



ABLE PLANET® LAUNCHES BEHIND THE EAR PERSONAL SOUND™ AMPLIFIER WITH LINX® DSP

Personal sound amplification product with Linx DSP provides 4 preset environment management filters and a program select volume control that provides situational hearing solutions for hard to hear sounds and difficult listening environments.

WHEAT RIDGE, CO (February 20, 2013) – Able Planet Incorporated, a world leader in both active noise cancellation headphones and personal sound amplification products announced today the nationwide launch of its Personal Sound™ amplifier, PS1600BTE. Extending its line of award-winning Personal Sound™ amplifiers, the PS1600BTE is currently available at ableplanet.com, and the product will roll out to leading eCommerce sites, select US retailers, as well as, local Audiology practices over the next 6 months.

Personal Sound™ amplifier PS1600BTE is the first ever behind the ear amplifier with Linx DSP®. The hardest to hear sounds are in the high frequencies. And, many people, even those with normal hearing, struggle to hear in noisy environments. LINX® DSP, a proprietary Hear the Difference® technology, enhances speech intelligibility with preset environmental filters that alter frequency response and amplify hard to hear sounds, while reducing background noise. Personal Sound™ amplifiers enhance communication in noisy environments, and improve listening enjoyment, even at low volumes. The small size and behind the ear design is highly invisible and is held secure by an over the ear sound tube that ensures a comfortable fit for extended wear.

Personal Sound™ amplifier PS1600BTE has multichannel processing, 12 bands, noise reduction, an adaptive feedback manager and 4 preset Environment Management™ programs that alter the frequency response, amplification and noise reduction to accommodate for varying listening environments. The program select volume control enables the listener to "switch" between environmental programs to select the one that optimizes the listening experience, and the toggle button provides for easy volume adjustment to safe listening levels. Personal Sound™ amplifier PS1600BTE is powered with a Type 10A battery that is commonly found in retail stores and online at www.ableplanet.com.

"Hearing abilities are like fingerprints and everyone is unique," said Able Planet CEO Kevin Semcken. "Struggling to hear in noisy places, like on an airplane, in a crowded restaurant, or at your local pub is common to people with all levels of hearing abilities. Even hearing clear speech on the TV can sometimes be difficult. Having difficulty hearing in certain situations does not mean you need to incur the expense of a hearing aid. When hearing becomes a challenge, simply put in your Personal Sound™, and you'll Hear the Difference®."

About Able Planet

Expert in Audiology and Speech Language Sciences, Able Planet was founded on a hearing technology that enables people with profound hearing loss to distinguish hard to hear sounds, many of whom have reported to be able to hear new sounds for the first time in their lives. Over the past 7 years, the company has become a leader in audio and communication devices through the development of products and technologies that not only address hearing impairments, but are also preferred by experts in consumer audio. Today, Able Planet designs and manufactures products that enhance sound quality, clarity and speech intelligibility for all people. And, while the company continues to focus developments on products that connect people with hearing loss to the world of sound, it is equally as motivated by technologies that help preserve hearing for those with normal hearing. All Able Planet products are based on proprietary Hear the Difference® technologies.

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