

# etymotic®



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## Etymotic Showcases Award-Winning GunSport Electronic Hearing Protection and a Preview of What's New at SHOT Show

Etymotic is proud to announce its participation in **SHOT Show 2026**, where the brand will highlight its award-winning **GunSport Pro** and **GunSport Elite** electronic hearing protection—while also sharing an exciting new addition to the line up that attendees will be able to see first-hand at the show.

Recognized by **Outdoor Life** as *Best In-Ear Electronic Hearing Protection of 2025*, GunSport Pro and GunSport Elite were originally engineered to meet the rigorous demands of soldiers and military professionals to help prevent blast-induced hearing loss. Today, they are the trusted choice of the hunting community, shooting sports enthusiasts, and professionals in environments where protection from sudden, high-impact noise is critical.

Both models provide advanced, real-time defense against **muzzle blasts and other impulse sounds**, delivering up to **40 dB blast impulse protection with active attenuation**, while also protecting against ongoing noise from vehicles or machinery. When background noise subsides, GunSport's technology allows for **natural hearing**, preserving situational awareness without compromising safety.

In addition to showcasing its proven product lineup, GunSport will be offering attendees an exclusive **first look at what's coming next**—a new product designed to provide electronic hearing protection in the field at a very approachable price point. Details will be revealed only at the show, making a visit to the GunSport booth a must for hunters, shooters, and industry partners alike.

Show attendees are invited to visit **Booth 40021 on Venetian Level 1** to experience GunSport Pro and GunSport Elite firsthand—and to discover what's new.

### About Etymotic

Established in 1984, Etymotic has been developing excellence for over 40 years. Our hearing protection products and high-fidelity earphones are preferred world-wide for their ability to lower dangerous sounds safely without compromising musical detail, clarity or communication.

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Engineering excellence for over 40 years

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