

MRlaudio

COMFORT THROUGH SOUND



MRlaudio Sound Systems & Accessories

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MRI PATIENT COMFORT THROUGH SOUND



Founded by Spencer Howe in 2010, MRludio is fully dedicated to providing the absolute best in MRI patient comfort equipment and customer service for diagnostic imaging professionals and their patients worldwide.

MRludio has seen exceptional growth in recent years, with annual sales growing nearly 100x, thanks to our **core values** and our incredible team. Each of our team members contributes to our success; together, we produce a team that is greater than the sum of its parts, culminating in first-rate **teamwork**. We believe that achievements deserve to be **celebrated** and that **positivity** is critical to success.

We are a dynamic, quick-moving company that always aims to go above and beyond, heeding the voice of the customer at every step. Working directly alongside MRI technologists, MRludio consistently utilizes their feedback to improve our products, as evidenced by the suite of customer-suggested features that have been included in the third generation of the MRludio system. Our president and CEO, Spencer Howe, believes that **simplicity** and ease of use are paramount - the simplest solutions are typically the best ones and the easier a product is to use, the more it will be used. Our goal for every one of our customers is to make their life as easy as possible - we believe that every deal should be a **win/win**.

- *Hand Assembled in the USA*
- *Continuous Innovation*
- *Quality Control Assurance*
- *Multiple OEM Partnerships*



Premium Sound System Overview

Patient comfort through sound. Our state of the art audio system helps reduce anxiety and claustrophobia during noisy and claustrophobic MRI scan procedures. Patients can relax and listen to their favorite music or podcasts through noise cancelling headphones. A simple sound solution for technologists, the system allows direct communication with patient at any time during scan. It also reduces the need for re-scans, call backs or sedation medicine. A calmer and happier patient improves satisfaction scores, efficiency and profitability for the MRI centers.

iPad MINI/LOCKING MOUNT

Arrives pre-programmed with top music streaming apps such as Pandora, Spotify, iHeart Radio and more. Technologists and patients are a touch away from a more enjoyable MRI experience.

DIGITAL AMPLIFIER

The industry's simplest and most intuitive amplifier helps technologists stay in control without hassle or distraction.

TECHNOLOGIST MICROPHONE

Enables clear and direct patient communication. Push-to-talk microphone overrides music so patients hear technologists directly through their headphones.

SONIC TRANSDUCER

Creates high-fidelity pneumatic audio for comforting MRI patients.

TECHNOLOGIST SPEAKERS

Allows the technologist to listen to the same music as the patient.



Free

30 DAY TRIAL

PASSIVE NOISE-CANCELING HEADPHONES

Over-ear or in-ear headphones reduce MRI scanner noise for a quieter, more relaxing scan. 29dB NRR tested. Adjustable headband fits patients of all sizes.



WHY MRIaudio?



For the **PATIENT**

- Soothing Distraction
- Reduction of Anxiety
- Reduction of Claustrophobia
- Hearing Protection
- Choice of Music
- Enhanced Sense of Time
- Sound Masking Technology
- High-Fidelity Sound Quality



For the **TECHNOLOGIST**

- Easy-to-Use
- Less Down Time
- Calmer and Happier Patients
- Fewer Aborted Scans
- Direct Patient Communication
- Variety of Music Streaming
- No Noise or Artifacts
- Ideal for Pediatrics



For the **IMAGING CENTER**

- Free 30 Day Trial
- Product Reliability
- Improves Patient Satisfaction Scores
- More Efficient MRI Scanning
- Marketability
- 29NRR Patient Liability Protection
- Potential to Reduce Use of Sedation
- OEM Compatible
- Available Worldwide

FREQUENTLY ASKED QUESTIONS

How many MRludio systems has MRludio, Inc. sold?

Since 2012, we have sold over 2200 MRludio systems worldwide, helping millions of patients have more enjoyable experiences.

Does MRludio create noise or artifacts?

The MRludio system is designed from the ground up to eliminate the likelihood of artifacts or noise through the use of specialized components made specifically for compatibility in the MRI environment. This has been proven through rigorous third party testing and vetted by the U.S. Food and Drug Administration.

Are MRludio systems OEM compatibility?

MRludio systems are compatible with all OEMs, including GE, Siemens, Philips, Hitachi, and Canon (formerly Toshiba) MRIs.

