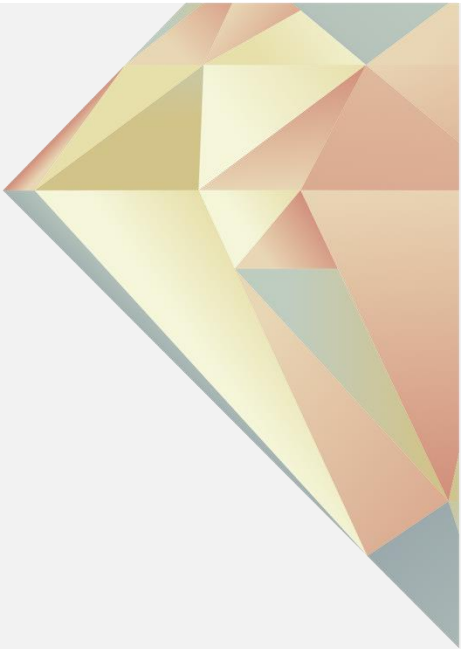
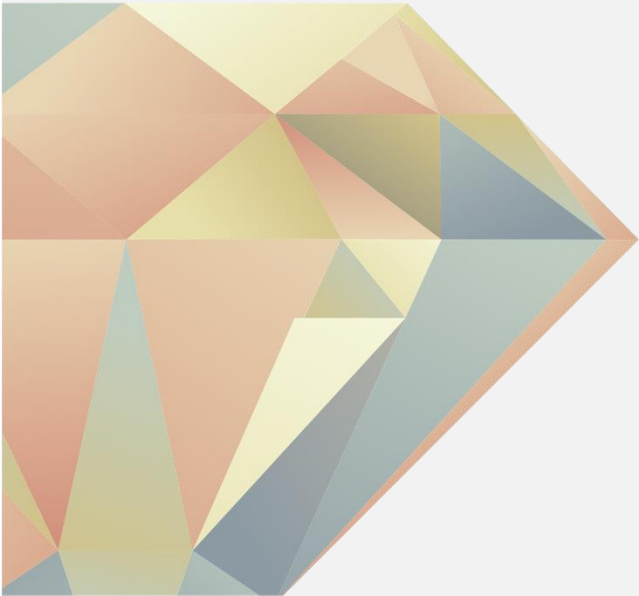




CLARITY	CPH
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OTOMETRICS AURICAL REFRESH

CONTENTS

- **BACKGROUND**
- **CONCEPTS**
- **CONTENT WIREFRAME**
- **NEXT STEPS**



OUR STARTING POINT

WHAT YOU TOLD US

We have been tasked with delivering a refreshed campaign for AURICAL

There are some key considerations we agree on:

- The overall direction is less about positioning this as a major reinvention but more about leaning into Aurical's status as a trusted gold standard in the industry.
- The updates are intentionally **evolutionary** rather than **revolutionary**, (guided workflows, refreshed/rebranded software, extra-long probes, updated design/color)
- The strongest and most credible story is that Aurical already performs exceptionally well and has earned clinician trust over many years.
- The core message is we have carefully modernized and refined the experience without compromising the reliability, workflow familiarity, and clinical confidence that made Aurical the benchmark in the first place.



WHAT YOU TOLD US

You delivered some superb background information on personas and the strategic narrative

