

Etymotic hf3™ Headset Now Available for iPod®, iPhone® & iPad™ Users

The world's most accurate noise-isolating earphone+headset under \$200

ELK GROVE VILLAGE, Ill., June 22, 2010 — The Etymotic hf3™ headset is now available, for discerning iPod touch®, iPhone® and iPad™ users who want professional-level sound quality. The hf3 headset joins Etymotic's award-winning hf2™ headset, which is optimized for Android™ and other leading smartphones and is backward-compatible with Apple's older mobile digital devices.

Etymotic is the company famous for inventing in-ear technology 20 years ago, when it introduced its high-fidelity, noise-isolating, precision hand-matched ER-4 in-ear earphones. The hf3 headset, enhanced with Etymotic's ACCU•Technology™ platform, uses ACCU•Driver™ technology precision-crafted balanced armatures to deliver the quality of sound approaching the legendary ER-4 "golden ear" levels, but for a sub-\$200 price tag.

"The hf3 headset offers best-in-class accuracy, noise isolation, fit, durability and warranty," said Mark Karnes, managing director of consumer products at Etymotic. "Its exceptional audio clarity, comfort and convenient functional control capabilities greatly enhance the experience of using the newest Apple mobile devices."

The hf3 headset features a 3-button control pod with a close-proximity in-line microphone that makes it easy for iPhone users to pause music to engage in phone conversations, and for iPod Touch, iPhone and iPad users to adjust volume and navigate through music tracks while in motion or on the go. ACCU•Fit™ features provide best-in-class fit and comfort, with four noise-isolating eartips included and a small form factor for easy insertion into ears of all sizes.

The hf3 headset carries the Made for iPod®, Made for iPhone and Made for iPad certifications from Apple. The hf3 headphone's \$179 price puts it within reach of consumers who care about sound quality, and its choice of three soft-touch colors add a dash of style.

Three series of Etymotic best-in-class products

Etymotic offers earphones and headsets in three series, each of which offers the world's most accurate noise-isolating earphones in its category as well as other best-in-class performance benefits.

- In the sub-\$100 price category is the revolutionary MC-Series, based on the ACCU•Technology approach and the patent-pending, highly advanced Acoustic Control Chamber ACCU•Chamber™ driver housing, which extracts breakthrough sound performance from low-cost moving-coil (dynamic) earphone drivers (see related press release, also distributed today, with more information about Etymotic's MC-Series).
- At the \$300 mark, Etymotic's ER series offers ACCU•Driver technology with precision hand-matched balanced armatures for the highest acoustical accuracy and music reproduction of any earphone.
- In the sub-\$200 range, the HF series features precision-crafted ACCU•Driver technology with precision-crafted balanced armatures for the highest sound accuracy in its class. The HF series includes the hf2 noise-isolating earphone+headset with multi-function control button and close-proximity microphone; the hf3 noise-isolating earphone+headset with multi-function 3-button control pod and close-proximity microphone; and the hf5™ noise-isolating earphone.

Where to buy the hf3 headset

The new hf3 headset, priced at \$179, is available directly from the Etymotic website (www.etymotic.com), as well as from leading retailers such as Amazon, Apple, B&H Photo, Headroom, InMotion Entertainment stores and J&R Music World. It comes with a carrying pouch; a Kevlar-reinforced cable for durability; user-replaceable ACCU•Filter™ acoustic dampers that enhance quality and protect the driver from ear wax; a 2-year warranty; four ACCU•Fit noise-isolating eartips; and the option to upgrade to an Etymotic CUSTOM•FIT earmold (see related press release, also distributed today, with more information about the CUSTOM•FIT earmold program).

About Etymotic

Etymotic, an innovator in personal listening and communications and the inventor of in-ear technology, designs and manufactures products that measure, improve and protect hearing. For more than 25 years, Etymotic has remained the world leader in high-fidelity, noise-isolating, in-ear technology. Chicago-based Etymotic Research creates products used by musicians and others who insist on superior sound quality, as well as for consumers for use with their iPod, iPhone, iPad and other mobile digital devices. For more information about Etymotic and its products, please visit www.etymotic.com.

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