

Etymotic Brings High-Fidelity Hearing Solutions To The PRI Show

Hearing Health Company To Present World-Class Earplugs And Earphones At “The Epicenter Of New Racing Technology”

Elk Grove Village, IL ([PRWEB](#)) December 11, 2015 -- Etymotic Research, an innovator in hearing wellness solutions, will demonstrate its ER•20®XS Motorsports High-Definition Earplugs, active electronic hearing protection products, and noise-reducing earphones at the Performance Racing Industry (PRI) Trade Show in Indianapolis, December 10-12th. Members of the Etymotic team will be in the Indiana Convention Center’s Yellow Hall (Section #7044) at PRI to display the latest in hearing protection and safe listening for the worldwide racing industry.

The new ER•20XS Motorsports, featuring a smaller form factor but identical in performance to ETY•Plugs®, have been selling particularly well. With a stem-less design, the ER•20XS has a profile that conforms to the plane of outer ear. This makes it particularly comfortable to wear under hats and helmets. A small, flexible pull-tab allows for easy removal.

Hearing loss is a function of exposure time, average sound level, and the peak level of very loud sounds. Exposure to excessive environmental noise can cause permanent hearing loss depending on the intensity and duration of the sound. ETY•Plugs reduce most noise to safe levels while preserving the clarity and sound quality

ETY•Plugs are configured to replicate the natural response of the ear canal so that when sound enters the earplug, it is reproduced unchanged, the same as the ear would hear it, only quieter.

“Long-term exposure to loud noise has a cumulative impact on hearing over our lifetime,” said Patty Johnson, AuD, director of audiology at Etymotic. “But the good news is that noise-induced hearing loss is preventable.”

About Etymotic

Etymotic is a research, development and manufacturing company that designs high-fidelity personal audio products and hearing wellness solutions to assess, enhance and protect hearing. For over 30 years, innovation and education have been central to Etymotic’s mission. Etymotic is one of the most respected leaders in high-fidelity audio and hearing conservation. For more information about Etymotic, its hearing wellness mission and its products, please visit www.etymotic.com.



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