

ETYMÖTIC

"true to the ear"

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ETYMOTIC BRINGS PROGRAMMABLE NOISE ISOLATION TO ANDROID DEVICES

*hf2a and mc2a Noise Isolating Headphones Enhanced With AWARENESS!™ For Etymotic App
Visit Etymotic at International CES 2012, Booth # 4014*

Las Vegas — January 10, 2012 — Etymotic Research, an innovator in hearing wellness solutions, today debuted the Android version of AWARENESS!™ for Etymotic, an app for the hf2a and mc2a noise-isolating earphones. The AWARENESS! for Etymotic app lets consumers experience the highest noise isolation and sound quality, while at the same time still being completely aware of their surroundings. Etymotic is showcasing the hf2a and mc2a earphones, enhanced with AWARENESS! for Etymotic, at 2012 International CES, booth 4014 in the North Hall at the Las Vegas Convention Center.

The AWARENESS! for Etymotic app "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. Existing users of Etymotic earphones will be able to register for the unlock code at (www.etymotic.com/awareness) and download the AWARENESS! for Etymotic app via the Android market at the end of the first quarter of 2012.

UK-based audio app specialist Essency Ltd developed AWARENESS! for Etymotic based on their Award-Winning Awareness!™ The Headphone App for iPhone. The app was originally available for the Etymotic hf3 and mc3 products, which are designed for use with Apple products. Now, Etymotic makes it possible for Android users to program its noise-isolating earphones as well.

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.

"Until now, noise isolation meant tuning out," said Mark Karnes, managing director of consumer products at Etymotic. "When we launched AWARENESS! for Apple devices last year, we brought programmable noise isolation to market for the first time, changing the way people listen to music. Now, we are able to bring that same experience to Android devices."

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. For more information about Etymotic its hearing wellness mission and its products, please visit www.etymotic.com.

About Essency

Formed in 2009, UK developer Essency specializes in cutting-edge audio apps for mobile devices, designed to make headphone use safer & more convenient. Essency apps are available for all Apple iOS devices and now for Android. Versions for Windows Phone, Blackberry, PC and Mac will follow. Please visit www.essency.co.uk.

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