

# ETYMÖTIC

*"true to the ear"*

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## **IT'S A NOISY WORLD; MAKE SURE YOUR KIDS HEAR FOR A LIFETIME**

*Etymotic's ETY•Kids™ Safe-Listening Earphones for Apple Products Debut at International CES 2012, Booth #4014*

**Las Vegas** — January 3, 2012 — Today's tech-connected kids live in a high-def world. They are bombarded by sound from music players, game consoles, tablets and in-vehicle entertainment systems. Studies show that overexposure to loud sounds leads to hearing damage seen later in life. Beginning January 30, parents can take steps to help their kids hear for a lifetime with Etymotic's ETY•Kids™ Safe-Listening Earphones for Apple products. The ETY•Kids3 headset, which features three-button control and a mic designed for use with iPhone, iPod touch and iPad, will be available for purchase at [BestBuy.com](http://BestBuy.com) and select Best Buy stores, [Amazon.com](http://Amazon.com), [Etymotic.com](http://Etymotic.com) and authorized retailers worldwide.

Sound heard through ETY•Kids earphones will not exceed safe levels, so parents can rest easy. Even at the maximum volume setting on portable players, kids can listen safely for up to four hours per day. And because ETY•Kids earphones block background noise, and provide high-definition sound quality, kids will be able to hear every detail, and won't complain that the volume is too low.

"Most parents understand that headphones and earbuds can pose a real threat to hearing health, but are unsure how to manage their kids' listening time or material," said Mark Karnes managing director of consumer products for Etymotic. "Our goal is to provide a peace-of-mind solution for concerned parents who want to establish good listening habits while children are young."

ETY•Kids are available in two versions – the ETY•Kids3 three-button control headset with mic designed to work with Apple products, with an MSRP of \$79; and the ETY•Kids5 universal earphone that works with any portable device, with an MSRP of \$49. The ETY•Kids3 headset will feature AWARENESS! for Etymotic, an app that "listens" to users' surroundings and mixes any noise louder than normal background sounds directly into the earphones, so kids can hear traffic, announcements or any other important sounds while they are listening. Both products provide clear, high-definition speech and music reproduction and come with kid-friendly eartips to ensure a seal that blocks outside sound.

Etymotic is showing the ETY•Kids3, along with the ETY•Kids5 and a range of other products that promote hearing wellness at International CES 2012, booth 4014. The company will feature an interactive demo at the booth that shows the difference in sound quality and volume when music is heard through standard Apple earbuds and the ETY•Kids3.

ETY•Kids was recently awarded the PTPA (Parent Tested Parent Approved) Winner's Seal of Approval. PTPA Media has North America's largest volunteer parent testing community, with over 40,000 parents participating.

### **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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