

## 3M Introduces New PELTOR™ Sport Electronic Hearing Protectors at SHOT Show®

Attendees will demo new Tactical 300 and Tactical 500 Electronic Hearing Protectors

[PELTOR™ Sport](#) is showcasing its latest innovations, including new tactical hearing protectors, at The National Shooting Sports Foundation's Shooting, Hunting and Outdoor Trade Show (SHOT Show®) in Las Vegas beginning January 17.

Available in early 2017, the PELTOR Sport Tactical 300 and PELTOR Sport Tactical 500 Electronic Hearing Protectors feature new proprietary 3M SMART technology that automatically adjusts to your environment and firearm for customized protection. The technology measures the energy in gunshot noise as well as echoes in the environment and automatically sets suppression time for optimized comfort and communication.

"We are excited to introduce the new PELTOR Sport Tactical Electronic Hearing Protectors at SHOT Show this year," Lindsay Adams of 3M Safety said. "Our team of specialists has developed two hearing protectors designed specifically for shooters and hunters looking for high-performance products that fit great and are comfortable for extended wear."

The PELTOR Sport Tactical Electronic Hearing Protectors are ideal for both indoor and outdoor shooters with Clear Voice Tracking technology to isolate voices from background noise for clearer conversations and hearing of commands:

The PELTOR Sport Tactical 300 Electronic Hearing Protector is mobile device compatible and has a Noise Reduction Rating (NRR) of 24.

The PELTOR Sport Tactical 500 Electronic Hearing Protector is Bluetooth® capable for two-way communication and offers an NRR of 26.

Both new electronic hearing protectors feature foldable vented headbands for heat release and increased comfort, low-profile cups with rubber bumpers and cushioned cutouts for long gun use, and durable recessed microphones to reduce wind noise.

PELTOR Sport will be exhibiting its latest innovations at booth #1625 on January 17- 19 from 8:30 a.m. - 5:30 p.m. and on January 20 from 8:30 a.m. - 4:00 p.m.

About PELTOR™ Sport:

PELTOR™ Sport is a consumer brand providing cutting-edge hearing protection and safety eyewear designed specifically for the shooter and hunter. For shooters and hunters who demand high performance and precision, the PELTOR Sport brand offers a full line of cutting-edge hearing protection and safety eyewear designed to help you stay focused and on target. The PELTOR Sport brand offers high-quality products, innovative technology and materials designed for comfort, fit and performance. For more information, visit [3M.com](http://3M.com).

About 3M

At 3M, we apply science in collaborative ways to improve lives daily. With \$30 billion in sales, our 90,000 employees connect with customers all around the world. Learn more about 3M's creative solutions to the world's problems at [www.3M.com](http://www.3M.com) or on Twitter [@3M](https://twitter.com/3M) or [@3MNewsroom](https://twitter.com/3MNewsroom).

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## About SHOT Show®

The SHOT Show is the largest and most comprehensive tradeshow for professionals involved with the shooting sports, hunting and law enforcement industries. It is the world's premier exposition of combined firearms, ammunition, law enforcement, cutlery, outdoor apparel, optics, and related products and services. For more information about SHOT Show, visit [SHOTShow.org](http://SHOTShow.org).

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