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**SHURE INTRODUCES NEW MOTIV™ MVL LAVALIER MICROPHONE**

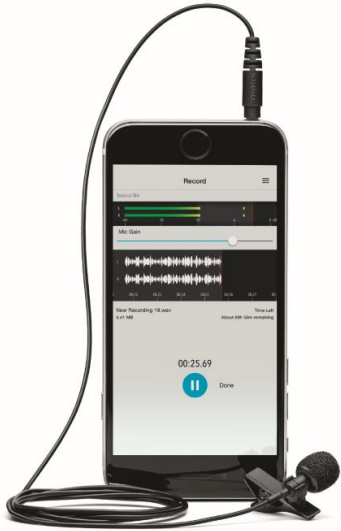
*Portable, Plug-And-Play Condenser Lavalier Offers Quick and Easy Solution for Capturing Quality Speech Recordings*

**LAS VEGAS—INFOCOMM Booth #1101, June 17, 2015**— Today at the 2015 InfoComm Show [Shure Incorporated](#) is showcasing the MOTIV™ MVL Lavalier Microphone, the latest addition to the Company's [MOTIV line of digital recording solutions](#). Ideal for capturing quality audio during worship sermons, lectures, dictation, podcasts, audio/video recording, and more, the MVL omnidirectional condenser lavalier microphone connects directly to any iOS and Android device for ultimate convenience and mobility. Connecting directly to tablets and smartphones, the MVL is designed to be used with Shure's newest iOS app, ShurePlus™ MOTIV Mobile Recording App, which is loaded with smart features for high-quality digital recording on-the-go and enables users to share audio files by email and text.

With a user friendly tie-clip, the MVL lavalier microphone can be positioned directly near the mouth for increased audio clarity. The standard 1/8-inch plug connection (TRRS), through the headphone jack, permits instant recording to an iOS or Android device. Eliminating the need for a handheld microphone and offering an upgrade to standard smartphone recording, the MVL is specifically designed for close-miking situations. Designed and built to Shure technology standards, the MVL microphone offers an improved user experience, revealing less noise and sensitivity in the circuit, optimal radio frequency (RF) immunity, and decreased susceptibility to clipping.

“With the MVL, we are expanding the options in our new MOTIV product line to help customers record quality audio on-the-go through mobile devices. MVL is a lavalier microphone ideal for many applications, including dictation, interview, audio for podcasts, and more,” said Matt Engstrom, Category Director for Wired Products at Shure. “Whether it’s a professor looking to record an important lecture for a virtual classroom experience or a worship leader who wants to capture a sermon, the MVL makes recording and sharing quality audio simple.”

The MOTIV MVL Lavalier Microphone will be available in summer 2015 at a MAP of \$69. For more information, visit Shure at the 2015 InfoComm Show Booth #1101) or visit [www.shure.com/motiv](http://www.shure.com/motiv).



*Shure MOTIV MVL Lavalier Microphone*



*Shure MOTIV MVL Lavalier Microphone User Friendly Tie-Clip*

**About Shure Incorporated**

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.