – #7189504
Sizes: 4 1/4" x 6"; 4 1/4" x 7"; 6 3/8" x 10"

Spanish Language TRIANO™

No se pierda el minuto del juego

Juego de nuevo

No se pierda las cosas pequeñas – las cosas más importantes

No se pierda otra vida

TRIANO™

Several ads per packet – #7793081
Various sizes: 4 1/4" x 6"; 4 1/4" x 7"

SPANISH LANGUAGE NEWSPAPER AD SLICKS FALL 2005

Spanish Language PRISMA™ 2

¡La libertad nunca sonó tan bien!
¡Libérese de la tecnología vieja y vuelva a hacer lo que ama!

¡Vuelva a su ritmo de vida con los aparatos auditivos PRISMA 2!
¡Libérese de la tecnología vieja y vuelva a hacer lo que ama!

¡Vuelva a su ritmo de vida con los aparatos auditivos PRISMA 2!
¡Libérese de la tecnología vieja y vuelva a hacer lo que ama!

¡Vuelva a su ritmo de vida con los aparatos auditivos PRISMA 2!
¡Libérese de la tecnología vieja y vuelva a hacer lo que ama!

Several ads per packet – #7793099
Various sizes: 4 1/4" x 6"; 4 1/4" x 7"

Spanish Language MUSIC® Pro

Los dulces susurros al oído no son más que eso si no puede oírlos.
¡MUSIC® Pro ya está disponible!

Se acabó la espera. ¡Lo último en tecnología digital ya llegó!
¡MUSIC® Pro ya está disponible!

Se acabó la espera. ¡Lo último en tecnología digital ya llegó!
¡MUSIC® Pro ya está disponible!

Se acabó la espera. ¡Lo último en tecnología digital ya llegó!
¡MUSIC® Pro ya está disponible!

Several ads per packet – #7793107
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

Spanish Language INFINITI™ Pro

Usted no es el único en la multitud.
Le escuchamos perfectamente.

Le escuchamos perfectamente.
Mejor no tiene que significar más caro.

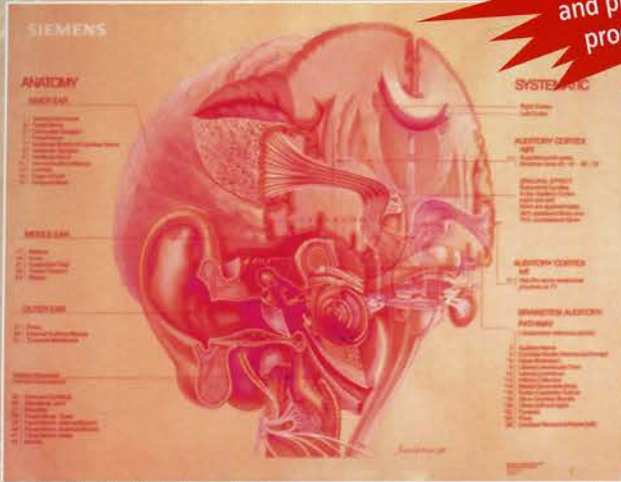
Le escuchamos perfectamente.
Mejor no tiene que significar más caro.

Le escuchamos perfectamente.
Mejor no tiene que significar más caro.

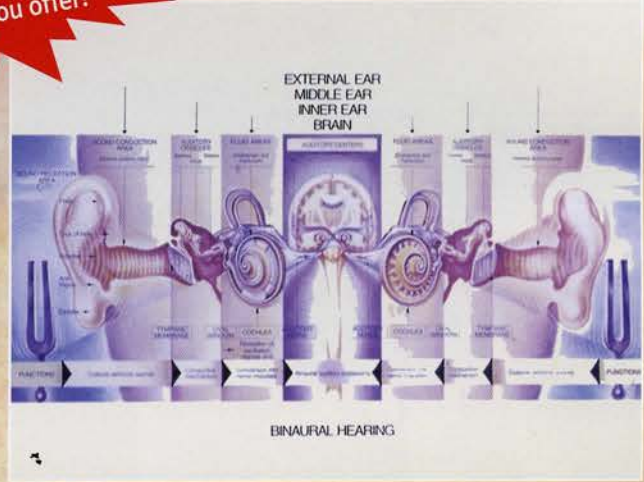
Several ads per packet – #7793115
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

FALL 2005

Posters are great for brightening up the office and promoting the current product that you offer!



