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**Shure Debuts Microflex® Advance™ Ceiling and Table Array Microphones**

*New Portfolio of Premium Networked Digital Microphones and Audio Interfaces Combine to Deliver Unmatched Invisible Audio to Elite Boardrooms and Meeting Spaces*

**NILES, Ill., Feb. 9, 2016**—Today, at Integrated Systems Europe (ISE) 2016, Shure Incorporated unveiled Microflex® Advance™, a portfolio of premium networked ceiling and table array microphones, audio interfaces, and control software for enhanced A/V conferencing that integrate seamlessly to a premium meeting space aesthetic. Shure Microflex Advance offers elegant, versatile, and scalable solutions for A/V conferencing spaces that require pristine speech intelligibility.

With the ability to flush-mount the Microflex Advance Ceiling Array alongside standard ceiling tiles, and the innovative new-to-the-world “toroid” polar pattern in the Microflex Advance Table Array, Microflex Advance microphones offer a dynamic package of technologies to ensure a best-in-class audio experience. Microflex Advance also presents an enhanced evolution of the Company’s industry-leading IntelliMix® Digital Signal Processing Suite, including Steerable Coverage™ technology, enabling incredibly accurate control of audio capture in any location of a meeting space. Lastly, Microflex Advance Array Microphones use the Dante™ Audio Networking protocol, with all control, audio, and power signals carried through a single standard Ethernet cable connection.

“Microflex Advance is unique because it combines the deep roots of expertise Shure has demonstrated in both the acoustic and digital signal processing domains,” said Rob Klegon, Associate Manager, Global Product Management at Shure. “However, in building this system we knew we had to go beyond pure technical innovation to meet the needs of today’s corporate environments. As a result, each feature of Microflex Advance is engineered to provide best-in-class performance, from the acoustics and digital signal processing, to the usability and aesthetic design.”

The Microflex Advance Ceiling Array is a premium networked array microphone that captures best-in-class audio from above the meeting space with Shure proprietary Steerable Coverage technology, enabling up to eight lobes that are configurable in three dimensions. Designed for A/V conferencing environments—from boardrooms to huddle rooms and multi-purpose spaces—the Microflex Advance Ceiling Array microphone can be flush-mounted in any standard ceiling tile grid. In addition, the Ceiling Array can also be installed below the ceiling with standard VESA-D and wire hanging mounts.

The Microflex Advance Table Array captures high-quality audio and provides flexibility in varying A/V conferencing environments. Within the onboard IntelliMix DSP Suite, the Company’s proprietary Steerable Coverage technology deploys up to four discrete audio channels around a table and uses an innovative new “toroid” ring-shaped pattern to reject unwanted artifacts from overhead such as HVAC or projector fans. Programmable capacitive-touch mute switches ensure simple user operation with the ability to customize LED color and shape to indicate microphone status.

Offering easy and efficient analog to digital/digital to analog conversion, the four Shure Audio Network Interfaces provide seamless audio routing in and out of the Dante networked audio domain. Available in standard XLR (mic/line) and block (mic/line) connector versions that include LED and Mute switch pins for logic-enabled analog microphones. All Audio Network Interfaces include a single Ethernet port for easy Dante Audio routing and a browser-based software for control of connectivity and monitoring.

All Microflex Advance hardware offerings feature built-in control software, providing an intuitive interface to simplify the process of adjusting microphone attributes—such as configuration of presets, templates, and polar patterns. Microflex Advance products also integrate easily with third party controllers such as Crestron and AMX.

The entire Microflex Advance portfolio will be available later this year. For more information, go to [www.shure.com](http://www.shure.com) or visit the Shure stand (#3-C90) at ISE 2016.

**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.

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