

SHURE INTEGRATED SYSTEMS EUROPE 2018 HIGHLIGHTS

A round-up of Shure news and product announcements at ISE 2018

Amsterdam, Netherlands, February 22, 2018—Shure unveiled a host of new product news and company updates at Integrated Systems Europe (ISE) 2018 in Amsterdam.

- **SHURE RECEIVES TWO ESTEEMED ACCOLADES AT ISE**

The Microflex® Complete Wireless System won NewBay's Best of Show Awards at ISE 2018 in the Installation winner category. The awards, organized by *PSNEurope* parent company NewBay, are open to any company showing a product at the show that is new since the 2017 event. NewBay Best of Show judges visited all entries on site at ISE 2018 to determine the winners.

The Shure booth stand at ISE also received recognition as the Best Stand Design in the large (200-399 sqm) category. Managed by award winning trade show marketing magazine, EXHIBITOR, the Stand Design Awards celebrated the best stands in four size-based categories: small, medium, large and extra-large. EXHIBITOR shortlisted ten finalists in each category and announced the four winners, one in each category at the award ceremony.

- **SHURE SHOWCASES MICROFLEX® COMPLETE CONFERENCING SYSTEM**

The new Microflex Complete integrated audio system for conferences and meetings, available in wired and wireless configurations, and with advanced meeting productivity tools, delivers natural, intelligible audio for both in-room participants and remote attendees.

The **Microflex Complete system** includes a range of portable and flush-mount conferencing units that can be easily integrated into boardrooms, parliament or council chambers, and formal meeting spaces. Contemporary styling matches any environment, and the intuitive user interface allows users to easily vote, view the agenda and control interpretation. A color touchscreen on selected models provides clear access to controls and meeting information. Integrated NFC ID card technology allows for identification of participants without meeting management software or additional feature licenses. New gooseneck microphones include CommShield® Technology for RF immunity and offer a wide selection of industry-standard Microflex components to suit every need.

The **Microflex Complete Wireless system** combines a fully-featured discussion system with wireless convenience for government, corporate, and educational facilities and speeds setup in dynamic meeting spaces or at temporary meetings in hotels and conference centres. With no cable limitations, Microflex Complete Wireless is ideal for use in historic buildings or rooms with flexible seating. Automatic Interference Detection and Avoidance technology delivers reliable RF transmission in even the most congested RF environments and robust AES-128 audio encryption provides enhanced privacy. Each wireless conferencing unit is powered by a smart Lithium-Ion rechargeable battery for up to 10 hours, and a single access point can control up to 125 wireless units without additional software or licenses.

- **SHURE NETWORK AUDIO ENCRYPTION ENHANCES SECURITY**

At ISE 2018, Shure featured products that included Shure Network Audio Encryption to protect networked audio connections between Shure products against security breaches. The technology safeguards confidential content without compromising audio quality. Shure Network Audio Encryption is based on the AES-256 algorithm that has been widely adopted by leading financial institutions, government agencies, and health care providers that are concerned with data security. Until now, however, such robust security was not available to protect networked audio signals.

Shure Network Audio Encryption will be available with Microflex® Advance™ ceiling and table array microphones, the P300 Audio Conferencing Processor, and selected Audio

Network Interfaces in early 2018. Microflex Wireless will be supported later in 2018. The feature can be added to these products already installed in the field through a firmware upgrade.

- **SHURE INTELLIMIX® P300 AUDIO CONFERENCING PROCESSOR NOW SHIPPING**

Shure announced its recently introduced digital signal processor, the IntelliMix P300 Audio Conferencing Processor, is now available and shipping. Originally introduced at ISE 2017, the P300 offers Shure IntelliMix DSP algorithms that significantly enhance audio quality in video meetings, a variety of connectivity options, plus seamless operation with Shure Microflex Advance and Microflex Wireless microphone solutions for AV conferencing.

The IntelliMix P300 boasts a small footprint and is simple to install, providing professional conferencing technology that offers just the right set of features to create a highly intelligible, collaborative meeting experience in small to medium-sized rooms. The new processor connects up to eight Dante microphone channels to a room video system, USB soft codec, or mobile device. Each channel supports multiple IntelliMix DSP features, including Acoustic Echo Cancellation (AEC), Noise Reduction, and Automatic Gain Control, plus best-in-class automatic mixing. These features provide full duplex communication for echo and noise free meetings.