Aurical Personas						
C	D	E	F	G	H	I
Clinic Owner / Practice Manager	Hearing Instrument Specialist (HIS) / Dispenser	Hospital Audiologist	ENT	Pediatric Audiologist	Enterprise Accounts	Senior Ampl
Economic Buyer Owner or manager of private audiology practice or multi-site clinic	User Retail hearing aid fitter or dispenser	Economic Buyer Manages audiology services in hospitals or health systems	Economic Buyer Manages audiology services in ENT and ENT audiology clinics primarily focused on assessment	User Audiologist specializing in infants and children	Economic Buyer e.g. Costco, Hears, etc.	
1. Increase patient throughput 2. reduce returns and rework 3. improve revenue per patient 4. reimbursement	1. demonstrate premium value 2. increase closures 3. Deliver fast, reliable fittings; 4. IT Security Compliance	1. Standardize care 2. ensure compliance 3. Integrate with EHR systems 4. IT Security Compliance	Primary hearing assessment 1. Standardize care 2. simple and fast, transferable reports 3. ensure compliance 4. Integrate with EHR systems	1. Achieve precise fittings 2. work efficiently with difficult-to-test patients 3. ensure safety	1. Clinical standardization 2. increase patient throughput 3. improve revenue per patient 4. reduce returns and rework 5. IT Security Compliance 6. reimbursement	
1. lost revenue from returns 2. clinician onboarding 3. inefficient workflows 4. managing devices across clinician/management/supplies management 5. clinic downtime 6. doing their own marketing	1. difficulty explaining premium features with unique consulting visits 2. inconsistent fitting confidence 3. competition 4. limited time per patient 5. clinic downtime 6. doing their own marketing	1. Variability across clinicians 2. integration challenges 3. time consuming workflows and reporting transfer 4. capital budget justification.	1. Variability across clinicians 2. integration challenges 3. time consuming workflows and reporting transfer 4. capital budget justification.	1. Probe placement challenges 2. need for high accuracy 3. time constraints	1. Inefficient workflow 2. lost revenue from returns 3. clinician onboarding 4. managing devices across clinician/management/supplies management 5. supplies management	
ROI calculations; Case studies; Direct sales reps / distributors, web research	Vendor training programs; Distributor partnerships; Product demos; Facebook groups, web research	Enterprise sales; GPO/IDN relationships; Clinical guidelines alignment	Enterprise sales; GPO/IDN relationships; Clinical guidelines alignment; ROI, influence, web research	Pediatric audiology associations; Clinical workshops; Hospital networks; ROI, influence, web research	ROI calculations; Case studies within their own clinics; Private conference meetings;	
Industry webinars; LinkedIn; Trade publications	YouTube videos; In clinic marketing materials; Email campaigns	Conferences; White papers; Executive briefings, web research	Conferences; White papers; Executive briefings	Peer forums; Webinars; Specialty publications	Email, web research	
1. Accelerating onboarding by using guided workflows in case there are new hires, less downtime, less returns, more profitable business. 2. Less likely to make an error; error prevention	1. Gives the confidence to do REM which leads to better patient outcomes, better ROI for business 2. Accelerating onboarding by using guided workflows to reduce waiting lists. 3. Better ROI for less returns, less, visits 4. Increased patient post (longer probes)	1. Ensure themes consistency in best practices. 2. Accelerating onboarding by using guided workflows to reduce waiting lists. 3. Better ROI for less returns, less, visits 4. Increased patient post (longer probes)	Not a target group	1. Work efficiently with longer probes (squary patients, help parents hold the child during fitting) 2. Improving confidence with measurements, update to RECD (real ear coupler difference)	1. Accelerating onboarding by using guided workflows in case there are new hires, less downtime, less returns, more profitable business. 2. Ensure themes consistency in best practices.	

- Aurical 2 Messaging Direction for Clarity**
- Strategic Narrative**
1. Aurical is not being repositioned as an AI product.
 2. Aurical is being repositioned as a platform that is evolving alongside the future of hearing care.
 3. The core story is that hearing care is entering a period of significant transformation driven by:
 - a. Increasing clinical complexity
 - b. Workforce and onboarding challenges
 - c. Greater demand for efficiency
 - d. Connectivity and data-driven workflows
 - e. Emerging automation and AI technologies

Rather than focusing solely on verification hardware, Aurical is evolving into a platform that helps clinicians and organizations adapt to these changes over time.

Recommended Positioning

Primary Position

Aurical is built on an evolving platform designed to support the future of hearing care—including advances in clinical workflows, connectivity, automation, and emerging AI technologies.