What is the Noise Reduction Rating?

Tested by an ISO 17025 laboratory, both the Over-Ear and In-Ear headphones provide 29 decibels of hearing protection, satisfying the OSHA requirement for sustained excessive noise levels.

Is the MRludio system a medical device?

The FDA considers MRI sound systems to be medical devices; the MRludio system was tested and cleared as a class II medical device.

Does MRludio, Inc. have liability Insurance?

MRludio carries a 3 million dollar liability insurance policy.

How do you clean the MRludio system?

The only patient contacting components of the system, the headphones, may be cleaned with commercially available sanitizing products. Disposable ear-tips and over-ear cloth covers are available directly from MRludio.

What is MRludio, Inc. return/refund policy?

If you are not 100% satisfied with your purchase, your MRludio system can be returned for a full refund within the first 30 days after delivery.

Does MRludio offer a warranty on its systems?

All MRludio products come standard with a one year limited warranty. We also offer additional coverage through MRludioCARE.



SYSTEM COMPONENTS



iPad MINI/LOCKING MOUNT

Arrives ready-to-use with the latest and greatest app-based entertainment, putting technologists and patients a touch away from a more enjoyable experience. Create custom playlists based on artist, song or genre preferences.

The iPad also functions as a direct window of communication with customer support. iMessage and FaceTime can be used for real-time troubleshooting with an MRIaudio team member. Locking iPad mount included.



DIGITAL AMPLIFIER

Industry-leading design is easy to use and integrates with all popular tablets and smartphones. Occupies minimal space on technologist desk. Front-facing controls feature independent volume control for each audio source and adjustable bass and treble tone. Designed for background music with paging and music-on-hold.



TECHNOLOGIST MICROPHONE

Enables clear, direct patient communication, ensuring that the patient can always hear the technologist. Push-to-talk function lowers the music volume so patients hear technologists directly through the MRIaudio headphones.



TECHNOLOGIST SPEAKERS

High quality Bose® speakers with independent volume control allow the technologist to listen to the same music as their patient.

SONIC TRANSDUCER

The heart of the MRaudio system lies in the unique, industry-leading, MRI Conditional Sonic Transducer. Capable of producing frequencies as low as 120 Hz, our Sonic Transducer creates longer sound waves. This masks the gradient noise produced by the MRI scanner, reducing the patient's awareness of the cacophonous sounds produced by the scanner.



OVER-EAR HEADPHONES

Comfortable headphones reduce MRI scanner noise for greater sound quality, provides 29 db of noise attenuation and meets OSHA requirements. The headphones feature an adjustable headband that fits both pediatric and adult head sizes. Available disposable cloth covers provide sanitary protection.



IN-EAR HEADPHONES

Designed to fit into tight spaces, such as head and spine coils, while still providing patients with 29 db of noise attenuation. Rotating ear-tip heads allow for increased patient comfort, and the included tubing clip prevents the ear-tips from being pulled out.



DISPOSABLE CLOTH COVERS

Replacement sanitary cloth covers for Over-Ear Headphones. Quantity available: 500 pairs (1000 ct.)



DISPOSABLE EAR TIPS

Replacement ear-tips for In-Ear Headphones. Rated for 29 db noise attenuation. Latex-free and biocompatibility tested to ensure patient safety. Quantities available: 250 pairs (500 ct.) and 500 pairs (1000 ct.)



SYSTEM COMPONENTS



PNEUMATIC TUBING

9' pneumatic air tube connects the patient headphones to the Sonic Transducer inside of the MRI room. Due to its plastic components, there is no risk of heating during scans. Semi-rigid design prevents knots and twists for better patient comfort and sound quality. Standard two-prong connector allows for easy switching between In-Ear and Over-Ear Headphones.



100' DB9 CABLE

Connects MRlaudio Digital Amplifier to the penetration panel. Can be cut to exact length during installation.



45' RF SHIELDED DB9 CABLE

Connects the Sonic Transducer to the penetration panel inside the MRI suite.



AUTOVOICE/MICROPHONE ADAPTER

Connects MRlaudio system to existing intercom on GE and Hitachi scanners (replaces the Technologist Microphone).



