

## **Etymotic delivers industry-first personalized earphone program for iPod/iPhone**

*Customisation program targets the increasing use of mobile media devices*

**April 23rd, 2009:** — Etymotic Research, the leading developer of noise-isolating, high-fidelity earphones and headsets, today announces the launch of the hf2 CUSTOM•FIT headset. Etymotic's multi award winning hf2 headset delivers jaw-dropping clarity to iPhone and iPod users. The hf2 CUSTOM•FIT extends the benefits of the hf2 through an innovative customisation program.

"All of our headsets and earphones are meticulously designed to deliver the most accurate, unaltered sound of any earphone or headset today. We constantly test our designs and those of the competition to ensure we maintain that position," said Mead Killion, Ph.D., president and founder of Etymotic Research. "Adding custom earmoulds to high-fidelity earphones could compromise fidelity, but we found a partner in ACS that allows us to maintain the Etymotic sound signature while providing an extra level of customisation," said Dr. Killion.

ACS is Advanced Communication Solutions Ltd., a pioneering developer of ultra soft custom-made silicone earpieces. For years, some of the world's top musicians have turned to ACS for customised in-ear monitors that provide reference-quality fidelity and comfortable fit at safe volume levels. The explosive growth of portable music players reveals that many consumers have the same requirements.

"People are listening to their iPhones and iPods more often and for longer periods of time," said Michael Shaver, Worldwide Director of Consumer Products Sales. "Active users such as athletes and business travellers have extended needs. Most Etymotic customers can achieve a comfortable fit with the array of eartips we include with our products, but the hf2 CUSTOM•FIT delivers the same level of comfort that performing musicians require during live performance," said Mr. Shaver.

This unique program gives consumers the chance to experience a combination of fidelity, noise isolation and comfort that has not been readily available until now. For many, the isolation from unwanted noise means preferred listening levels can be achieved at a lower volume. This launch is exciting for both Etymotic and ACS, whose founders are both musicians.

Etymotic Research's hf2 headset combines industry-leading fidelity and noise isolation with an integrated microphone and music controls for seamless voice calls. The hf2 is a hit for both iPhone and iPod users around the world. The hf2 CUSTOM•FIT includes the award-winning hf2 and an array of eartips of different sizes. Also included is a voucher redeemable at any one of 300 approved ear impression outlets. Following a 15-minute appointment, customers are only a few short weeks away from experiencing concert-hall fidelity with a level of comfort that may make them forget they are wearing earphones at all.

**Availability:** The hf2 CUSTOM•FIT will be available starting April 28, 2009.

The hf2 was awarded Best of Show by iLounge and iPhonematters.com at Macworld 2008. Since then it has won 9 more awards, including Macworld and MacLife Editors' Choice Award. The hf2 is the only headset nominated for Macworld U.K. Magazine's 2009 iPhone Accessory of the Year.

Etymotic Research designs and manufactures products that measure, improve and protect hearing. For over 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. For more information about Etymotic Research and its products visit [www.etymotic.com](http://www.etymotic.com)

For more about ACS, please visit <http://hearingprotection.co.uk>

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