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Shure introduces premium audio accessories for use with SE earphones

*Remote + Mic Lightning Accessory Cable (RMCE-LTG) and
Remote + Mic Accessory Cable (RMCE)*

Eppingen/Germany, January 9, 2017 - - Shure Incorporated announced the launch of two audio accessory solutions for Shure earphone customers.

The new Remote + Mic Lightning Accessory Cable (RMCE-LTG) features a premium inline DAC and stereo headphone amplifier for use with any iOS device (iPhone, iPad, iPod) with a Lightning[®] connector. Employing the Apple-certified Lightning Audio Module, three-button remote and mic, the Shure Remote + Mic Lightning Accessory Cable brings the benefits of digital audio and simple convenience together in one best-in-class solution.

This cable is the first and only one with MMCX connectors, providing digital iOS compatibility for all SE Sound Isolating earphones with detachable cable. Custom designed by Shure engineers, it offers unmatched clarity and dynamic range for listening to digital audio on the go.

"As portable listening technology evolves, Shure continuously strives to provide our customers with the quality solutions and tools they need to get the best performance from their audio gear," said Sean Sullivan, Senior Product Manager at Shure. "With current and future generations of iOS devices eliminating the 3.5 mm headphone jack, the new Lightning Accessory cable provides a superior iOS digital audio solution, enabling Shure earphone users to get the most out of their music."

Shure also announced a new Remote + Mic Accessory Cable (RMCE) designed for SE earphones with detachable cable and Apple iOS devices with 3.5 mm TRRS connectors. This cable features a sleek, three-button remote/mic pod that enables listeners to conveniently control device playback, volume, and the sending/receiving of calls.

"Portable audio is about blending performance and convenience. Smartphone users are constantly shuffling among music, text messages, phone calls, and social media, and our new cables have the Remote and Mic to help our SE earphone customers navigate seamlessly through all of the features iOS devices present. It's an extremely useful accessory," added Sullivan.

Both cables work with SE215, SE315, SE425, SE535, and SE846, and answer the demands of on-the-go audio enthusiasts for a seamless mobile listening experience. The Remote + Mic Accessory Cable (RMCE) will start shipping in February 2017. The Remote + Mic Lightning Accessory Cable (RMCE-LTG) will be available spring 2017.

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Links:

RMCE: <http://www.shure.eu/products/accessories/rmce>

RMCE-LTG: <http://www.shure.eu/products/accessories/rmce-ltg>

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.