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SHURE ANNOUNCES DEBUT OF QLX-D® 900 MHZ DIGITAL WIRELESS SYSTEMS

Company Extends Portfolio of Wireless Products Capable of Operating in 900 MHz Band and Debuts New Accessories

NILES, Ill., Oct. 29, 2015—Today Shure announced that its best-in-class QLX-D® Digital Wireless Systems will be available in the 900 MHz ISM frequency band. Adding to its line of wireless products capable of operating in the 900 MHz band, QLX-D 900 MHz is targeted for use where UHF "TV band" spectrum is limited or congested. QLX-D 900 MHz features components and accessories optimized for use in regional variations of the 902-928 MHz spectrum, generally known as the *Industrial, Scientific, and Medical (ISM)* band.

QLX-D is designed to deliver exceptional wireless performance with transparent 24-bit digital audio at events and installations in corporate and government facilities, academic institutions, houses of worship, hotels, music venues, and more. Today's introduction of QLX-D 900 MHz follows a recent introduction of the Company's ULX-D® 900 MHz systems, further extending the opportunity to experience high-quality digital wireless audio in an alternative band, free of the regulatory issues wireless microphone users currently face, or may eventually face, in the heavily-saturated UHF TV band.

"The combination of QLX-D's intelligent feature set and its affordable price point make it an optimal choice for installed sound customers," said Nick Wood, Category Director for Wireless Products at Shure. "With this in mind, we knew QLX-D would make an excellent addition to our line of products capable of operating within the 900 MHz band. To further ensure wireless customers are armed with the tools they need to operate within the 900 MHz band, we've also made strategic updates to existing hardware and software products, such as the 'Site Survey' long-term scan tool that was added to the latest version of Wireless® Workbench 6, along with the antenna and the in-line amplifier we're introducing today."

As part of its ongoing commitment to support wireless microphone users with superior wireless solutions for an ever-evolving spectrum landscape, Shure has conducted extensive scanning, site surveys, and product testing in the 900MHz ISM spectrum. The new QLX-D option performs to high standards when the application and the RF environment are a good fit. The 900 MHz ISM band is also used by devices such as wireless internet access points, security systems, smart meters, Bluetooth devices, two-way radios, and intercoms. Because many of these services transmit in short bursts across multiple frequencies, this RF environment can be less predictable than the TV band has typically been. For this reason, the latest version of Wireless Workbench@6 (version WWB 6.11.3) features a new Site Survey tool that enables customers to assess the availability of 900MHz ISM spectrum in a particular

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venue. The Site Survey Tool uses the receiver to capture a long-term scan and processes the data to provide a Usability Report, indicating an approximate number of usable channels in the ISM band.

In general, QLX-D 900 MHz systems are best suited for indoor use, where the environment can be assessed before the systems are installed. Usage outside of these applications is an option, but Shure recommends consulting with an authorized retailer if there is any question about which band is the best fit when purchasing QLX-D Digital Wireless Systems.

In addition to QLX-D 900 MHz, Shure is introducing two new accessories that operate in the 900 MHz band: the UA874XA Active Directional Antenna and the UA834XA In-Line Antenna Amplifier. Built to Shure's legendary quality and reliability standards, these accessories present an opportunity to improve wireless reception in the 900 MHz band. The UA834XA can also be used with Shure UA845 and UA844 Antenna Distribution Systems.

In the U.S., pricing for QLX-D 900 MHz systems starts at \$973, and it can support up to 12 compatible channels per frequency band. For more information about QLX-D 900 MHz, the UA874XA Active Directional Antenna, and the UA834XA In-Line Antenna Amplifier, please visit www.shure.com.

About Shure Incorporated

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.