- What We Want Customers to Believe Today**
- Aurical helps clinics:**
- Deliver more consistent care
 - Improve fitting confidence
 - Accelerate onboarding
 - Reduce workflow complexity
 - Support evidence-based best practices

- Tomorrow**
- Aurical provides a foundation that can continue evolving as hearing care evolves.
- The emphasis is:
- Adaptability
 - Future-readiness
 - Continuous innovation
 - Long-term value
- Not:
- AI capabilities
 - AI diagnostics
 - AI-powered features



WHAT YOU TOLD US

Strategic Narrative from you:

The core story is that hearing care is entering a period of significant transformation driven by:

- Increasing clinical complexity
- Workforce and onboarding challenges
- Greater demand for efficiency
- Connectivity and data-driven workflows
- Emerging automation and AI technologies

Rather than focusing solely on verification hardware, **Aurical is evolving into a platform** that helps clinicians and organizations adapt to these changes over time.

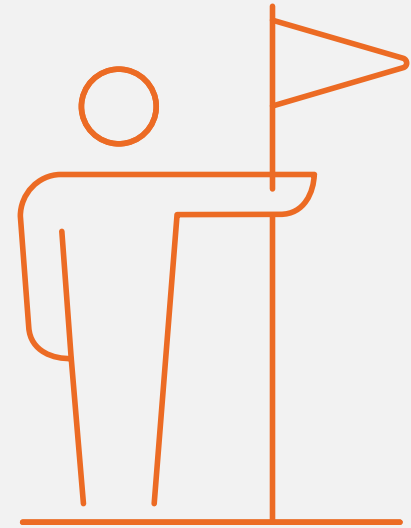


WHAT YOU TOLD US

Strategic Narrative from you:

Recommended Positioning

Aurical is built on an evolving platform designed to support the future of hearing care—including advances in clinical workflows, connectivity, automation, and emerging AI technologies.



WHAT YOU TOLD US

Strategic Narrative from you:

Messaging: What we want customers to believe

Today: Aurical helps clinics:

- Deliver more consistent care
- Improve fitting confidence
- Accelerate onboarding
- Reduce workflow complexity
- Support evidence-based best practices

Tomorrow: Aurical provides a foundation that can continue evolving as hearing care evolves. The emphasis is:

- Adaptability
- Future-readiness
- Continuous innovation
- Long-term value

We want a human-led technology story, not one framed around:

AI capabilities, AI diagnostics , AI-powered features



OUR CONCLUSION

Our concepts to frame Aurical should:

- Bring the Aurical universe into the contemporary world
- Look modern, energetic and refined (high end)
- Not focus so much on the 'NEW' but the updates do deliver tangible benefits so are part of the story
- Also reflect the Otometrics (and Natus Sensory) brand story



CONCEPTS

Please note:

- The following directions are ideas on how the campaign could look and how the message can be conveyed.
- The words and visuals not final artwork. They are designed to demonstrate how each direction could be executed.
- The visuals are formatted for the PPT slides – and not representative of a concrete deliverable

CONCEPTS

We have decided to look at concepts first – rather than the granular messaging framework. Because:

- It gives us a a more contextual idea of how each direction could look
- We can work the story into the messaging once we agree on the direction
- It moves the project forward quickly and effectively
- Creates more energy – helps get buy in at an early stage



CONCEPT #1

CONCEPT #1:

CENTRE OF ATTENTION

The patient is literally the centre of attention in the clinical encounter. When the technology is right, you get the time to give the patient the attention they deserve – leading to improved treatments, and better outcomes.

‘Centre of Attention’ is a story about focus. Starting with the patient, we shift our focus depending on the part of the story we are telling, but each time we make a shift – the other key elements – Patient, HCP, and the Aurical, are always present to complete the picture.

AURICAL®

Patient care at the centre.

The evolving platform for hearing care.




otometrics
a division of natus sensory

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Patient care at the centre.
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otometrics
a division of natus sensory

AURICAL®

AURICAL FreeFit



Patient care at the centre.
The evolving platform for hearing care.

otometrics
a division of natus sensory

AURICAL®

Patient care at the centre.
The evolving platform for hearing care.



otometrics
a division of natus sensory

CONCEPT #2

CONCEPT #2:

COMMITMENT

Aurical isn't just a product with longevity. It's the result of an **unbroken commitment** — to the patient, to the HCPs, to never accepting "good enough." Every refinement is evidence of that commitment, not a reaction to competition.

