

EAR Customized Hearing Protection Advances Digital Technology for Shooting Sports Safety

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BOULDER, CO - July 10, 2026 -
EAR Customized Hearing Protection today highlighted the growing adoption of advanced digital hearing protection technology among competitive and recreational shooters, addressing critical safety needs across diverse shooting environments while maintaining essential communication capabilities.

The evolution of digital hearing protection technology represents a significant advancement in shooting sports safety, enabling participants to protect their hearing from harmful impulse noise while maintaining situational awareness in shooting environments. This technology addresses longstanding challenges faced by shooters who previously had to choose between adequate hearing protection and the ability to hear range commands, conversations, and environmental sounds.

Competitive shooters, recreational enthusiasts, hunters, and training professionals face varying acoustic challenges depending on their specific shooting disciplines. Indoor ranges present concentrated noise exposure and reverberation, while outdoor environments introduce variables such as wind, distance, and

multiple shooting positions. Digital hearing protection technology automatically adjusts to these changing conditions, providing consistent protection against firearm discharge while allowing important ambient sounds to pass through at safe levels.

"The shooting sports community has embraced digital hearing protection because it solves a fundamental challenge that traditional passive protection could never address," said Garry Gordon, CEO and Founder of EAR Customized Hearing Protection. "Shooters need to communicate with range officers, hear safety commands, and maintain awareness of their surroundings while protecting against impulse noise that can cause permanent hearing damage. Digital technology delivers both protection and awareness simultaneously."

Modern digital hearing protection systems employ sophisticated sound processing to differentiate between safe ambient sounds and harmful impulse noise. When a firearm discharges, the system instantly suppresses the dangerous sound levels while maintaining or enhancing quieter sounds such as speech or environmental cues. This selective attenuation enables shooters to maintain full awareness of their surroundings, contributing to both safety and performance.

The SHOTHUNT STANDARD exemplifies current digital hearing protection capabilities, incorporating features that support shooters across various disciplines and environments. These systems typically include adjustable sound enhancement, directional microphones for spatial awareness, and rapid response times to protect against sudden noise exposure.

Long-term hearing conservation remains a primary concern within the shooting community. Studies indicate that repeated exposure to firearm noise, even with traditional hearing protection, can contribute to cumulative hearing damage over time. Digital hearing protection addresses this concern by providing more consistent and reliable protection while eliminating the need for shooters to remove their protection to communicate or hear important sounds.

The technology also enhances the shooting experience for instructors and students during training sessions, where clear communication is essential for safety and skill development. Range officers can issue commands confidently, knowing that all participants can hear instructions without compromising their hearing protection.

EAR Customized Hearing Protection has specialized in developing custom and digital hearing protection solutions for shooting sports participants, law enforcement, and military applications. The company focuses on combining advanced acoustic technology with comfortable, practical designs that meet the specific needs of shooters in various disciplines and environments.

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EAR Customized Hearing Protection

EAR Inc. provides high-quality hearing protection worldwide, offering custom-fit and generic earplugs for industrial, shooting, law enforcement, and leisure use. Trusted by professionals, EAR delivers comfort, performance, and proven hearing protection.

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