

'Anti Vuvuzela Filter' promises quieter World Cup

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An online company has begun marketing an "Anti Vuvuzela Filter" that promises to silence the sound of the controversial plastic trumpets that have become the trademark of South Africa's World Cup.

The company's web site, antivuvuzelafilter.com, sells an MP3 audio file for 2.95 euros (3.60 dollars) that the company says will cancel the vuvuzela noise for TV viewers by producing a [sound wave](#) similar to the horn's that cancels the noise.

"Just download our specially designed vuvuzela noise cancellation MP3 and play it back on your home stereo system, computer, iPod, [iPhone](#), etc.," the web site says.

"Depending on the circumstances, the resulting soundwave may be so faint as to be inaudible to human ears."

But Anthony Sullivan, a physicist at South Africa's Rhodes University, called the idea "a marketing hype and a waste of money."

"Noise cancelling depends on specific positions. You're not going to get that cancelling," he said.

His advice to those who don't like hearing the vuvuzela?

"Mute the TV."

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