

Etymotic receives prestigious CEA Innovations Award EB-series electronic ear protection developed to save the hearing of deployed troops

Las Vegas, Nevada, January 4, 2011 — Etymotic Research, an innovator in high-fidelity hearing protection, listening and communication devices, was honored on November 9, 2010 at the CES Unveiled press preview in New York, where the Consumer Electronics Association announced winners of the 2011 Innovations Awards. Etymotic's EB-series of electronic BlastPLG™ Earplugs, developed to mitigate hearing damage and tinnitus sustained by deployed Warfighters, is Best Innovations Honoree in CEA's new Health and Wellness category.

There are two versions of Etymotic's Blast Plug. EB15 is for persons who operate some or most of the time around continuous loud noise such as machinery and military vehicles and also need protection against gunfire and explosions. EB1 is for hunters who want to hear naturally and be protected from sudden firearm blasts when there isn't time to insert hearing protection.

EB15 circuitry is configured with adaptive attenuation to become a 15-dB earplug when noise levels put the user at increased risk for hearing damage," said Dr. Mead Killion, founder of Etymotic Research and the inventor of the ER-series Blast Plugs. "Despite risk to hearing from loud machinery and sudden blasts, Warfighters decline to wear hearing protection because it interferes with situational awareness and their ability to localize quieter sounds."

Noise-induced hearing loss is a growing public health concern. Many persons are at risk for hearing damage in the workplace, ranging from construction workers to backstage and front-of-house personnel at music venues. Both versions of blast plug are designed to restore sound that is blocked when the ear canal is sealed. Both allow the user to hear naturally, as though there were nothing in the ears. When no loud noise is present, the EB15s return to natural hearing, as if nothing is in the ears to block sound.

Electronic BlastPLG earplugs are sold on the Etymotic Research website. MSRP is \$449 for EB1 (pair) and \$499 for EB15 (pair). Included with each pair EB Electronic BlastPLG earplugs is an assortment of ready-fit eartips, a filter removal tool and extra wax filters, headband for wind noise reduction, carrying pouch, one pair of ETYPlugs™ (ER-20--passive) high-fidelity earplugs and a 6-month supply of batteries.

Etymotic is actively seeking distribution partners and authorized dealers and will demonstrate both BlastPLG Earplug products at CES Booth #4018 in the North Hall.

About Etymotic Research

Chicago-based Etymotic Research, the original inventor of in-ear earphones, is a research, development and manufacturing company designing products to measure, improve and protect hearing. Etymotic's groundbreaking K-AMP® integrated circuit and directional microphone technology revolutionized hearing aid design. Among its many contributions are high-fidelity hearing protection for musicians and noise-isolating, high-fidelity in-ear earphones and headsets for consumer and telephony markets. In 2010, Etymotic was honored by the National Institute for Occupational Safety and Health (NIOSH) and the National Hearing Conservation Association with a prestigious Safe-in-Sound Award.

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