The P300 is also available as a bundle with Shure Microflex Advance and Microflex Wireless. This perfectly paired microphone and interface improves collaboration by providing excellent speech intelligibility and versatile connectivity options. When used with Microflex Advance, Steerable Coverage™ technology captures audio naturally, while IntelliMix DSP helps to ensure echo- and noise-free meetings. The Microflex Wireless bundle combines best-in-class wireless plus powerful processing to deliver customizable microphone placement for configurable rooms. These bundles simplify the ordering process while offering a discounted price to the systems integrator.

- **SHURE MICROFLEX ADVANCE EMBRACED BY LEADING GLOBAL ENTERPRISES**

Shure Incorporated is helping businesses and organisations deliver exceptional audio quality with the successful adaptation of its best-in-class Microflex Advance networked ceiling and table array microphones for AV conferencing environments. The popularity of the multi award-winning system has seen it become a market-defining technology that has been embraced by leading enterprises globally, where the need for high-quality conference audio is paramount.

- **SHURE AXIENT® DIGITAL WIRELESS SYSTEM**

As the premier solution in Shure's successful wireless portfolio, Axient Digital builds on the superior benefits of the Company's UHF-R®, ULX-D®, and Axient wireless systems to create the most advanced wireless platform to date, suited for the most demanding corporate events and system installations. Catering to evolving customer needs—especially in an environment of continued RF spectrum pressure—Axient Digital provides the most reliable RF performance, exceptional audio quality, comprehensive command and control, and hardware scalability.

Axient Digital features a receiver that is compatible with two different transmitter offerings, the AD Series and ADX Series. With AD Series transmitters, Axient Digital delivers exceptional RF performance, pristine digital audio, and flexible networking. With ADX Series transmitters, Axient Digital adds ShowLink®, which provides real-time remote control of all transmitter parameters and allows automatic interference detection and avoidance. The ADX Series also includes the first micro-bodypack transmitter with an integrated self-tuning antenna, enabling easier concealment and comfort for users.

- **SHURE OPENS NEW SUBSIDIARY IN SWITZERLAND**

Effective June 1, 2018, Shure will open its own office in Switzerland and take over direct distribution of its products throughout the country with the newly founded Shure Distribution

Switzerland GmbH. The launch of a local team, responsible for all product distribution and customer technical support in the Swiss market, is designed to bring the Shure brand closer to its customers and give them regionally based Shure contacts. Long-standing Swiss distributor, Dr. W.A. Günther AG, will continue to offer customers the benefits of its considerable experience and expertise in microphone and wireless communication technology.

- **SHURE TO OPEN OFFICE IN DOWNTOWN CHICAGO**

Shure Incorporated has announced plans to open an office in downtown Chicago, establishing the Company's presence in the city's popular Loop district. The strategic move will enable Shure to be closer to its valued customers and accommodate the swift growth and expansion of its business. On pace to outgrow its Corporate headquarters in Niles, IL, by the end of 2018, Shure will move its sales, marketing, customer service, and market development Associates to the downtown location. The Company will occupy 35,000 square feet—a full floor—of The National Building, the renovated 20-story former headquarters of Chicago Public Schools.

As Shure continues to expand its product portfolio and customer base, the new City Centre will make room for additional talent and feature an interactive demonstration facility. The state-of-the-art demonstration space, paired with the office's proximity to clients across a variety of customer groups, makes the office opening a strategic move that aligns well with Shure's larger Company objectives. The creation of a more conducive environment for conferencing and professional products—specifically for Microflex Advance—will better enable Associates to provide a best-in-class service experience for current and prospective customers. The new office space has been designed to closely mirror Shure's brand culture, a direct reflection of the Company's image and established history.

“Over the past several years, we have increased our focus on the integrated systems market by introducing products like MXW and MXA,” said Jim Schanz, Senior Director, U.S. Pro/Systems Group at Shure. “One of the key features of the new downtown Chicago location will be what we're calling the Customer Experience Center. A significant portion of this space will be dedicated to these new products, so that customers can experience all of their features and benefits in a 'real world' environment.”

For more information on any of the Shure products featured go to www.shure.co.uk.

About Shure Incorporated

Founded in 1925, Shure Incorporated (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, award-winning earphones and headphones, and top-rated phonograph cartridges. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated is headquartered in Niles, Illinois, in the United States. The Company also has regional sales and marketing headquarters in Eppingen, Germany, and Hong Kong, China, with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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