

## HANDSET MEDIA PRESS RELEASE: New for CES

### HearAngel® ready to license to handset manufacturers – ensuring users' hearing is protected

For immediate release

After more than three years of development and testing LimitEar Ltd is delighted to announce that its hearing safeguarding application and software, HearAngel®, is ready to be licensed to Android handset manufacturers.

It has been recognised for many years that the use of headphones at high volumes can cause Noise Induced Hearing Loss or Damage (NIHL or NIHD) and that something must be done to protect headphone users and prevent an epidemic of avoidable hearing loss.

So concerned were The World Health Organisation (WHO) that they addressed this issue in their **1.1 billion people at risk of hearing loss** report of February 2015 <https://www.who.int/mediacentre/news/releases/2015/ear-care/en/> which identified three objectives for their "Make Listening Safe" initiative:

1. Regulate exposure to loud sounds through personal audio systems.
2. Change listening behaviours among the target population.
3. Limit sound exposure in recreational settings.

Since the publication of the report, the WHO has worked closely with the International Telecommunications Union (ITU) and in early November 2018 the ITU published its own recommendations for safe listening practice, ITU-T H870 201808 <https://www.itu.int/rec/T-REC-H.870-201808-I>. These recommendations match the WHO's objectives.

In late November 2018 the European Committee for Electrotechnical Standardization (CENELEC), announced the new edition of standard EN62368-1: 2018 which covers many aspects of product safety.

The acoustic safety element of the standard recommends that handset manufacturers move to sound dose monitoring to protect headphone users from hearing damage as soon as possible.

This standard has also been adopted by International Electrotechnical Commission (IEC) and the Underwriters Laboratory (UL) and will come into effect on 20th December 2020 in Europe and the USA and in other territories later.

Handset manufacturers have two options to comply with the standard:

The first option is to give headphone users a warning triggered by the volume setting button on the handset, at a nominal 85dB.

This is an approach which has been used in Europe for many years. As the warning is only based on the volume setting on the handset and doesn't take account of the user's listening period or the energy of their content it is of limited value.

Worse still headphone users in Europe have realised that if they adhere to the volume setting warning their content is inaudible in many common listening situations, so it is widely ignored.

The second option is to provide the headphone user with personalised sound dose information, messaging and protection based on their recent exposure.

Using the headphone user's sound dose will enable them to listen at volumes greater than 85dB when required and provide them with information and warnings at the appropriate times.

Providing headphone users with individual information, relevant to them is understood to change behaviour.

The headphone user will also have the option to select dose based automatic protection which will gradually intervene to reduce the level should they be in danger of exceeding the recommended sound dose levels for a specified period.

The standard also includes enhanced protection for children who use headphones.

Safeguarding is urgently needed, which is why LimitEar Ltd developed a dose-based hearing safeguarding solution for headphone users. Called HearAngel<sup>®</sup>, this consumer hearing safeguarding app and software matches the regulations and provides Android handset manufacturers with an effective, proven, low risk solution to meeting the WHO's recommendations and the safety standards.

After extensive testing, evidence-based research and consumer feedback the solution is now available on licence.

#pleaselistencarefully

### **Editor's Notes:**

Stephen Wheatley, CEO and Co-Founder of LimitEar Ltd, is available for interview, comment and articles.

**Stephen is also attending CES where you can meet him, and see HearAngel<sup>®</sup> in action, on Stand53361**

### **Images are available:**



### **About Stephen Wheatley**

Stephen Wheatley is CEO and a Co-Founder of LimitEar Ltd, a company which was formed to eight years ago to develop technologies to protect the hearing of professional headphone users. He is a regular writer and speaker on hearing safeguarding topics and has been invited to deliver presentations at The World Health Organisation (WHO), The International Telecommunications Union (ITU) and National Hearing Conservation Associations of both America and the UK. He has also been credited in several patents for headphone hearing safeguarding inventions.

**Contact Stephen Wheatley, [sw@hearangel.com](mailto:sw@hearangel.com) +44 7836 690514**

## **About LimitEar Ltd**

LimitEar Ltd is a UK technology company which has spent the last eight years safeguarding the hearing of professional headphone users. It provides safeguarding technologies to headphone users in aviation, government, film and broadcast and includes The BBC and Sennheiser amongst its customers.

## **Social Media Links**

Web - [www.hearangel.com](http://www.hearangel.com) & [www.limitear.com](http://www.limitear.com)

Facebook - <https://www.facebook.com/hearangeltech/>

LinkedIn - <https://www.linkedin.com/company/hearangel/> & <https://www.linkedin.com/in/stephenwheatley/>

Twitter - <https://twitter.com/search?q=hearangel&src=typd>