‘Commitment’ reflects not just where Aurical is today, but where it’s going, it taps into why Aurical set the benchmark, but also our brand ethic, delivering confidence in every sense – for patients and HCPs alike.

A woman with short, light-colored hair is laughing heartily, her eyes closed and mouth wide open. She is wearing a bright orange puffy jacket and has a large dark green backpack on her back. The background is a blurred, misty mountain landscape.

AURICAL®

Commitment **to care.**

Dedicted to delivering
better patient outcomes.

AURICAL®

Commitment to you.

Supporting you with your
patients and practice.


otometrics
a division of natus sensory

A portrait of a middle-aged man with curly grey hair, smiling warmly. He is wearing a teal button-down shirt. The background is a soft, out-of-focus light blue.

AURICAL®

Commitment to the future.

Evolving to meet the needs
of modern hearing care


otometrics
a division of natus sensory

AURICAL®



Commitment to quality

Meeting the high standards you demand.


otometrics
a division of natus sensory

AURICAL®

Commitment to care.

Dedicated to delivering
better patient outcomes.

AURICAL®

Commitment to you.

Supporting you with your
patients and practice.

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a division of fakes sensory

AURICAL®

Commitment to the future.

Evolving to meet the needs
of modern hearing care

otometrics
a division of fakes sensory

AURICAL®

Commitment to quality

Meeting the high standards you demand.

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CONCEPT #3

CONCEPT #3:

COMMITMENT #2

We felt the commitment story evokes everything we want to communicate about Aurical.

There's a million ways it could be executed, so we wanted to explore a second direction using this as the starting point.

AURICAL®

COM
MIT
MENT

To better patient
outcomes.



otometrics

a division of natus sensory

AURICAL®

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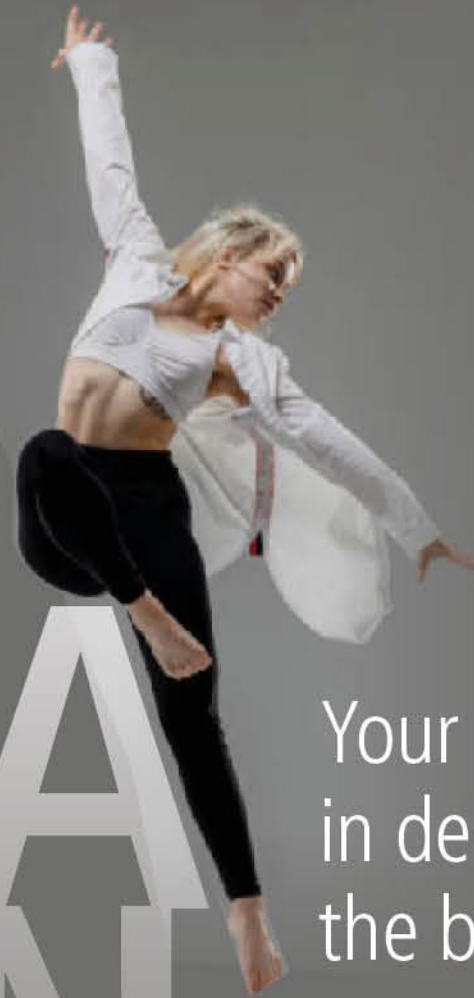
To better patient outcomes.




otometrics
a division of natus sensory

AURICAL®

DEDICATION



Your partner
in delivering
the best care

AURICAL®

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The future of
hearing care




otometrics
a division of natus sensory

AURICAL®

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The platform
for success


otometrics
a division of natus sensory

AURICAL®

COMMITMENT

To better patient outcomes.



