

Etymotic Research introduces etyBLU™ Dual Mode Bluetooth® Headset

Quick-connect noise-canceling microphone and legendary sound quality add depth and flexibility to Etymotic's family of headsets

SAN FRANCISCO (Macworld Expo) — Jan. 14, 2008 Etymotic Research Inc., the original inventor of noise-isolating high-fidelity in-ear earphones, has introduced the **etyBLU Dual Mode Bluetooth Headset**, with a quick-connect noise-canceling boom microphone, called BLUmaxx™. The combination of the noise-canceling microphone and noise-isolating earphone enables callers at both ends of the conversation to hear clearly and be understood in high-level noise.

Etymotic will demonstrate the etyBLU headset in booth #S-2410 at the Macworld Conference & Expo, being held at The Moscone Center in San Francisco, Jan 14 to 18.

The etyBLU is the first Bluetooth headset that features a connecting noise-canceling boom microphone. etyBLU's internal microphone takes over when the boom mic is unplugged and offers a discreet wearing style. The etyBLU headset lets users quickly connect the noise-canceling boom microphone to retain conversation clarity in noisy environments. Connecting or disconnecting the boom mic during a call does not disconnect the call. The microphone can be easily stored in the carrying case provided.

Combined with an earpiece that does not exclude background noise, the resulting poor sound quality makes it necessary for both parties to speak loudly. By combining Etymotic's in-ear and directional microphone technologies, the etyBLU features the industry's highest level of noise isolation in the ear, and the highest noise-cancellation from the microphone for both speaker and listener.

"Everyone is familiar with all-too-common cellphone users who broadcast their credit card number or the details of their love-life to everyone around them," said Mead Killion, Ph.D., founder and president of Etymotic Research.

"That's because most headset microphones do not pick up sound near the mouth, so it is difficult for the caller to be heard, especially in noisy locations such as a restaurant or airport. The etyBLU with boom mic allows you to carry on a conversation next to a Harley motorcycle revving up at 100 dB SPL, and – more importantly – lets you carry on a conversation so quietly that those around you may not even notice you are talking."

The etyBLU Dual Mode Bluetooth Headset joins the (wired) hf2 High fidelity Hands free stereo headset and the original ETY•COM in Etymotic's family of headsets for mobile phone users. etyBLU is compliant with Bluetooth® Core Specification 2.1, Headset 1.1 and Handsfree 1.5 profiles. Talk time is up to 7 hours with standby up to 100 hours.

Price and availability

The etyBLU Bluetooth headset is available now directly from Etymotic Research (www.etymotic.com) and from select resellers, for a suggested retail price of \$129.

About Etymotic Research

Etymotic Research is the world leader in high-fidelity noise-isolating in-ear earphones. The company – whose name means "true to the ear" – designs, develops and manufactures products to measure, improve and protect hearing. For twenty-five years, Chicago-based Etymotic Research has been creating products used by musicians and others who insist on superior sound quality. For more information, visit www.etymotic.com or call 888.389.6684.