#7788631 – 32" x 24"



#7788623 – 32" x 24"

#1853063
(set of three posters without frame)

#1853071
(set of three posters with frame)



#1853006
15 3/4" x 38 3/4" (Unframed)



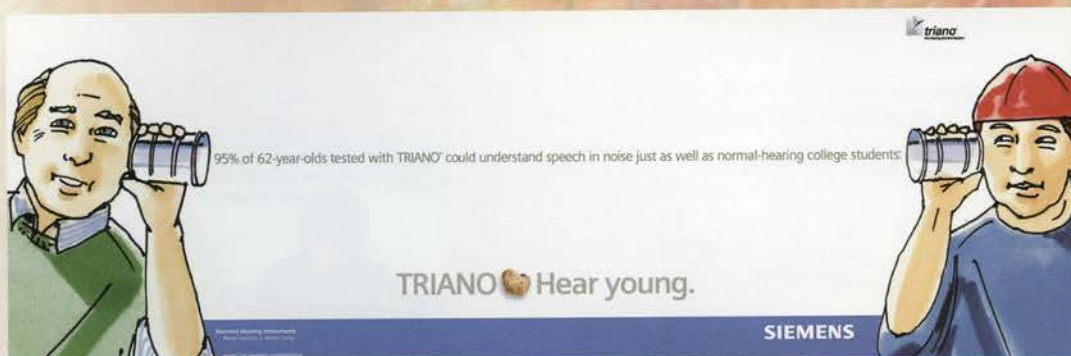
#1853022
15 3/4" x 38 3/4" (Unframed)



#1853048
15 3/4" x 38 3/4" (Unframed)

FALL 2005

TRIANO™ Clinical Trial Posters



#7793032 – 36" x 12"



#7793040 – 36" x 12"

ACURIS™/ACURIS Life Posters



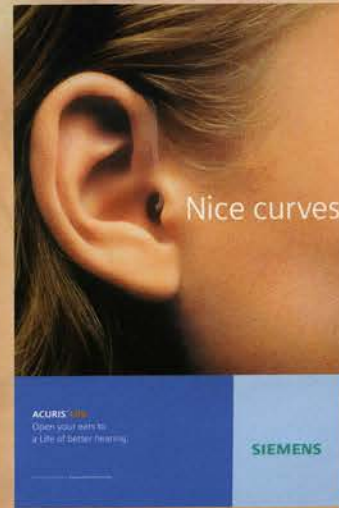
Acuris "Say Hello" Poster
#10053809
36" x 24"



Acuris "Some Things Match" Poster
#10053810
36" x 24"



Acuris "Grandfather/Twins" Poster
#10053841
36" x 24"

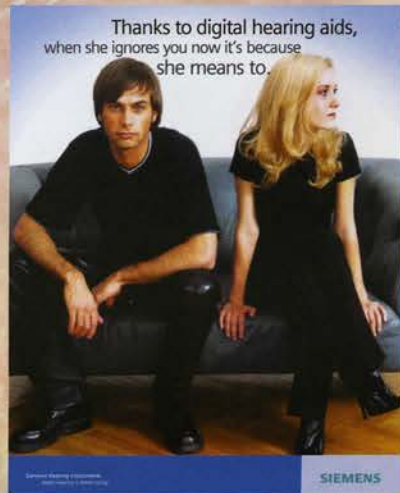


Acuris Life "Nice Curves" Poster
#10053849
36" x 24"

