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**Shure Introduces Accessories for Microflex® Advance™ Series**  
*New Line of Products Enables Faster Installation, Streamlined Appearances, and Flexible Mounting Options*

**Eppingen/Germany, June 14th, 2017** — Today, at InfoComm 2017 in Orlando, Shure announced a line of new accessories for its Microflex® Advance™ series of microphones, including the A910 Hard Ceiling Mount for the MXA910, and A310 Flush Mount for the MXA310. Originally launched in February 2016, the Microflex Advance series of microphones and audio interfaces provide versatile and sleek conferencing solutions for meeting rooms in corporate, education, and hospitality spaces. The new accessories are a direct response to system integrators, who are extremely pleased with the performance, but are eager to expand into even more areas of application. To fulfill this demand, Shure has released new accessories that provide alternative mounting options to make these products more user-friendly.

The new Microflex Advance accessories were designed with system integrators and existing Microflex Advance users in mind. The A910 and A310 feature a streamlined look for the table and ceiling array microphones with the ability to support the microphones in any meeting location. In addition to improving room aesthetics, the accessories reduce installation time and overall cost.

The A910 Hard Ceiling Mount for MXA910 allows the ceiling array to be easily installed into any surface, including drywall and cement, creating an invisible audio experience in any setting. The A310 Flush Mount for MXA310 reduces the visual footprint of the table array by creating an even lower profile installation, allowing the microphones to be in-the-table rather than on top. This reduces height and improves appearance, while maintaining acoustic performance as well as easy access to mute buttons. The A910 is white and the A310 is available in two color options, black and aluminum. Both products can be painted to match the table or ceiling color and will be available in summer 2017.

“The Microflex Advance accessories enhance the existing series by enabling the microphones to be used in a larger variety of use cases, while also improving appearance and shortening installation time,” said Rob Klegon, Manager, Global Product Management at Shure. “We created this line of accessories to provide customers a variety of mounting options so users no longer need to source their own solutions when implementing a Microflex Advance conferencing solution.”

For more information on Microflex Advance accessories, please visit the Shure booth (#5845) at InfoComm 2017 or go to [www.shure.com](http://www.shure.com).



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### **About Shure**

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, 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 Shure Europe GmbH**

Shure Europe is a wholly owned subsidiary of Shure Incorporated. Established in Eppingen/Germany the Company's regional headquarters provides sales, marketing and technical support for its distribution and channel partners within Europe, the Middle East and Africa