



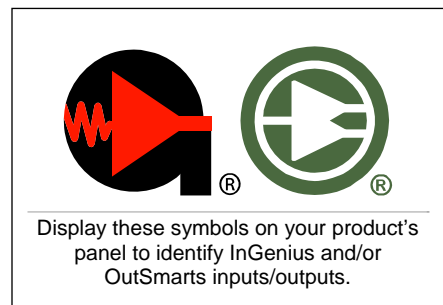
InGenius® and OutSmarts® Identity Programs

THAT Corporation's InGenius and OutSmarts line-level input and output ICs represent a significant advance in the performance and utility of balanced signal interconnects.

And now, our InGenius and OutSmarts Identity Programs help bring this message home. How? By taking advantage of the fact that a recognizable, well-promoted logo is a reliable way of increasing customer and industry awareness and attention to your products.

If you've already made the technical decision to employ InGenius or OutSmarts ICs in your products, we invite you to get the most return by partnering with us in our Identity Program(s).

There are no royalties, no fees, and no hidden 'gotchas'. There is, however, a bona fide opportunity to increase the visibility and sales of your InGenius and OutSmarts-equipped products.



To participate in the InGenius and/or OutSmart Programs, you simply sign a no-fee trademark license agreement, under which your major responsibilities are to:

- submit a sample of your product for THAT's Standard of Quality testing
- remit photos or marking drawing to THAT for approval prior to tooling or manual publication
- use the InGenius and/or OutSmarts logos according to our Usage Guidelines;

In turn, THAT Corporation will,

- furnish the InGenius logo in its various forms and in various formats for your use
- ensure that all licensees use the InGenius and OutSmarts logos in a consistent and appropriate manner which enhances and maintains its value
- engage in direct and cooperative promotional efforts that encourage end-users and the industry to look for InGenius/OutSmarts technology and the appropriate logo.

We're excited to be able to extend this offer to you, and we're confident your participation will prove to be an altogether profitable experience.

For more information, please contact Denise Waterhouse at +1.508.478.9200, extension 109.

Check out our ads supporting the InGenius and OutSmarts Identity Programs in the latest issues of MIX and Pro Audio Review.

InGenius and OutSmarts are from

THAT Corporation

www.thatcorp.com