FALL 2005

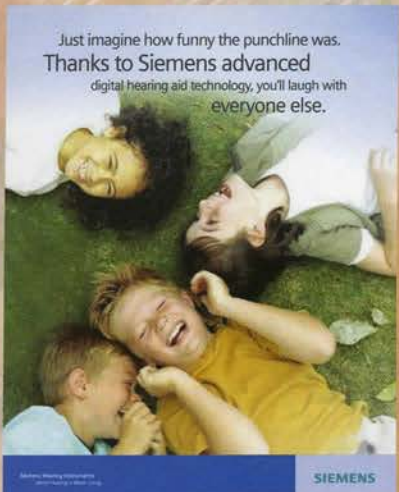


#7189660 – 16" x 20"



#7189637 – 16" x 20"

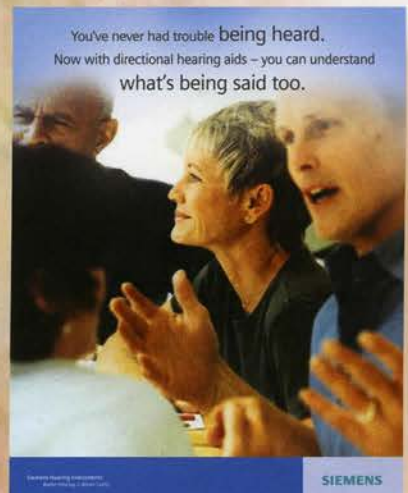
Great for decorating your office!



#7793438 – 16" x 20"



#7189645 – 16" x 20"



#7189652 – 16" x 20"

FALL 2005

Point-of-Purchase Display

Attractive, educational and promotes hearing instrument sales



Rotate the insert and brochure offering monthly to keep interest!

Three informative poster inserts with product brochures help pre-sell Siemens hearing instruments to patients in your reception areas, at health fairs, nursing homes or wherever it's displayed.

#3747594 – 13 1/2" x 11 5/16" x 4 1/2"
(Brochures not included)

Display includes the following three inserts



TRIANO Insert



Premium Performance Insert



Shell Type Insert

For a complete and updated offering of Siemens marketing materials, visit our website at www.usa.siemens.com/hearing.

FALL 2005

Point-of-Purchase Displays with brochure holders (Brochures available on pages 1 & 2)



#10053818 – 9 1/4" x 11 3/4"
Fits brochures size 3 1/2" x 8 1/2"
(Brochures not included)



Clinical trial summary display
#7793065 – 17" x 10"
Fits brochures size 3 1/2" x 8 1/2"
(Brochures not included)



#7793123 – 8 1/2" x 11"
Fits brochures size 3 1/2" x 8 1/2"
(Brochures not included)



#7793156 – 8 1/2" x 11"
Fits brochures size 3 1/2" x 8 1/2"
(Brochures not included)



#7793149 – 8 1/2" x 11"
Fits brochures size 3 1/2" x 8 1/2"
(Brochures not included)



#7793131 – 8 1/2" x 11"
Fits brochures size 3 1/2" x 8 1/2"
(Brochures not included)



#7788607 – 3-Tier Stand
Fits brochures size 3 1/2" x 8 1/2"
(Brochures not included)

FALL 2005

"Silent Movie" & "Miniature Golf" TV Ads



Two - 30 second and Two - 60 second TV commercials (including 1 in Spanish)



#7087179 VHS for previewing (all versions)

#7087336 Closed captioned VHS for previewing (English version only)

To obtain Beta Masters for production use, contact your Siemens Sales Representative at (800) 766-4500

LASR™ Video

View LASR – the latest shell technology for hearing instruments



#7076933 (regular video)

**FOR USE
IN YOUR
WAITING ROOM...**

Video/DVD

"Discover the Fascinating World of Hearing"



#3747586 – (VHS video)

#3747651 – (DVD)

For a complete and updated offering of Siemens marketing materials, visit our website at www.usa.siemens.com/hearing.

