



ETYMŌTIC RESEARCH TO GIVE GAMERS THE E.D.G.E. at GDC

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The World Leader of In-The-Ear Technology to Introduce Enhanced Definition Gaming Earphones

San Francisco, CA, March 6th-9th, 2007 – Etymotic Research, the originator of in-the-ear high-fidelity earphones, will unveil the future of enhanced definition gaming earphones when it launches its E.D.G.E. Acoustics division at the Game Developers Conference (GDC) in San Francisco, CA, March 6th- 9th. The E.D.G.E. product line represents the pinnacle of gaming earphone technology by applying Etymotic’s best technology and proven capabilities in sound isolation and audio accuracy to harness the various audio components heard in video games.

Extensive research and design was a key element of the E.D.G.E. technology development. Etymotic created a unique PC game and executed randomized, controlled trials to measure the impact of high fidelity earphones on gamers’ performance. This unique audio benchmark determined that E.D.G.E. technology provides a proven advantage to gamers. “With our E.D.G.E. technology, gamers will be able to suspend reality, hear everything, and literally – take their games to the edge,” said Rich Heimlich of E.D.G.E. Acoustics. “In our research and testing, we were able to measure real improvement in game play performance when using the E.D.G.E. technology.”

E.D.G.E Acoustics will be located at booth 466 WH at the 2007 GDC. For more information about the GDC, please visit <http://www.gdconf.com/>. About E.D.G.E. Acoustics E.D.G.E. Acoustics is a division of Etymotic Research, a world leader in high-fidelity noise-isolating in-the-ear earphones. Etymotic – whose name means “true to the ear” – designs, develops and manufactures products to measure, improve and protect hearing. For more than two decades, Chicago-based Etymotic Research has been creating products used by musicians and others who insist on superior sound quality. For more information, visit <http://www.edgeacoustics.com>