

## **ETYMOTIC DEBUTS HD•15 HIGH-DEFINITION ELECTRONIC EARPLUGS FOR LOUD WORKPLACE ENVIRONMENTS**

*Contractors, Heavy Machine Operators, Warehouse Personnel, Construction Crews  
and Anyone Else in Loud Environments Can Protect Hearing While Staying Aware of Their Surroundings*

**CHICAGO** — August 22, 2011 — **Etymotic Research**, an innovator in hearing wellness solutions, today announced the launch of its HD•15 High-Definition electronic earplugs. Designed to protect the hearing of anyone who operates around continuous loud noise, HD•15s allow natural hearing when no noise is present and hearing protection from both steady-state and sudden, loud impact noise. The HD•15s are priced at \$499.00 and will be available for purchase at [Etymotic.com](http://Etymotic.com), [Amazon.com](http://Amazon.com), Etymotic's network of hearing solution providers, Matco Tools and other tool distributors. Like all Etymotic hearing protection products, the HD•15s can be customized through the company's CUSTOM•FIT program for personalized earmolds that provide a secure, comfortable fit.

HD•15s are unique electronic earplugs that allow users to hear naturally, as if nothing is in their ears. A dual-mode switch selects either automatic 15-dB protection or enhancement, which provides amplification for soft and conversational sounds when desired. Both modes block sudden, loud impact noise.

The product has been specifically designed to meet the needs of persons who operate around loud machinery, power tools, trucks or construction equipment. The HD•15s have a noise reduction rating (NRR) of 25 decibels.

"Long-term exposure to loud noise has a cumulative impact on hearing over our lifetime," said Dr. Gail Gudmundsen, managing director of audiology at Etymotic. "Based on our award-winning technology, the HD•15s minimize risk of overexposure by providing automatic hearing protection when needed, while also allowing wearers to hear their surroundings naturally when no dangerous noise is present. Through this combination of features, Etymotic is ensuring a higher level of compliance, and ultimately, better hearing health."

The HD•15 product is an extension of the original BlastPLG™ Earplugs developed by Etymotic Research to improve situational awareness and mitigate hearing loss in deployed military personnel. Etymotic's BlastPLG Earplugs were honored with a Design and Engineering Innovations Award in the Health and Wellness category at the 2011 Consumer Electronics Show. Etymotic Research also received the prestigious 2010 Safe-in-Sound Award for decades of innovation in hearing loss prevention from the National Institute of Occupational Safety and Health (NIOSH) and the National Hearing Conservation Association.

### **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](http://www.etymotic.com).

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

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