MARKETING SUPPORT MATERIALS ORDER FORM/PRICE LIST 2005 UPDATE

| | Qty. | Item No. | Description | List Price | BDP Price | SBP Price | Total Price |
|---|---|--|--|--|-----------|-----------|-------------|
| CONSUMER PRODUCT BROCHURES (Page 1) | | 10053816 | ACURIS™ Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 10053844 | ACURIS™ Life Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7087781 | TRIANO™ Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 3727265 | PRISMA™ 2 Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7189793 | MUSIC™ Pro Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7189801 | INFINITI™ Pro Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7076925 | PHOENIX™ Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7792976 | PHOENIX™ One Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 10053823 | Spanish ACURIS™ Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 10053857 | Spanish ACURIS™ Life Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7792836 | Spanish TRIANO™ Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 3727513 | Spanish PRISMA™ 2 Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7792984 | Spanish MUSIC™ Pro Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7792992 | Spanish INFINITI™ Pro Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | GENERAL CONSUMER BROCHURES (Page 2) | | 3747826 | The SHI Family of Hearing Aids Brochure (sold as 1) | .60 | .55 | .50 |
| | | 1833925 | Siemens Today Directory (pack of 25) | N/C | N/C | N/C | |
| | | 3747628 | Better Hearing Consumer Brochure (pack of 25) | 18.00/pk | 16.50/pk | 15.00/pk | |
| | | 7793057 | TRIANO Clinical Trial Consumer Brochure (pack of 25) | 11.00/pk | 10.00/pk | 9.00/pk | |
| | | 7793446 | Two Ears are Better Than One Binaural Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| | | 7076644 | Spanish SHI Family of Hearing Aids Brochure (sold as 1) | .60 | .55 | .50 | |
| | | 3722787 | Spanish Better Hearing Consumer Brochure (pack of 25) | 18.00/pk | 16.50/pk | 15.00/pk | |
| | | 3722795 | Spanish Two Ears are Better... Binaural Brochure (pack of 50) | 18.00/pk | 15.00/pk | 13.00/pk | |
| PEDIATRIC SUPPORT MATERIALS (Pages 3 & 4) | | 7087351 | Hearing Makes Friends Audiologic Guide (pack of 10) | 21.00/pk | 19.25/pk | 17.50/pk | |
| | | 7087328 | Hearing Makes Friends Hearing Aid Guide (pack of 10) | 21.00/pk | 19.25/pk | 17.50/pk | |
| | | 7793370 | Spanish Hearing Makes Friends Audiologic Guide (pack of 10) | 21.00/pk | 19.25/pk | 17.50/pk | |
| | | 7793388 | Spanish Hearing Makes Friends Hearing Aid Guide (pack of 10) | 21.00/pk | 19.25/pk | 17.50/pk | |
| | | 7793420 | kid g-ear Pediatric Poster (sold as 1) | 6.00 | 5.50 | 5.00 | |
| | | 7793289 | HearBear Discovers a World of Sound Children's Book (sold as 1) | 7.00 | 6.00 | 5.25 | |
| | | 7793230 | Pediatric Use and Care Kit (sold as 1) | 29.00 | 26.00 | 23.00 | |
| | | 7793594 | Spanish Pediatric Use and Care Kit (sold as 1) | 29.00 | 26.00 | 23.00 | |
| GENERAL CARDS AND ENVELOPES (Page 6) | | 7788698 | We Welcome You as a New Patient Cards (pack of 25) | 5.00/pk | 4.50/pk | 4.00/pk | |
| | | 7788664 | Season's Greeting Cards (pack of 25) | 5.00/pk | 4.50/pk | 4.00/pk | |
| | | 7788722 | Thank You Cards (pack of 25) | 5.00/pk | 4.50/pk | 4.00/pk | |
| | | 7788763 | Reminder Cards (pack of 25) | 5.00/pk | 4.50/pk | 4.00/pk | |
| | | 7788730 | Happy Birthday Cards (pack of 25) | 5.00/pk | 4.50/pk | 4.00/pk | |
| | | 7788771 | It's Time for a Check Up Cards (pack of 25) | 5.00/pk | 4.50/pk | 4.00/pk | |
| NEWSPAPER AD SLICKS (Pages 7, 8, 9, & 10) | | 10053827 | ACURIS b/w Ad Slicks | N/C | N/C | N/C | |
| | | 10053856 | ACURIS Life b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7087880 | TRIANO b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7793073 | TRIANO (Clinical Trial) b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7793586 | TRIANO (I Hate Hearing Aids) b/w Ad Slicks | N/C | N/C | N/C | |
| | | 3727315 | PRISMA 2 b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7792778 | MUSIC Pro b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7792760 | INFINITI Pro b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7087294 | PHOENIX b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7793297 | PHOENIX One b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7189504 | Spanish ACURIS b/w Ad Slicks | N/C | N/C | N/C | |
| | | 10053858 | Spanish ACURIS Life b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7793081 | Spanish TRIANO b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7793099 | Spanish PRISMA 2 b/w Ad Slicks | N/C | N/C | N/C | |
| | | 7793115 | Spanish INFINITI Pro b/w Ad Slicks | N/C | N/C | N/C | |
| | 7793107 | Spanish MUSIC Pro b/w Ad Slicks | N/C | N/C | N/C | | |