AURICAL®

DEDICATION

Your partner in delivering the best care



AURICAL®

EVOLVING

The future of hearing care



AURICAL®

PERFECTION

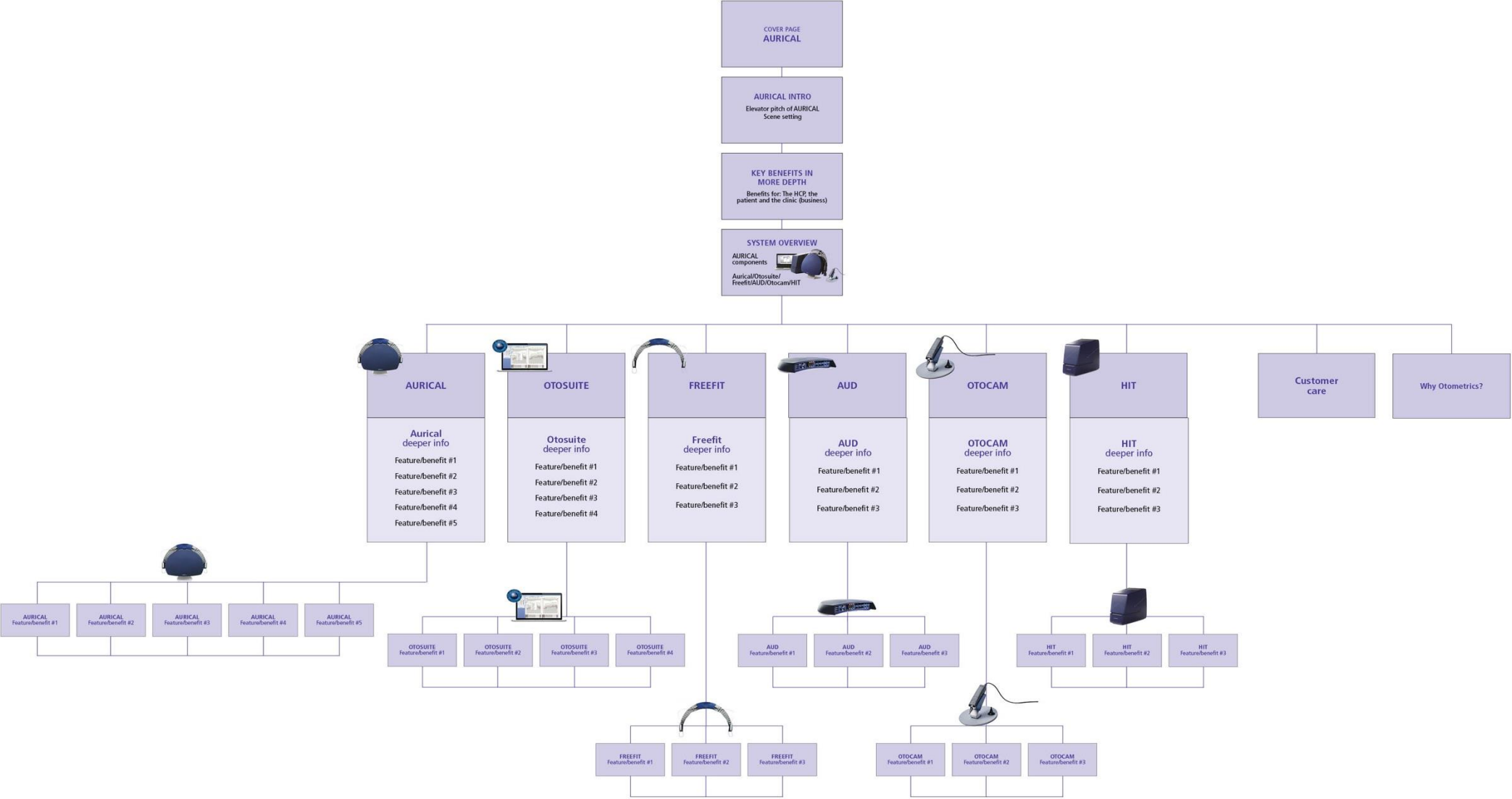
The platform for success



