

## **PRESS RELEASE**

**LimitEar Ltd**

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**28 July 2011**

### **ITV4 presenters Gary Imlach and Ned Boulting use AdaptEar® at 2011 Tour de France**

**LimitEar®**, designers of the world's most innovative hearing protection solutions for earpiece users, is proud to add both Gary Imlach and Ned Boulting to its continually expanding customer base. Gary and Ned are very familiar faces on ITV4's coverage of the 2,200 mile, three week race and their use of AdaptEar® helped them give us some of the best coverage ever.

The Tour de France was first staged in 1903 and 2011 saw some of the most exciting and eventful racing ever. From the first Australian winner in the history of the race to the cyclist needing 33 stitches after being forced into a barbed wire fence by a French TV car.

Presenter Gary Imlach used his AdaptEar® extensively during the coverage and found it invaluable. Broadcasting live from the stage finish towns across France, he had to be able to hear communications and cues. AdaptEar® allowed him to do this as well as protecting him from the potential dangers of acoustic shock. The AdaptEar® connects simply and quickly between the radio and the earpiece and instantaneously protects the user from high sound levels whilst allowing normal noises through with no attenuation or distortion.

Gary said that "When the excitement mounts, voices get raised and the total noise in our earpieces can get quite high as you would expect. AdaptEar® let me hear everything clearly whilst keeping volumes at a comfortable level".

The inset photo of Gary Imlach using his AdaptEar® was actually taken by Olympic gold medal winner and world champion cyclist Chris Boardman MBE, who is also a member of the ITV4 team.

Ned Boulting, a familiar face from ITV's football coverage, gets live interviews with the cyclists just after they cross the finish line. He said "Doing live interviews with the cyclists on the tour means that I have to have reliable communications. With AdaptEar I could listen to both Walkie Talkie (to communicate with my cameraman) and Talkback simultaneously to ensure that I got my cues"

Other members of the live team were also using AdaptEar during the live coverage. The large number of radio devices in operation sometimes causes interference in other users communications and AdaptEar protected the team from any unexpected transients that might have occurred.

AdaptEar® is a powerful yet lightweight product that can be connected to Radios, communication systems and earpieces from all major brands.

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### **Notes to editors**

**LimitEar®** is a highly innovative UK company specialising in devices that protect users of earpieces from acoustic shock and high levels of sound. Their patented technology breaks new ground in hearing protection ensuring that users who might be exposed to acoustic shocks and high sound levels can rely on the safety of their communications devices whatever their working environment.

**LimitEar®** was launched in 2010 and is funded by private equity investors.

AdaptEar® is the first product from an exciting development plan.