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Shure expands partnership program with leading AV hardware and software providers

Eppingen/Germany, February 7, 2017 - - Shure Incorporated has announced a number of additions to its partnership program, which provide an expanded level of integration between Shure wired and wireless audio systems and other leading AV hardware and software. Shure now has formed partnerships with Cisco, Crestron, Polycom, Biamp, QSC, Symetrix, Yamaha, Audinate, Chief and others.

The partnership program ranges from information for system integrators, such as configuration and setup guides that ensure optimum performance, to embedded plug-ins that provide native control and audio integration. The goal is to communicate that Shure audio products like Microflex® Advance™ and Microflex Wireless have been tested and are compatible with popular downstream equipment. This reduces setup and configuration time for system integrators and administrators and streamlines the workflow involved in using the completed system.

"It's not just about how well products work; it's about how well products work together," said Chad Wiggins, Senior Category Director for Networked Systems at Shure. "The goal of our partnership program is to enhance the 'Five Cs' -- connectivity, control, customization, confidence, and convenience – for our customers. Our success in the marketplace depends more than ever on how easy it is to use Shure products with other brands and other types of products. That's why it's critical that we continue to form partnerships with other significant companies in the AV industry."

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About Shure

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.