

## **Etymotic's MC-Series Earphones Offer Affordable Excellence Based on Breakthrough Invention** *At sub \$100 prices, MC-3 headset & MC-5 earphone offer best-in-class sound accuracy, noise isolation, comfort and durability*

**ELK GROVE VILLAGE, Ill., June 22, 2010** — For consumers who want iPod® earphones and iPhone® and iPad™ headsets with the best sound accuracy, noise isolation, fit and comfort, and durability at sub-\$100 prices, the Etymotic MC-Series is now available. The MC-5 earphone (\$79) and MC-3 earphone + headset (\$99) deliver affordable excellence for listening to music and entertainment or talking on the phone.

Based on the breakthrough Etymotic ACCU•Technology™ platform, the MC-Series is the world's most accurate-sounding noise-isolating earphone series in its price class. The patent-pending, highly advanced ACCU•Chamber™ Acoustic Control Chamber technology modifies standard dynamic earphone drivers to perform at an accuracy response level equal to products costing twice as much. In addition, the MC-Series earphones are designed to be more comfortable for extended wear, and their high degree of noise isolation enables lower-volume listening, to help protect hearing.

"Our new MC-Series lets users enjoy an unparalleled listening experience at an unbeatable price," said Mark Karnes, managing director of consumer products at Etymotic. "The MC-Series represents a real leap forward. These products are without doubt the best-sounding, most accurate, most durable and most comfortable sub-\$100 earphones and headsets on the market. They will introduce budget-conscious consumers to Etymotic's renowned sound quality."

### **Invention extracts breakthrough sound performance from moving-coil drivers**

The MC-Series is possible because of a breakthrough invention by distinguished auditory scientist Mead Killion, Ph.D., and his Etymotic Research team – the same company famous for inventing in-ear technology 20 years ago.

"Your ears will think you spent a fortune, but your wallet will know the truth," said Karnes. "The MC-Series is an exciting expression of Etymotic's overriding principle, embodied in the word 'Etymotic' – which means 'true to the ear.'"

Etymotic's patent-pending response-shaping ACCU•Chamber process corrects known limitations of lower-cost moving coil (dynamic) drivers, which have dominated the market for replacement earphones. Prior to the release of the MC Series, listening to music with these traditional low-cost products usually meant suffering through sloppy bass and overly bright or very dull mid- and high-frequency detail. The result was a great deal of listening fatigue and a disappointing musical experience.

Etymotic's breakthrough technology uses an Acoustic Control Chamber (ACC) placed within the moving-coil structure that acts like a three-band equalizer. This process of acoustic sound shaping achieves the highest sound accuracy in its class. The ACC consists of a resonant control gate, an acoustic side branch and two acoustic dampers that smooth the undesirable response peaks and compensate for the weak high-frequency response of standard dynamic drivers.

Dr. Killion and his Etymotic Research engineers have combined the ACCU•Chamber driver housing with a specially designed high-output 8 mm neodymium moving coil driver that achieves a 3 dB increase in sensitivity over the normal 8 mm drivers on the market. This approach allows use of a smaller driver for a more compact size, which better fits ears of all sizes and shapes – without sacrificing sound output. As a result, MC-Series users listen in comfort with less ear fatigue than users of ear buds and other types of earphones.

### **Certified compatibility with iPod, iPhone and iPad products**

Etymotic's MC-5 earphone is for use with iPod and other MP3 music devices. The MC-3 earphone + headset, which is forward-compatible with the latest Apple iPhone, iPad and iPod touch® products, includes Made for iPod, Made for iPhone and Made for iPad certifications.

In addition to enhancing the audio performance and listening comfort of these popular Apple®-branded mobile products, the MC-Series earphones and headsets also work with other MP3 music players and smartphones.

### **Where to buy the MC-Series**

The new MC-3 and MC-5 products are available directly from the Etymotic website ([www.etymotic.com](http://www.etymotic.com)), as well as from authorized Etymotic dealers such as Amazon, Apple, B&H Photo, Headroom, InMotion Entertainment stores and J&R Music World.

The MC-5 product is an earphone only. The MC-3 earphone + headset provides a 3-button micro-control pod with a noise-isolating close-proximity microphone, for easy control and superb call clarity – making it ideal for voice communications, conducting voice recording and iTunes® memos as well as listening to music, videos and other entertainment.

The MC-Series earphones come with a high-gloss polished aluminum finish in a choice of four chromatic colors and include a carrying pouch; a Kevlar-reinforced cable for durability; user-replaceable ACCU•Filter™ acoustic dampers, which are not only a part of the ACCU•Chamber driver housing, but also protect the moving coil driver from ear wax; a 2-year warranty; and a selection of eartip options, with the option to upgrade to an Etymotic CUSTOM•FIT earmold (see related press release, also distributed today, with more information about the CUSTOM•FIT earmolds).

### **Etymotic now has three best-in-class earphone product families**

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

- At the \$300 mark, Etymotic's ER series offers ACCU•Driver™ technology with precision hand-matched balanced armatures for the highest frequency response accuracy and performance of any earphone.
- In the sub-\$200 range, Etymotic's HF series features ACCU•Driver technology with precision-crafted balanced armatures to deliver the highest frequency accuracy in its class, along with a brushed color style that matches the design of popular Apple products.
- At the sub \$100 range, the MC-Series includes a high-output moving coil driver design matched with patent-pending ACCU•Chamber technology, delivering unequalled sound quality and the highest noise isolation in its price class.

### **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 devices. For more information about Etymotic and its products, please visit [www.etymotic.com](http://www.etymotic.com).

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