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IMITATION HI-PRO PRODUCTS FOR SALE IN THE MARKET – OTOMETRICS ISSUES ALERT

Illegal sale of unauthorized copies of industry-leading hearing aid programming tools prompts warning

Schaumburg, IL | October 2014 – GN Otometrics, a global provider of hearing and balance assessment solutions, issued an alert today to warn customers, partners and distributors about imitation HI-PRO products for sale. The illegal copy products appear similar to the original HI-PRO products but are of poor quality, do not have the same functionality as the original HI-PRO products and are not covered by any warranty or service.

Developed in cooperation with hearing aid manufacturers, the original HI-PRO series from Otometrics is well known and has long been recognized as the de-facto industry standard and go-to solution for hearing aid programming.

“We’ve noticed an increasing number of imitation products being sold under the Otometrics brand and we want our customers, distributors and business partners to know the potential problems of using these products,” says Peter Kossek, Senior Product Manager at Otometrics.

Invalid serial numbers, irregular CD labeling, sub-standard bumpers on the bottom of the housing and general inferior workmanship are just a few of the signs that can identify the fake HI-PRO products by simple visual inspection. In terms of functionality, the imitation products have no high-speed capability though they may be labeled as if they do. In addition, they are not compatible with authorized support and service tools, and could potentially invalidate fitting procedures.

Hearing care professionals who suspect they may have a copy product are encouraged to contact the seller and return the device. The original HI-PRO products can be purchased from Audiology Systems. For more information on the original HI-PRO, please visit: www.audiologysystems.com/hipro.

About Audiology Systems

Audiology Systems is a new, national partnership of industry professionals, audiologists, local instrument experts and Otometrics. The company provides fast and direct access to advanced equipment from leading manufacturers, such as Intelligent Hearing Systems (IHS) and Otometrics, with MADSEN, AURICAL and ICS. Audiology Systems was founded with a clear vision: to elevate customer care through increased professionalism, consultative dialogue and accessibility to customers. Visit www.audiologysystems.com for more information.

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