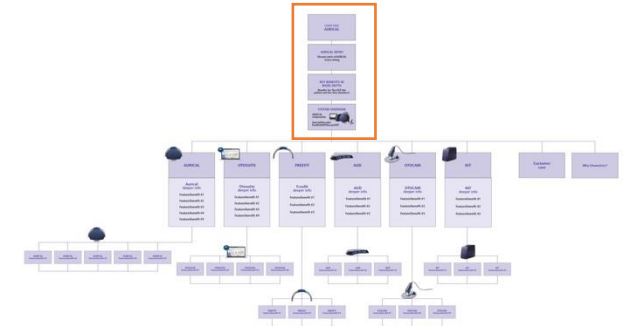
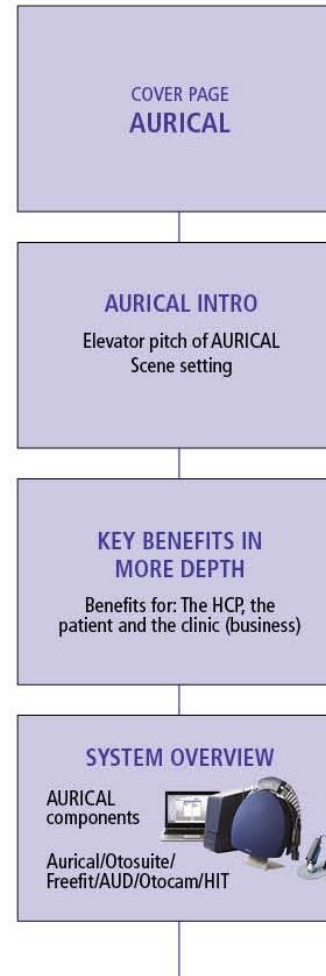
AURICAL DIGITAL BROCHURE

WIREFRAME

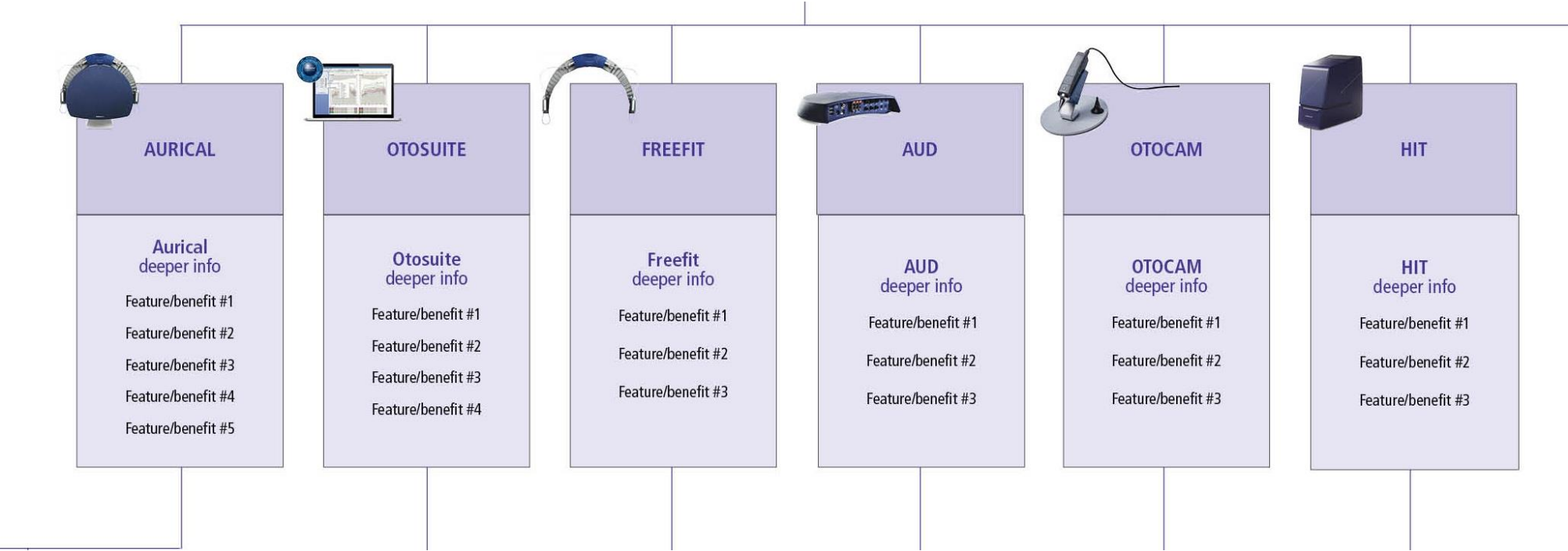
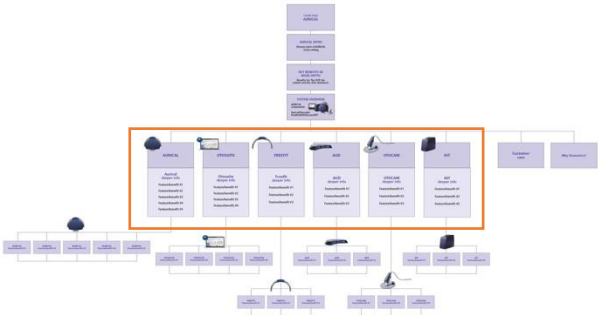
AURICAL e-brochure wireframe



