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SHURE MICROFLEX[®] ADVANCE™ EMBRACED BY LEADING GLOBAL ENTERPRISES

Easy integration with existing AV/IT infrastructure means high-quality audio can be delivered by IT professionals and AV installers

Eppingen, Germany, February 6, 2018 — Shure Incorporated is helping businesses and organizations deliver exceptional audio quality with the successful adaptation of its best-in-class Microflex[®] Advance™ networked ceiling and table array microphones for AV conferencing environments.

The popularity of the multi award-winning system has seen it become a market-defining technology that has been embraced by leading enterprises globally, where the need for high-quality conference audio is paramount.

“Shure has several decades of experience delivering accurate audio capture in form factors that work in all types of meeting rooms,” said Chad Wiggins, Senior Category Director, Networked Systems Products, at Shure. “The success of Microflex Advance products reflects the importance of clear, intelligible audio solutions that fit seamlessly into today’s work environment from a flexibility, scalability, and aesthetic standpoint.”

With the continual adoption of video conferencing and a need for more flexible, impromptu meeting areas where software based codecs such as Skype for Business and BlueJeans are the norm, Shure’s Microflex[®] Advance™ provides a hassle-free, effective solution that enables productive and collaborative meetings.

With proprietary Steerable Coverage™ technology, Microflex Advance encourages natural conversations by enabling video calls that do not require the user to interact with microphones or exhibit proper presentation techniques to be heard clearly. Crucially, easy integration with existing AV/IT infrastructure means excellent speech intelligibility can be delivered by IT professionals and AV installers alike.

Multinational biotechnology and pharmaceutical giant Bayer has recently embraced the system, with AV integrator *Focus 21* and IT communications and AV specialist MiX Consultancy integrating Microflex Advance into the company’s collaborative and meeting rooms plus presentation suites.

Discussing the requirement for Microflex Advance during the project, Justin Paveley, Projects Director at *Focus 21*, said: "The reason why these were selected by the Mix team was because, at present, these are the best-performing microphones on the market, with extensive coverage of the space. Aesthetically, these are much more subtle than ceiling microphones and fit the bill for the client."

Complementing the MXA system, the new IntelliMix® P300 Audio Conferencing Processor (available beginning January 8, 2018) was developed to seamlessly integrate with the Shure MXA910 Ceiling Array and MXA310 Table Array Microphones.

The P300 processor and Microflex® Advance™ microphones deliver a flexible and cost-effective conferencing audio system, while the powerful IntelliMix® DSP platform helps ensure echo- and noise-free meetings. The versatile features and connectivity options create freedom of choice when joining a room video system, soft codec, or collaborating with laptops and mobile devices. When using these products together, Shure Network Audio Encryption can be enabled to provide AES-256 crypto technology to safeguard Dante audio without compromising audio quality.

For complete details on Microflex Advance, visit Shure booth 3-B110 at ISE 2018 or go to www.shure.eu.

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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.