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SHURE ANNOUNCES SHUREPLUS™ MOTIV™ VIDEO RECORDING APP

Content Creators Gain Freedom to Capture Video with Flawless Audio for the Application of Their Choice

Niles, IL., Oct. 2, 2017—Today, Shure announced the new ShurePlus™ MOTIV™ Video, a free mobile application designed to integrate the excellent audio performance of the MOTIV product line with video camera functionality, enabling content creators to visually capture important moments without sacrificing audio quality. The iOS application combines pristine audio and video capture with integrated MOTIV microphone control to deliver an intuitive, centralized video application with superior audio. Intended for iOS content creators, including mobile journalists, recording musicians, vloggers and podcasters, the App offers on-screen audio metering, improved, uncompressed audio and integrated controls to adjust gain and view audio waveform.

“With the exponential growth of video sharing and recording across digital, mobile, and social media platforms, capturing professional quality audio for video is of the utmost importance,” said Paul Crognale, Manager, Global Marketing, Musician and Consumer Audio at Shure. “Whether it’s a mobile journalist conducting breaking news interviews in the field, or vloggers capturing video of a concert, sound quality is critical, and the standard iOS video App rarely offers desirable audio clarity. By offering uncompressed audio through ShurePlus MOTIV Video, we’re able to closely represent the original audio source and vastly outperform iOS video recordings.”

The ShurePlus MOTIV Video App enables the recording of seamless, clear audio, no matter the occasion. Additionally, the App features in-app gain control for moment-to-moment adjustments, on-screen metering for continual audio quality maintenance, and standard video controls for integrated management of visual display.

To further enhance the App’s ease of use, individuals will no longer have to switch between the iOS video App and ShurePlus MOTIV Audio to make changes to the MOTIV Microphone settings and view metering and waveform. Integrated control of audio and video enables customers to record high-quality audio simply by pressing a button.

Ideal for content creators with low budgets, the free application offers simple solutions for everyday technical issues that arise with mobile iOS recording, and functions with and without the use of Shure’s MOTIV line of microphones. The ShurePlus MOTIV Video App joins the ShurePlus MOTIV Recording App in the ShurePlus line of mobile recording applications.

ShurePlus MOTIV Video will soon be available for download in the Apple App Store. For more information, please visit www.shure.com/americas/motiv/overview.



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 with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

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