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Shure introduces IntelliMix[®] P300 Audio Conferencing Processor at ISE 2017

Unparalleled sound quality and intuitive setup and operation for conference rooms

Eppingen/Germany, February 7, 2017 - - At this year's ISE, held February 7 – 10 in Amsterdam, Shure introduces the IntelliMix[®] P300 Audio Conferencing Processor, a new digital signal processor created specifically for conferencing applications. The P300 offers Shure IntelliMix DSP algorithms that significantly enhance the 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.

Team collaboration in the modern agile workplace has expanded from purpose-built videoconferencing rooms to impromptu meetings held in flexible workspaces throughout the office, but premium audio processors – and the programming and setup they require – are not always cost-effective for these rooms. The IntelliMix P300 is a compact, simple to install solution providing professional conferencing technology that offers just the right set of features to create a highly intelligible, collaborative meeting experience in these spaces.

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 fixed architecture provides simple and intuitive setup, resulting in less DSP programming and commissioning time onsite. The USB connectivity enables the P300 to be used with common soft codec programs such as Skype and BlueJeans, while the 3.5 mm connector means anyone on a mobile phone or tablet can easily bring any remote participant into the conversation. Its compact half-rack footprint enables discrete installation behind a display, under a table, or in a credenza.

"Great audio should not be reserved for boardrooms- it should be in every room," said Paul Gunia, Product Manager at Shure. "The Microflex Advance and Microflex Wireless product lines are the most innovative microphones on the market. We strove to develop a powerful yet simple to configure DSP that complements our networked microphone systems. A conference room designed with Microflex and an IntelliMix P300 processor will provide our customer a full Shure audio solution, without requiring extensive program training or installation considerations. Now any size room can fully support a quality audio conference call."

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In addition to the IntelliMix P300, Shure is introducing the ANIUSB-MATRIX and ANI22 at ISE. The ANIUSB-MATRIX provides flexible routing of up to four Dante audio inputs and one analog input to a room video conferencing system or a soft codec. This device is ideal for accommodating small to medium sized rooms intended for audio and video conferencing. With fewer features compared to the P300, the ANIUSB-MATRIX offers the ideal performance, connectivity, and affordability for videoconferencing where a premium microphone solution is desired, but acoustic echo cancellation of a hardware or software codec will be used. The ANI22 provides Dante-to-analog signal routing that enables two audio channels to be routed on and off a Dante network. These additions to the ANI family increase the connectivity options available to users of Shure's Dante-enabled microphones.

The IntelliMix P300, ANIUSB-MATRIX, and ANI22 will be available worldwide in fall 2017. For more details, visit Shure at ISE booth A110, hall 3 or go to www.shure.eu/ise.

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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.