

Shure Wins Top Honors from Frost & Sullivan for Setting Global Standards in the Professional and Commercial Microphone Market

Shure has demonstrated the ability to identify, prioritize, and pursue emerging growth opportunities as well as lead the market in innovation

MOUNTAIN VIEW, Calif. — Dec. 5, 2016 — Based on its recent analysis of the professional and commercial microphone market, Frost & Sullivan recognizes Shure Incorporated with the 2016 North America Company of the Year Award. Shure has blazed trails in the microphone market with its visionary strategy and execution excellence, earning a North American market share of more than 40 percent. It has established strong brand equity by determinedly pursuing innovation for more than 90 years, addressing previously unmet customer needs, and developing a diversified portfolio that targets key trends.

A few of Shure's many groundbreaking audio industry triumphs since 1925 include:

- The Unidyne® Model 55 microphone, which became the most recognized microphone in the world
- A contract to supply the U.S. armed forces with microphones during World War II; the T-17B became the most widely-used audio device by the U.S. Army and Navy
- The 55S, a variant of the original Unidyne model that became known as the Elvis mic, due to Elvis Presley's preference for it
- The M3D, the world's first stereo phonograph cartridge
- The Vagabond System, one of the first wireless microphone systems for performers
- The SM57, the main lectern microphone for all U.S. presidents since Lyndon B. Johnson
- The iconic Shure SM58®, the microphone of choice for music performance worldwide
- The Axient® Wireless System, the world's first with intelligent hardware and software to detect and avoid interference

"Shure has launched numerous innovative wired and wireless microphone products, conferencing systems, audio processors, earphones, headphones, and software systems, expanding its footprint both nationally and globally over the decades," said Frost & Sullivan Industry Principal Alaa Saayed. "Significantly, it is the most purchased brand among institutions, enterprises, houses of worship, live events' sound contractors, as well as theatres, broadcast, and studios."

Shure has consistently demonstrated a keen understanding of customer and market trends. One of the key Mega Trends that it has been able to tap optimally is wireless connectivity. It has led the industry transition to digital wireless technology with its wide array of sophisticated, spectrally efficient wireless microphone systems in the very high frequency (VHF) and ultra high frequency (UHF) spectrum. It also offers alternatives in the unlicensed 900 MHz, 2.4 GHz, and digital enhanced cordless telecommunications (DECT) spectrum.

The company's wireless microphones address user needs and environments across all price and performance tiers. Its premium lines, such as Axient® and UHF-R®, are used in live concert venues and television shows, as well as for special event broadcasts such as the Super Bowl, the GRAMMY® Awards, and U.S. political conventions.

Shure recognized the unique needs of millennial content creators and studio recorders brought on by the social media explosion and designed microphone solutions and educational modules specifically for them, offering a distinguished set of products and a variety of deployment methods and service levels.

"The military specification quality standards that earned Shure the U.S. government E Star of Excellence in World War II were not relaxed even after the war and continue to be the foundation

of its product developed efforts,” Saayed noted. “In the following decades, a number of best practices were used internally to improve business processes as well as externally to guide customers and potential customers to better use and deploy Shure technology.”

The company received a special GRAMMY® for its technical contribution to the music industry in 2003, and amassed unpaid endorsements from more than 500 artists, including A-listers. To ensure superior customer satisfaction and loyalty, Shure offers not only superior product support and expert advice, but also various product incentives and promotions.

Shure continues to be perceived as a provider of superior audio, innovative technologies, and solid customer support. For its unmatched brand awareness among business users and individuals, Shure is deserving of the 2016 North America Frost & Sullivan Company of the Year Award.

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in terms of growth strategy and implementation. The award recognizes a high degree of innovation with products and technologies and the resulting leadership in terms of customer value and market penetration.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

“We are honored and grateful to receive this coveted award from Frost & Sullivan,” remarked Shure Incorporated President and CEO, Christine Schyvinck. “And proud to be recognized by a globally reputable firm that focuses its analysis on innovation and growth.”

“Since S.N. Shure founded our Company in 1925, it has been our philosophy to develop products *and* business practices of the highest quality. As we mark more than nine decades of innovation in the audio industry, this award is a fitting tribute to our Company’s visionary associates, past and present.”

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.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing

growth strategies for the global 1000, emerging businesses, the public sector and the investment community. [Contact us: Start the discussion.](#)

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