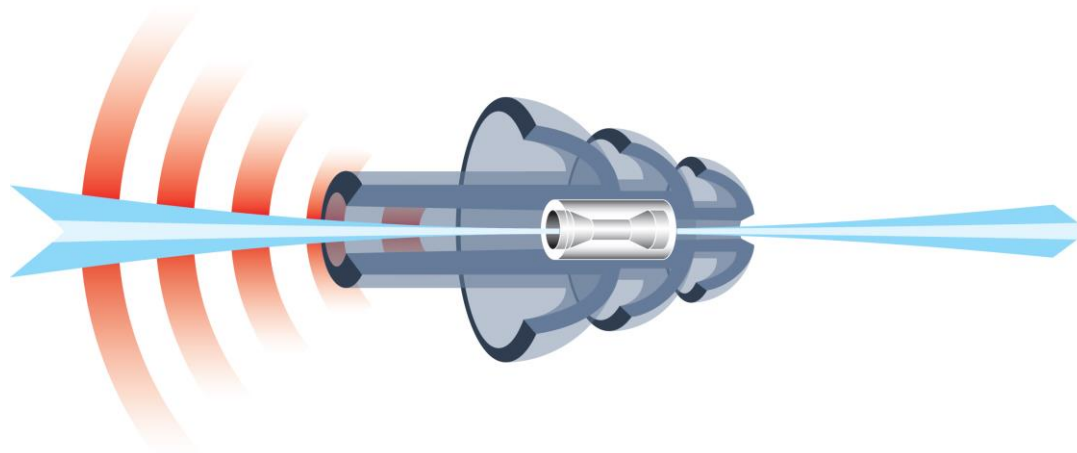




The Next Generation of Hearing Protection



'Old Generation' Hearing Protection

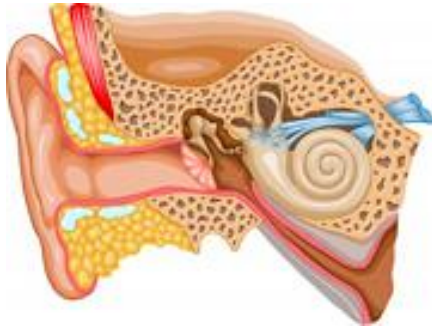
- Effective at sound dampening and blocking harmful noise
- BUT:
 - Dampens ALL types of sound – at ALL sound strengths at >0dB
 - Creates 'BLOCKED EARS' feeling
 - Typically constructed of silicone-based material, which breaks down over time
 - Is NOT hypoallergenic – some people are allergic to silicones
 - MUFFLES sound
 - distorts voice and music so not ideal for use with in-helmet communication systems



NEW GENERATION HEARING PROTECTION

- Reduces overall noise to $>85\text{dB}$
- No 'blocked ears' feeling
- Silicone-free construction
- Fully hypoallergenic
- Normal sounds flow freely thru ceramic filter:
 - Conversation remains clearly audible
 - Phone calls & music from in-helmet communication systems can be heard

What is a decibel? A few examples:



	Whisper - 25
	Talking - 60
	Street noise - 70
	Printer - 75
	Lawnmower - 85
	Busy café - 90
	Fork lift - 90
	Highway traffic - 96
	Grinder - 98
	Drill - 99
	Snoring - 75 -110
	Circular saw - 102
	Wind at 65 mph (with helmet) - 102
	Chainsaw - 105
	MP3 Player 80-110
	Concert - 90-115
	MP3 Player 'max' - 120



How Long Does It Take To Cause Damage?

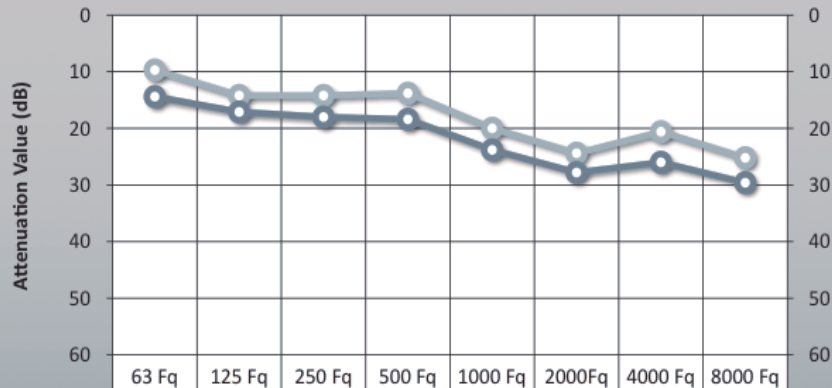


Volume in dB	Duration
80	8 hours
83	4 hours
86	2 hours
89	1 hour
92	1/2 hour
95	1/4 hour
98	7 minutes
101	3-5 minutes
104	1-5 minutes
107	Almost zero



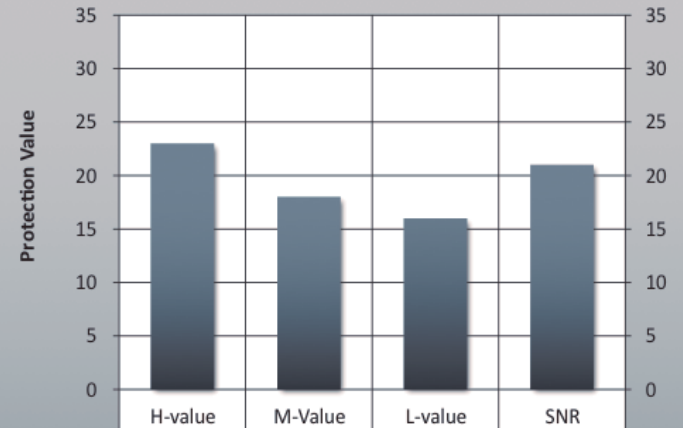
Attenuation Data:

Nonoise Biker



	Mf/dB	14,4	17,1	18,0	18,4	23,8	27,8	26,0	29,6
	APVf/dB	9,7	14,2	14,2	13,8	20,0	24,4	20,6	25,2

Nonoise Biker



	H-value	M-Value	L-value	SNR
Blue Grey	23	18	16	21

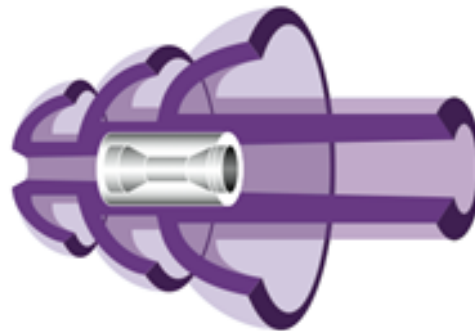
NoNoise Features

- Constructed of Silicone-Free Thermoplastic
 - Hypoallergenic
 - Washable and long-lasting



NoNoise Features

- Ceramic filter positioned deep inside the ear plug
 - Patented Venturi shaped channel
 - Baked at 2700 degrees Celsius
 - Allows perspiration to evaporate



Questions?