SIRIUS XM (OPTIONAL)

Perfect for when Wi-Fi isn't available; often used in mobile MRI scanners. Includes outdoor antenna.

INSTALLATION AVAILABLE

Professional Installation - \$2000

Need help installing your system? MRlaudio offers professional installation services.

All of our installers have completed Level 1 MRI Safety Training and will conduct a thorough cleanup after installation, leaving your facility looking better than when they arrived.

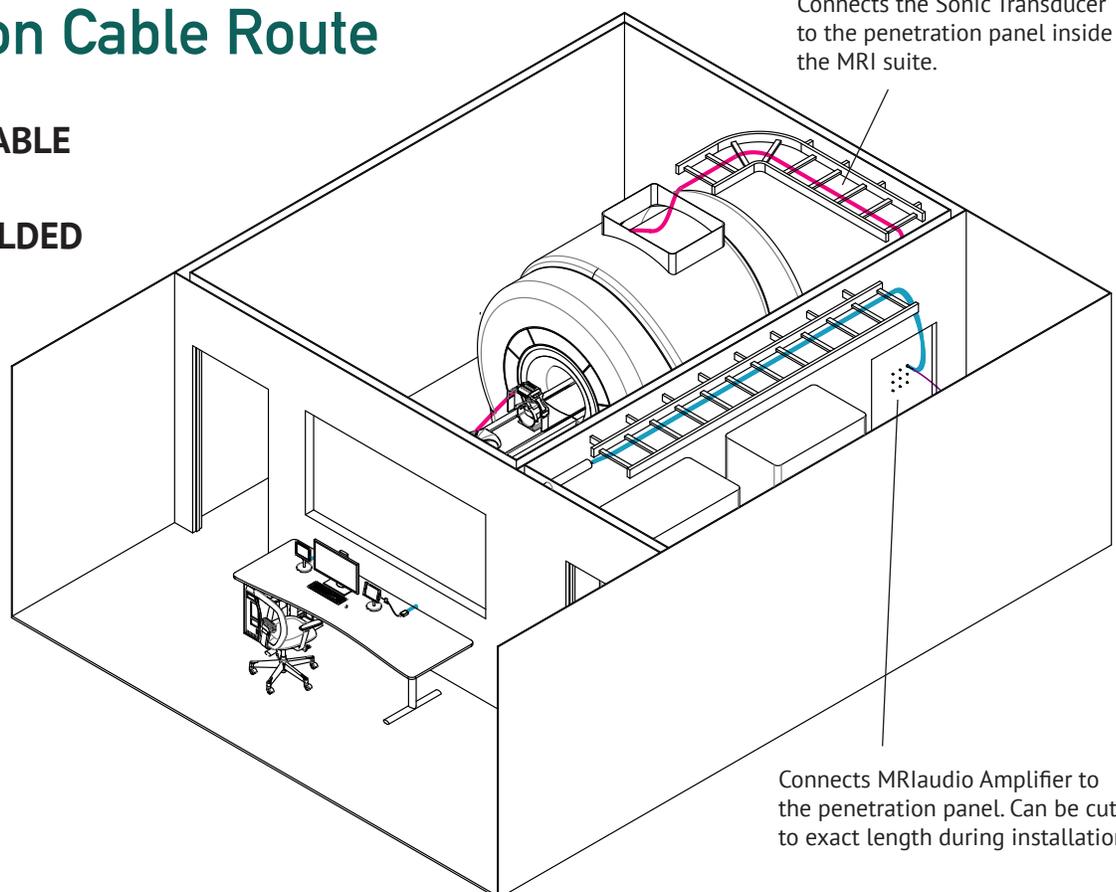
Installations can be scheduled at your convenience to prevent patient scheduling interruptions.