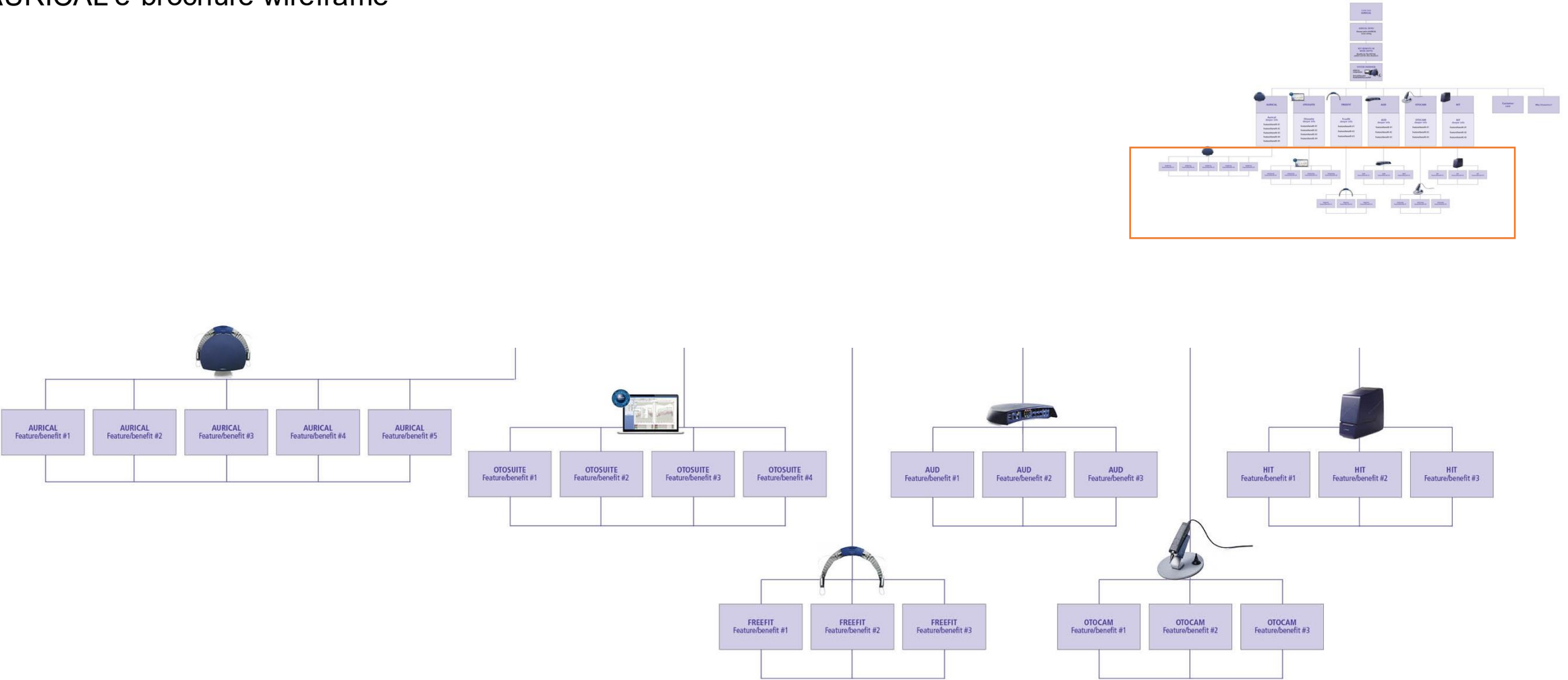
AURICAL e-brochure wireframe



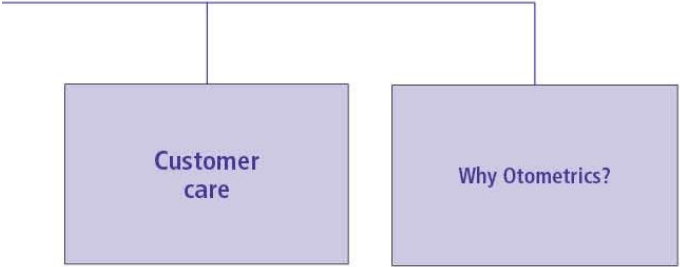
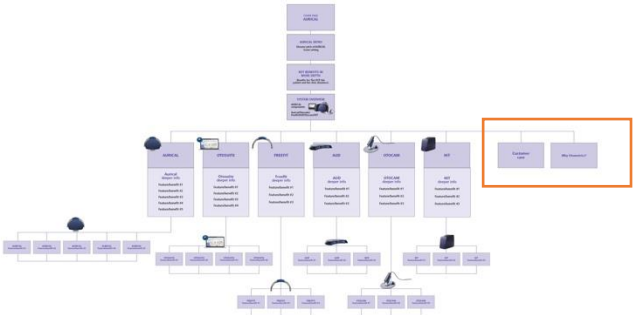
AURICAL e-brochure wireframe



AURICAL e-brochure wireframe



AURICAL e-brochure wireframe



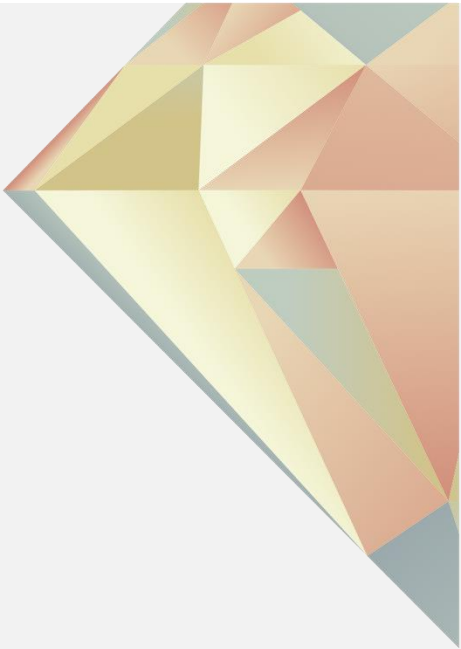
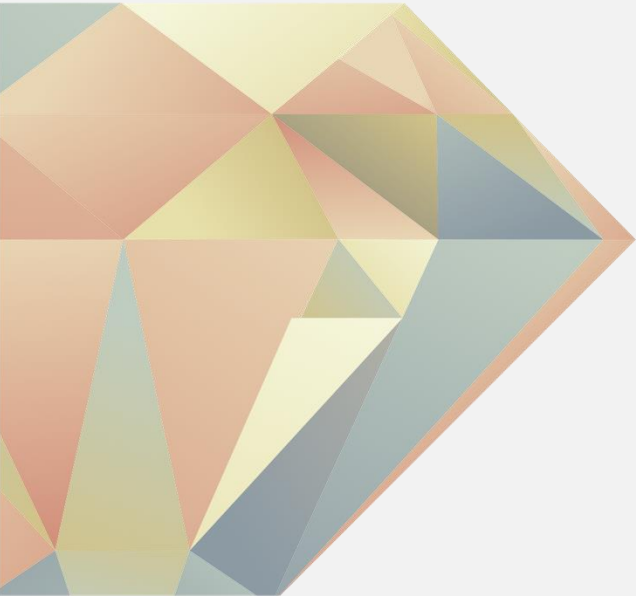
NEXT STEPS

NEXT STEPS

After we receive your feedback we will:

- Refine a singular direction
- Show how it can look in the e-book and printed 4pp brochure
- Refine the messaging framework so it supports the chosen direction
- Define the wireframe content





THANK YOU

CLARITY	CPH
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