



## Launch Announcement

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### FOR IMMEDIATE RELEASE

## SoundSafe Kids launches on the App Store to help families track noise exposure and protect children's hearing

This is the first app on the App Store to include WHO-ITU guidance specifically for children, plus support for specific needs such as autism and ADHD

**BROOKLYN, NY USA, July 4, 2026** — SoundSafe Kids, an iOS app for iPhone and iPad, today announced App Store availability of **SoundSafe Kids Noise Meter** — a practical hearing-safety tool for parents and caregivers. The app is the brainchild of Dr. Boris Rubinstein, a child psychiatrist with decades of experience caring for children, who recommends this tool to the families and caregivers of all the children he treats.

SoundSafe Kids helps families check everyday sound levels, track weekly sound allowance with WHO-ITU child guidance, and run guided place and object checks with plain-English recommendations — from white noise machines and loud toys to restaurants, classrooms, and events. Saved child profiles (Paid) can include optional sound sensitivity and support context such as autism, ADHD, sensory sensitivity, and more to tune guidance for each child. On iPhone, the SoundSafe Quick Check App Clip at [soundsafe.kids/check](https://soundsafe.kids/check) offers a live dBA preview without installing the full app.

With a July 4 launch on U.S. Independence Day, SoundSafe Kids arrives just in time for fireworks season — when burst levels can spike well above everyday noise and children's ears need extra care. Families can check levels before a show, know when hearing protection helps, and track weekly sound allowance through the holiday weekend.

*"SoundSafe Kids gives parents the tools they need to manage a child's environment so they can be aware of, and make choices about, sound exposure," said Dr. Boris Rubinstein. "This is especially important for my patients — many of*

| *whom have autism, ADHD, and other sensitivities — and so they love that this app supports those specific needs."*

SoundSafe Kids is free to download with optional Paid upgrades (\$4.99/year or \$12.99 lifetime — *limited time launch pricing*) for unlimited profiles, history, and deeper comparison tools. The app is not a medical device and does not make health claims.

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**Availability:** Free on the App Store for iPhone and iPad (iOS 16.0+). Pre-launch beta: <https://soundsafe.kids/beta>

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