Installation Cable Route

■ 100' DB9 CABLE

■ 45' RF SHIELDED DB9 CABLE

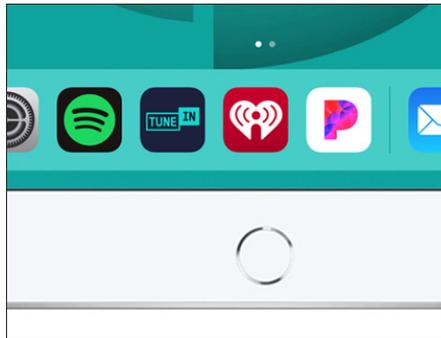


HOW TO USE



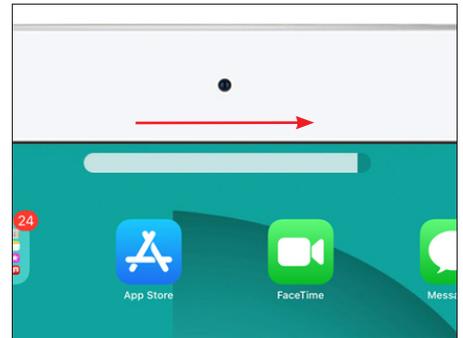
1. POWER ON THE SYSTEM

Depress the power button on the lower right of the Digital Amplifier. A green light will illuminate to indicate the system is on. The blue light will always glow whether the amplifier is on or off.



2. SELECT STREAMING SERVICE

Have the patient select a streaming app, then choose their favorite music genre or podcast. Hit play.



3. ADJUST iPad VOLUME

In order for the audio to work properly, the volume on the iPad must be maxed out. Slide volume control all the way to right.



4. CLOTH COVERS AND EAR TIPS

To prevent cross-contamination, put new cloth covers or foam ear tips on the headphones for each new patient.



5. PLACE HEADPHONES

For Over-Ear Headphones: Adjust the head band for size and place onto patient. Ensure the ear cups are covering entire ear.
For In-Ear Headphones: Gently insert foam tips into patient's ears covering the entire ear canal.



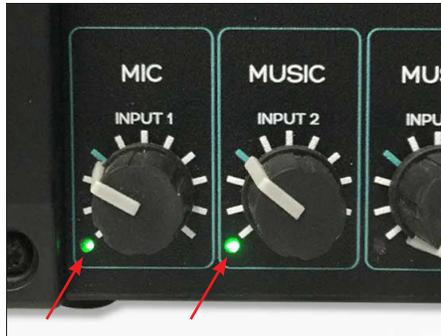
6. ADJUST HEADPHONE VOLUME

Using the **MUSIC INPUT 2** knob on the Digital Amplifier, adjust the volume for the patient's headphones.



7. COMMUNICATE WITH PATIENT

Before beginning the scan, utilize the technologist microphone to check with patient comfort.



8. MIC AND AUDIO CONTROL KNOBS

The knob **MIC INPUT 1** controls the technologist microphone to the patient. The knob **MUSIC INPUT 2** controls the patient's headphone volume. Both knobs have a green indicator light when in use.



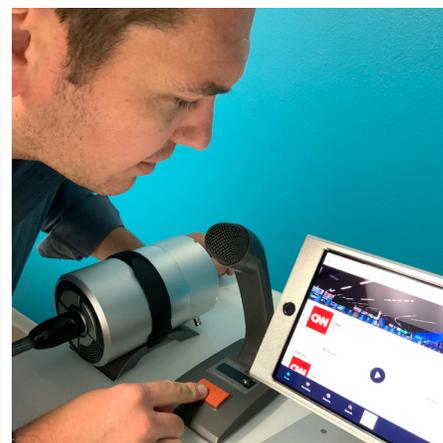
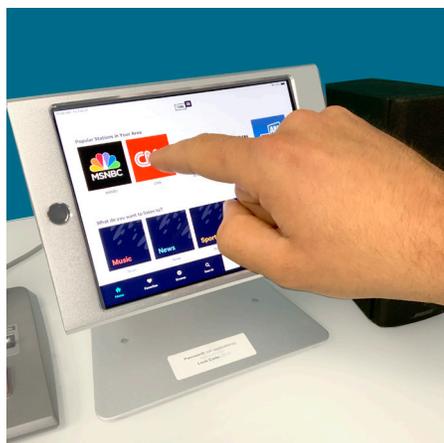
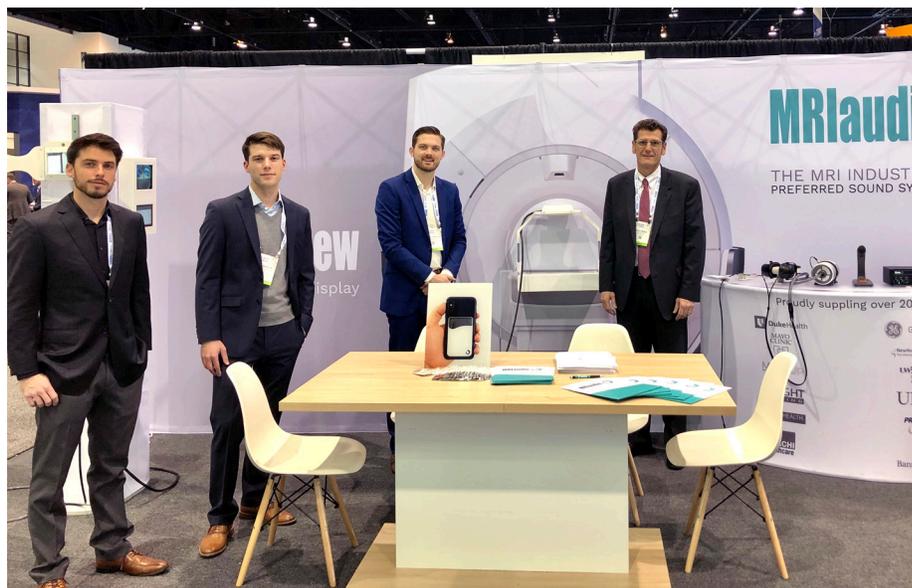
9. ADJUST BOSE SPEAKER VOLUME