MARKETING SUPPORT MATERIALS ORDER FORM/PRICE LIST 2005 UPDATE

| | Qty. | Item No. | Description | List Price | BDP Price | SBP Price | Total Price |
|---|----------|---|---|------------|-----------|-----------|-------------|
| POSTERS <small>(Pages 11, 12, 13 & 14)</small> | | 7788631 | Anatomical Poster (Ear) (32" x 24") | 6.00 | 5.50 | 5.00 | |
| | | 7788623 | Binaural Poster (32" x 24") | 6.00 | 5.50 | 5.00 | |
| | | 1853006 | Musical Instruments Poster (15 3/4" x 38 3/4") | 15.00 | 13.00 | 11.00 | |
| | | 1853022 | International Flag Poster (15 3/4" x 38 3/4") | 15.00 | 13.00 | 11.00 | |
| | | 1853048 | Electronics Poster (15 3/4" x 38 3/4") | 15.00 | 13.00 | 11.00 | |
| | | 1853063 | Set of Three Posters* (without frame) | 40.00 | 35.00 | 30.00 | |
| | | 1853071 | Set of Three Posters* (with frame) | 275.00 | 250.00 | 225.00 | |
| | | 7793032 | TRIANO Clinical Trial Poster (Men 36" x 12") | 4.00 | 3.00 | 2.00 | |
| | | 7793040 | TRIANO Clinical Trial Poster (Women 36" x 12") | 4.00 | 3.00 | 2.00 | |
| | | 10053809 | ACURIS Poster (Say Hello 36" x 24") | 6.00 | 5.50 | 5.00 | |
| | | 10053810 | ACURIS Poster (Some Thing Match 36" x 24") | 6.00 | 5.50 | 5.00 | |
| | | 10053841 | ACURIS Poster (Grandfather/Twins 36" x 24") | 6.00 | 5.50 | 5.00 | |
| | | 10053849 | ACURIS Life Poster (Nice Curves 36" x 24") | 6.00 | 5.50 | 5.00 | |
| | | 7189660 | Better Hearing is Better Living - Woman Exercise Class (16" x 20") | 6.00 | 5.50 | 5.00 | |
| | | 7189637 | Better Hearing is Better Living - Couple (16" x 20") | 6.00 | 5.50 | 5.00 | |
| | | 7793438 | Better Hearing is Better Living - Punchline (16" x 20") | 6.00 | 5.50 | 5.00 | |
| | | 7189645 | Better Hearing is Better Living - Parent and Child (16" x 20") | 6.00 | 5.50 | 5.00 | |
| | | 7189652 | Better Hearing is Better Living - Meeting (16" x 20") | 6.00 | 5.50 | 5.00 | |
| | | 7788615 | Better Hearing is Better Living Collage (24" x 32") | 6.00 | 5.50 | 5.00 | |
| | | 3747156 | Blue World Poster (24" x 33") | 6.00 | 5.50 | 5.00 | |
| | 3722100 | Siemens 125 Years of Better Hearing Poster (16" x 20") | 6.00 | 5.50 | 5.00 | | |
| | 7788649 | Historical Posters - Set of 2 (17" x 22") | 8.50 | 7.80 | 7.00 | | |
| BROCHURE STANDS AND POINT OF PURCHASE DISPLAYS <small>(Pages 15 & 16)</small> | | 3747594 | Point of Purchase Display (with 3 inserts - 13 1/2" x 11 5/16" x 4 1/2") | 25.00 | 23.00 | 21.00 | |
