

# Richmond Times-Dispatch

OPINION: | [Editorials](#) | [Letters](#) | [Commentary](#)

Monday, August 10, 2009 |

[Petersburg, VA 90° Feels Like: 92° ClearView Warnings/Advisories](#)

## Duo invent new type of earbuds

Text size: [small](#) / [medium](#) / [large](#)

By [STAFF REPORTS](#)

Published: August 10, 2009

Lucky for Dr. Sheldon M. Retchin and biomedical engineer Martin Lenhardt that humans technically are boneheads.

Retchin and Lenhardt invented a device called the SwiMP3 that conducts musical sound through the bones of the jaw and in front of the ears.

Instead of placing ear buds in the ear, earphones are placed on the side of the face, just in front of the ears.

For swimmers like Retchin, who swims about a mile most days of the week, the device makes the laps less boring. Some reviews on Amazon.com call the technology innovative.

Retchin and Lenhardt's Recreational Bone Conduction Audio Device was patented in December 2007. It is licensed through Virginia Commonwealth University to a company in California called Finis Inc.

The device was redesigned after the first version. It sells for \$149.99 at Finis, and a little less on other sites. --  
Tammie Smith

## Reader Reactions

Posted by ( [revnhøj](#) ) on August 10, 2009 at 8:13 am

Ah yes, ye olde “bone fone” resurfaces.

<http://www.boingboing.net/2006/01/08/dead-tech-the-bone-f.html>

[Report Inappropriate Comment](#)

Page 1 of 1