

ETYMOTIC ADDS AWARENESS FEATURES TO hf3 and mc3 NOISE ISOLATING HEADSETS

hf3 and mc3 Offer Programmable Noise Isolation, Superior Sound Quality; hf3 Available at Best Buy Stores Nationwide

CHICAGO, May 24, 2011 — Etymotic Research (www.etymotic.com), an innovator in hearing wellness solutions and the inventor of in-ear technology, today announced enhancements to its hf3 and mc3 noise-isolating earphones which let consumers experience the highest noise isolation and sound quality, while at the same time still being completely aware of their surroundings. The company also announced availability of the enhanced hf3 three-button headset at Best Buy stores nationwide.

The hf3 and mc3 are designed to work with the iPad™, iPhone™ and iPod touch® and are now enhanced with the AWARENESS! for Etymotic app, that "listens" to users' surroundings and mixes any noise louder than normal background sounds directly into the earphones. The app can be set to do this automatically, or users can set the volume levels for surrounding noise themselves. The packaging for the new, enhanced versions of the hf3 and mc3 will feature a QR code that allows consumers to learn more about its features and connect directly to the registration site to receive the unlock code. Existing users can also register for the unlock code at (www.etymotic.com/awareness) and download the AWARENESS! for Etymotic app via Apple's iTunes app store.

Etymotic collaborated with UK-based audio app developer Essency to develop AWARENESS! for Etymotic for the hf3 and mc3, delivering the industry's first totally programmable, noise-isolating earphones. By putting control in the user's hands, AWARENESS! allows listeners to change sound level settings to hear the world around them as they exercise at the gym, jog outside, await a boarding call at the airport, or listen to a podcast while watching kids on the playground.

"While earphone use is nearly ubiquitous, the potential dangers of completely tuning out the outside world are clear," said Mark Karnes, managing director of consumer products at Etymotic. "Our AWARENESS! app delivers an industry first – a programmable noise-isolation feature set that preserves the listening experience while adding awareness of outside sound for safety's sake."

AWARENESS! for Etymotic delivers a host of new control features to the hf3 and mc3, including:

- AutoPause – Pauses and resumes music when the outside noise exceeds the set mic threshold so you never miss a thing!
- AutoSet – Listens to the sounds around you and automatically sets a microphone threshold to make sure you hear anything above normal background noise
- AutoSet Plus – An advanced version of AutoSet, checks and adjusts the mic threshold at a set interval of your choice
- Bypass/Mic – Switches the mic on or off whatever the threshold setting
- ClearVoice – Makes all speech picked up by the microphone clearer and easier to hear
- dB Noise Meter – Upgrades the app meter to a Noise Meter to measure environmental noise
- Ducking – Lowers the music when the mic is triggered and turns it back up when outside noise drops to normal levels
- Vibrate / Noise Alarm – Makes the device vibrate when the mic threshold is exceeded
- VoiceOver UI – Optimized for VoiceOver for partially-sighted users

Pricing and Availability

Etymotic mc3 – MSRP - \$99.00

Available for purchase at all Apple stores, Amazon.com, Etymotic.com, authorized dealer locations and websites nationwide.

Etymotic hf3 – MSRP - \$179.00

Available for purchase at Best Buy, all Apple stores, Amazon.com, Etymotic.com, authorized dealer locations and websites nationwide.

For a complete list of authorized Etymotic dealers, please visit: <http://www.etymotic.com/dealerlocator/>

About Etymotic

Etymotic Research is leading the way through all of its company efforts to educate, advocate, protect, enhance and provide the enjoyment of the listening experience for consumers at all ages and stages of life worldwide. For more information about Etymotic its hearing wellness mission and its products, please visit www.etymotic.com.

About Essency

Formed in 2009 by experienced sound recording engineers, programmers and musicians, UK developer Essency builds innovative apps for mobile devices that make earphone and headset use safer & more convenient. AWARENESS!™ for Etymotic App is the first in a trio of apps, designed to enhance the usefulness and usability of music-playing iOS devices such as the iPhone, iPod Touch and iPad. Versions for Android, Blackberry, PC and Mac will follow. Please visit www.essency.co.uk.

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