| | | 10053818 | ACURIS P.O.P. Display (9 1/4" x 11 3/4" - Brochures sold separately) | 4.25 | 4.00 | 3.75 | |
| | | 7793065 | TRIANO Clinical Trial P.O.P. Display (17" x 10" - Brochures sold separately) | 3.00 | 2.50 | 2.00 | |
| | | 7793123 | TRIANO P.O.P. Display (8 1/2" x 11" - Brochures sold separately) | 4.25 | 4.00 | 3.75 | |
| | | 7793156 | PRISMA 2 P.O.P. Display (8 1/2" x 11" - Brochures sold separately) | 4.25 | 4.00 | 3.75 | |
| | | 7793149 | MUSIC Pro P.O.P. Display (8 1/2" x 11" - Brochures sold separately) | 4.25 | 4.00 | 3.75 | |
| | | 7793131 | INFINITI Pro P.O.P. Display (8 1/2" x 11" - Brochures sold separately) | 4.25 | 4.00 | 3.75 | |
| | | 7788607 | Siemens 3-Tier Stand (3 1/2" x 8 1/2" - Brochures sold separately) | 10.00 | 9.00 | 8.00 | |
| COMMERCIALS AND VIDEOS <small>(Page 17)</small> | | 7087179 | 30/60 Second Commercials - VHS for Preview (English/Spanish) | N/C | N/C | N/C | |
| | | 7087336 | 30/60 Second Commercials - VHS for Preview w/Closed Caption (English only) | N/C | N/C | N/C | |
| | | 7076933 | LASR ™ Video (Regular Video) | N/C | N/C | N/C | |
| | | 3747586 | Fascinating World of Hearing - VHS format | 7.50 | 6.00 | 5.00 | |
| | | 3747651 | Fascinating World of Hearing - DVD format | 8.50 | 7.00 | 6.00 | |
| MISCELLANEOUS <small>(Page 20)</small> | | 3747545 | Laminated Technology Chart (11" x 8 1/2") | 3.00 | 2.50 | 2.00 | |
| | | 3747669 | Spanish Laminated Technology Chart (11" x 8 1/2") | 3.00 | 2.50 | 2.00 | |
| | | 7189496 | Siemens 2-Pocket Folder | 2.00 | 1.50 | 1.00 | |
| | | 1848014 | Marketing Manual (Comprehensive Guide) | 295.00 | 195.00 | N/C | |
| | | 10053813 | ACURIS Consumer Flipchart Presentation | 22.00 | 20.00 | 18.00 | |
| | | 10053824 | ACURIS Consumer Power Point Presentations on CD-Rom | N/C | N/C | N/C | |
| | 10053811 | ACURIS Window Cling Sticker (3 3/4" x 5 1/2") | 2.50 | 2.00 | 1.50 | | |

*Set includes: Musical Instruments, International Flags & Electronics Posters

| |
|--|
| Order Total \$ _____ Use BDP Funds <input type="checkbox"/> Use SBP Funds <input type="checkbox"/> |
|--|

MAIL TO: Siemens Hearing Instruments • P.O. Box 1397 • Piscataway, NJ 08855-1397

Siemens Account No.: _____

BILL TO:

Office Name _____

Phone No. () _____

Address _____

City _____ State _____ Zip _____

SHIP TO: (If different than the Bill To address, provide the Ship To information below)

