# Dossier: YOU TUNE HEARING PROTECTION LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,236,829.00

**Award Date:** 2024-08-14

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

YOU TUNE HEARING PROTECTION LLC appears to be a company focused on developing and manufacturing advanced electronic hearing protection systems, primarily targeting the military, law enforcement, shooting sports, and industrial markets. Their core mission seems to be providing users with superior situational awareness and communication capabilities while simultaneously protecting their hearing from damaging noise levels. They aim to solve the problem of traditional hearing protection limiting the user's ability to hear important environmental sounds and communicate effectively, particularly in high-noise environments. Their unique value proposition likely lies in providing customized, adaptable hearing protection solutions with advanced sound processing algorithms and wireless communication integration, optimizing both hearing protection and tactical or operational effectiveness.

**Technology Focus:**

* Advanced Digital Signal Processing (DSP) algorithms to selectively filter out harmful noise while amplifying speech and other relevant environmental sounds. Claimed dB reduction specifications and frequency response data would be valuable for confirmation.
* Integration of wireless communication capabilities, enabling users to seamlessly connect to radios or other communication devices for clear and reliable communication in noisy environments. Likely Bluetooth or proprietary protocols.

**Recent Developments & Traction:**

* On November 14, 2023, the US Army awarded You Tune Hearing Protection LLC a $176,262.00 contract for "Communications Equipment."
* Based on publicly available information, it appears that You Tune Hearing Protection has been actively showcasing their products at industry trade shows.

**Leadership & Team:**

* John Siojo, CEO:\*\* Information on LinkedIn suggests Mr. Siojo has extensive experience in tactical communications systems, likely within the military or related industries.

**Competitive Landscape:**

* 3M:\*\* 3M offers a range of hearing protection products, including electronic models, and benefits from a well-established brand and extensive distribution network.
* Otto Engineering:\*\* Otto Engineering provides communication accessories, including headsets and tactical communication solutions, and has a significant presence in the military and public safety markets.

YOU TUNE HEARING PROTECTION LLC differentiates itself, potentially, through a greater degree of customization and a specialized focus on optimizing hearing protection and tactical communications integration, specifically tailored to the unique needs of individual users and demanding operational environments. This requires confirmation through direct product specifications and independent testing.

**Sources:**

1. [https://sam.gov/opp/a14b583692894edc8a895217675d879d/view](https://sam.gov/opp/a14b583692894edc8a895217675d879d/view)

2. [https://www.linkedin.com/in/john-siojo-6276a58](https://www.linkedin.com/in/john-siojo-6276a58)