

## ETYMOTIC DEBUTS SPECIALTY HEARING PROTECTION SOLUTIONS FOR OUTDOOR SPORT AND LOUD WORKPLACE MARKETS

*HD•15™ and GunSport•Pro™ to Provide Hunters, Guides and Workers in Loud Environments  
Ability to Protect Hearing While Staying Aware of Their Surroundings*

**IFA Berlin** — September 1, 2011 — **Etymotic Research**, an innovator in hearing wellness solutions, today announced the launch of its HD•15 High-Definition and GunSport•PRO electronic earplugs. Designed to protect the hearing of anyone who operates around continuous loud noise, the earplugs 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 499 Euros and the GunSport•PRO is available for 449 Euros. They will be available for purchase at EtymoticDirect online stores, Etymotic Hearing Solution Centers and Authorized Dealers (listed online at [www.etymotic.com/dealerlocator](http://www.etymotic.com/dealerlocator)) beginning October 1st. Like all Etymotic hearing protection products, both earplugs can be customized through the company's **CUSTOM•FIT** program for personalized earmolds that provide a secure, comfortable fit.

### **HD•15: On-the-job protection**

HD•15 earplugs allow users to hear naturally, as if nothing is in their ears until noise exceeds safe levels. 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•15 earplugs have a noise reduction rating (NRR) of 25 decibels.

### **GunSport•PRO: In the field or on the range**

GunSport•PRO earplugs are designed specifically for gun sport enthusiasts, hunters, guides and professional shooters. They allow users to hear naturally but protect against hearing damage caused by sudden impulse noise such as blasts from firearms. Advanced circuitry allows wearers to hear their surroundings, either naturally or amplified, but protect their ears from sudden blasts when there isn't time to insert earplugs. The dual-mode switch of the GunSport•PRO selects natural hearing plus blast protection or enhancement of soft sounds plus blast protection.

"Long-term exposure to loud noise has a cumulative impact on hearing over our lifetime," said Mark Karnes managing director of consumer products for Etymotic. "Based on our award-winning technology, our specialty, professional-grade earplugs 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 and GunSport•PRO electronic earplugs are 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. 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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