Office Name _____

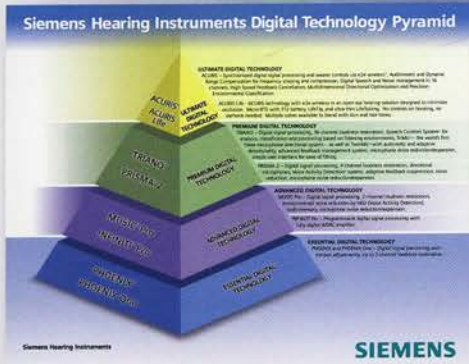
Phone No. () _____

Address _____

City _____ State _____ Zip _____

All Marketing materials are sold as individual items unless otherwise noted. Available SBP and BDP funds can be used for all Marketing materials and services. To process your order, please send or fax this form to your **Siemens Sales Representative**. Information and pricing is subject to change without notice.

Laminated Technology Chart



#3747545 - 11" x 8 1/2"

Laminated Technology Chart (Spanish)



#3747669 - 11" x 8 1/2"

Siemens 2-Pocket Folder



#7189496

Marketing Manual
Comprehensive Guide



#1848014

ACURIS Consumer Flipchart Presentation
(75 pgs.)



#10053813

ACURIS Consumer
Power Point
Presentations on
CD-Rom
#10053824



ACURIS Window Cling Sticker
3 3/4" x 5 1/2"
#10053811



And for more customized marketing materials...

The Siemens Marketing Services Team looks forward to assisting you create personalized and effective marketing materials. Marketing support materials including newspaper ad slicks, direct mail postcards, and more can be customized to meet your marketing needs.

The Self-service Materials section on mySiemens is a new tool designed to make requesting customized marketing materials easier and more convenient.

So now, there are three ways to take advantage of Siemens customized marketing materials:

- You can contact your Siemens Sales Representative to initiate a marketing project request with the Marketing Services Team
- Use the Self-service Materials section on mySiemens to select your materials, enter your information, and forward your order directly to the Marketing Services Team for completion.
- Use the Self-service Materials section on mySiemens to select a design to be sent via e-mail to a printer or newspaper of your choice. Your printer will be able to add your customization information easily.

To access the Self-service Materials section of mySiemens, login at www.usa.siemens.com/hearing. If you're not a registered mySiemens member, call your Siemens Sales Representative to sign up today it's free!

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www.usa.siemens.com/hearing

This product is covered by one or more of the below-listed U.S. patents. Other U.S. and Foreign patents pending: 6,285,771; 5,878,147; 6,075,869; 6,151,399; 6,134,334; 5,524,056; 6,101,258; 5,915,031; 5,889,874; 5,875,254; 5,835,606; 5,835,606; 5,768,397; 5,717,771; 4,953,215; 4,947,433; 4,763,752; 4,739,512; 4,689,818; 5,912,977; 5,809,151; 5,799,095; 5,796,848; 5,754,661; 5,724,431; 5,717,770; 5,710,820; 5,706,351; 5,654,530; 5,636,285; 5,613,008; 5,606,621; 5,606,620; 5,604,812; 5,524,150; 5,515,443; 5,448,644; 5,404,408; 5,378,933; 5,210,803; 5,188,540; 4,987,597; 4,852,175; 4,845,757; 4,845,755; 4,815,140; 4,750,207; 5,708,720; 5,404,407; 5,341,433; 5,265,168; 4,710,961; 4,508,940; 5,912,977; 5,809,151; 5,799,095; 5,796,848; 5,754,661; 5,724,431; 5,717,770; 5,710,820; 5,706,351; 5,654,530; 5,636,285; 5,613,008; 5,606,621; 5,606,620; 5,604,812; 5,524,150; 5,515,443; 5,448,644; 5,404,408; 5,378,933; 5,210,803; 5,188,540; 4,987,597; 4,852,175; 4,845,757; 4,845,755; 4,815,140; 4,750,207.

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