The technologist has the option of listening to the same audio as the patient. To adjust volume in control room, turn knob on main speaker.

LIVE DEMOS

Find us at your next trade show!

Want to see how it all works? Visit us at the RSNA and/or AHRA to see the system for yourself! See our website for event dates, times, and booth numbers.



Schedule a Presentation

Can't make it to the shows? Visit our website to schedule for a live online presentation with an MRIaudio team member! During the 30-minute demonstration, you will have the chance to see the system's features and benefits, live and get the answers to any questions you may have. It's a great first step to decide if an MRIaudio trial is right for you.

CASE STUDY

THE MEDICAL IMAGING CENTER OF SOUTHERN CALIFORNIA

Evaluating the impact of music during MRI scans

THE CHALLENGE: JUSTIFYING UPGRADED PATIENT STEREOS

The Medical Imaging Center of Southern California had both large and small bore magnets equipped with dated patient stereos. They were interested in upgrading and modernizing their music offerings but wanted to be sure it was a worthwhile investment for bettering their patient experience.

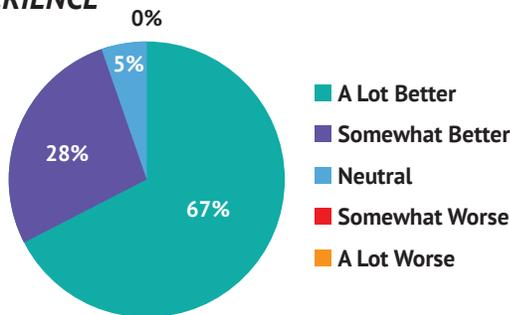
THE SOLUTION: TWO FREE TRIALS AND A SHORT PATIENT SURVEY

To prove MRlaudio delivers results, two systems were sent to M.I.C.S.C on a 30-day free trial basis, along with a short patient exit-survey designed to measure the effectiveness of MRlaudio.

THE RESOLUTION: A WORTHWHILE INVESTMENT IN PATIENT COMFORT

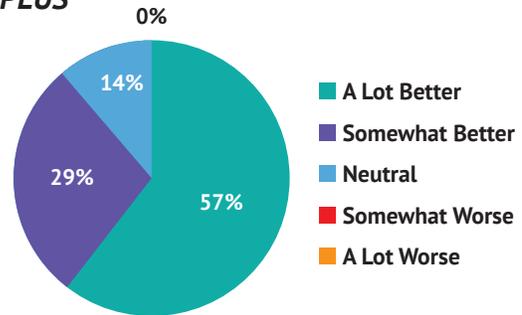
30 days and numerous scans later, The Medical Imaging Center of Southern California had the results they needed to make a permanent investment in MRI-safe audio entertainment from MRlaudio. Here's what they found:

MRlaudio DRASTICALLY IMPROVED THE PATIENT EXPERIENCE



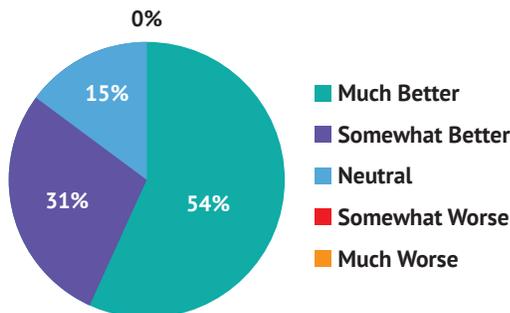
- For 95%, MRlaudio improved their MRI experience.
- The vast majority (2/3's of that 95%) said it made their experience "a lot better."
- Nobody thought it made the experience worse.

FOR PATIENTS, CUSTOM MUSIC OPTIONS ARE A BIG PLUS



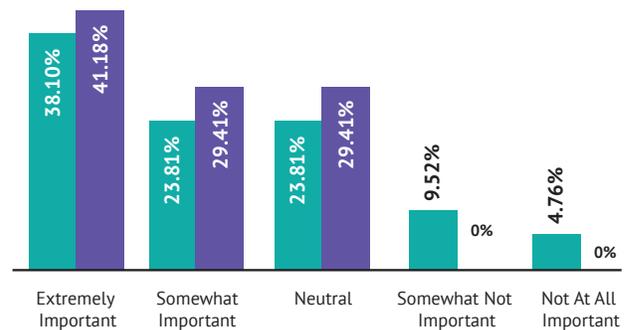
- 86% believed custom music was a valuable feature.
- The majority (57%) said it was "extremely valuable."
- Nobody thought it wasn't valuable.

MRlaudio PERFORMED BETTER THAN OTHER MRI MUSIC SYSTEMS



- For those who listened to music during previous scans, 85% said their ability to listen to music was better with MRlaudio.
- Nobody thought MRlaudio was worse.

MUSIC: AN IMPORTANT MRI CONSIDERATION FOR PATIENTS PRIOR TO SCANNING, BUT EVEN MORE SO AFTERWARDS



While 62% of patients felt music was an important consideration in their MRI choice prior to scanning, 70% felt it was important after, and no patient felt it was unimportant (15% decrease).

TESTIMONIALS

“If you are looking for a great audio system for you department then look no further than MRI Audio. I recently purchased a system from MRI Audio for my department and I could not be any happier. Spencer from client services is a true professional and really knows how to provide the absolute best experience for his customers. A state of the art system at competitive pricing combined with true customer service, what more could you ask for. I am looking forward to a long business relationship with MRI Audio and the wonderful staff that supports their product. MRI Audio is the company that best serves you and your facility. Thank you again MRI Audio for all that you have provided for our department and the patients we serve.”

Adventist Health, Selma, CA

“Our hospital was looking for a stereo system for our MRI suite. We looked for some time and kept coming up short. We went with MRI Audio and they came out and did the install, which was seamless and very professional. Their sound system is amazing. The patients love it. We get many compliments on how well they can hear the music as it blocks out all other noises. The voice from the microphone comes through very clear. We purchased the iPad option and it is very simple to use. Spencer was and is still an amazing help with anything we need. Highly recommend MRI Audio for your audio needs.”

Paris Community Hospital, Paris, IL

“Your customer service is “TOP Shelf”! I have other vendors begging me to buy their systems and I even demo'd one that was very similar to your system but their quality is inferior and their customer service is sub-par.”

Touchstone Medical Imaging, Texas

“Microphone on original competitors system died, after 6 weeks waiting for replacement I got in contact with Spencer Howe from MRIaudio on a Tuesday. On Thursday he showed up in person with a new system for a free 30 day trial. In about 10 days we canceled the mic order and purchased the MRIaudio system. Techs and patients love it, sounds like a real stereo on the patients end. Every interaction with Spencer has been positive and worth the call. The price for the system was very reasonable and perishable supplies seem to be as well. Do yourself a favor and check them out.”

TriState Memorial Hospital, Clarkston, WA

“We are a busy center that scans over 2500 cases per month. I was interested in improving customer satisfaction. We replaced the old audio system with a new MRIaudio System and we are very glad that we did. We like the straight forward no hassle operation of the MRIaudio system and the patients especially appreciate Pandora radio. Now we can finally ask patients “what would you like to hear” rather than stressing out about if the radio station they like will come in.”

