



## PRESS RELEASE

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### Shure Announces Integrated Systems Certification Program

*Shure Audio Institute Provides Sophisticated Technical and Educational Training for AV Professionals*

**LAS VEGAS, June 6, 2018**—At InfoComm 2018, Shure Incorporated announced that it will offer an Integrated Systems Certification Program through the Shure Audio Institute (SAI). The program will feature extensive Integrated Systems training courses for channel partners, AV professionals, systems integrators, and audio engineers. The SAI was established in 2015 to provide the dedicated training needed to support the Company's growing product portfolio and serve customers as an industry-leading source for audio and AV professionals.

Shure's Integrated Systems Certification Program consists of two levels:

- Level 1 focuses on sales, with courses including Audio Basics for Meetings and Conferences, Wireless Basics, Integrated Systems Portfolio Overview, and Best Practices for Interacting with IT Professionals.
- Level 2 covers the technical side of product training and understanding. Classes include a Shure Wireless Master Course: Wireless Best Practices and Techniques, two-part Networking for AV Professionals course, Conference Room Design Basics, and Dante level 1 and 2 certification administered by Audinate.

Classes can be taken virtually or through in-person seminars. Level 1 and Level 2 are two separate certifications; however, those who wish to get the Level 2 certification must complete Level 1 first.

"As the market continues to expand, and technologies evolve, certifications have become the industry standard, ensuring AV professionals fully understand the product on-hand prior to being in the field," said Dave Klein, Global Director of the Shure Audio Institute. "Through the Integrated Systems Certification Program at SAI, we have developed content that offers sophisticated training to deliver consistent technical and product instruction, all with the goal of increasing customer loyalty and trust."

For more information on the SAI and the Integrated Systems Certification Program, visit the Shure Booth (C1366) or go to <https://www.shure.com/americas/support/training>.

### About Shure Incorporated

Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphone systems, in-ear personal monitoring systems, conferencing and discussion systems, networked audio systems, and award-winning earphones and headphones. Today, Shure products are the first choice whenever audio performance is a top priority.



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Shure Incorporated is headquartered in Niles, Illinois, in the United States with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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