Sharp and Children's MRI Center, LLC. San Diego, CA

“We are an out patient MRI center specializing in orthopedics, head, spine and body exams. We have always offered music to our patients, however in the past, this has been time consuming but worth it in the patient comfort arena,. We found MRIaudio. Superior customer service, great sound quality and as an extra bonus, less time spent setting up because of the iPad. Patients love the ability to stream what they want to listen to.”

Pacific Imaging, Longview, WA

“The staff are really excited about the stereo. It is awesome! As an MRI tech of over 25 years I can tell you the music/intercom situation for patients and techs has been nothing but a hassle. This is the first system to address all the issues and the sound is fantastic! Thank you for coming out with this much needed product for our patients!”

UC San Diego Health System, San Diego, CA

BENEFITS

30-Day Satisfaction Guarantee

All products from MRlaudio come with a 30-day satisfaction guarantee. If you do not love your MRlaudio system, you can return it to us for a full refund of the purchase price. All customers who purchase a complete system will receive 10% off of all audio accessories purchased directly through MRlaudio.

1 Year Limited Warranty

MRlaudio offers a 1-year limited warranty that covers any defective parts in material or workmanship. We will repair or replace any product or part found defective at no cost to you! See our website at www.mriaudio.com for full warranty terms and conditions.

MRlaudioCARE Program (\$1500)

Every MRlaudio system comes with one year of hardware repair through its limited warranty. MRlaudioCARE extends your coverage to three years and includes up to two incidents of accidental damage coverage at no cost. If any system component is damaged or broken, a replacement will be shipped to you via UPS Express to limit downtime. We provide the shipping label and packaging to return the defective unit.

System Upgrade

Looking to upgrade your existing system? Trade it in for an MRlaudio system! We'll give you \$1000 off of your purchase for a competitor's system, and \$2000 off of your purchase if you have an older MRlaudio system.

FaceTime Support

Having trouble with your MRlaudio system? Simply use your iPad to FaceTime with us for real-time troubleshooting! (Requires iPad equipped MRlaudio system)

Training

When we install an MRlaudio system at your facility, we will also train the technologists on site so that they can hit the ground running. We will walk them through operation and basic troubleshooting to avoid potential hiccups down the road. If the technologists are not on site, a live, virtual training session can be scheduled.

PRICING INFORMATION

	MRIaudio SOUND SYSTEM	MRIaudio PREMIUM SOUND SYSTEM
	\$7,319	\$12,098 - 10% DISCOUNT = \$10,880
With Trade-in	\$7,319 - \$1,000 = \$6,319	\$10,880 - \$1,000 = \$9,880
With MRIaudio Upgrade	\$7,319 - \$2,000 = \$5,319	\$10,880 - \$2,000 = \$8,880

ITEMIZED PRODUCTS	SOUND SYSTEM	PREMIUM SOUND SYSTEM
Digital Amplifier (\$2365)	✓	✓
Sonic Transducer (\$3200)	✓	✓
Over-Ear Headphones (\$300)	✓	✓
In-Ear Headphones (\$99)	✓	✓
Bose Technologist Speakers (\$199)	✓	✓
Auto Voice/MIC Adapter OR Tech Mic (\$490)	✓	✓
Pneumatic Tubing (\$90)	✓	✓
45' RF-Shielded D9-BNC Cable (\$296)	✓	✓
100' DB9 Cable (\$240)	✓	✓
3.5mm to RCA Cable (\$40)	✓	✓
iPad Mini (\$590)		✓
iPad Mount w/lock (\$149)		✓
250 Pairs (500 ct.) Disposable Ear Tips (\$415)		✓
500 Pairs (1000 ct.) Disposable Ear Tips (\$690)		
500 Pairs (1000ct.) Disposable Covers (\$160)		✓
Sirius XM Radio Kit (\$250)		
Installation (\$2000)		✓
MRIaudioCARE (\$1500)		✓

Trade in your existing MRI sound system for a \$1000 credit or upgrade your older MRIaudio system for a \$2000 credit.

MRI Patient Comfort Through Sound.



MRIaudio
COMFORT THROUGH SOUND



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