

EMPOWERING THE ENTERTAINMENT AND BROADCAST INDUSTRY: SHURE IS BACK AT IBC2023

Recent Innovations, Including Axient® Digital AD600 Spectrum Manager and Wireless Workbench® 7 Software, Will Be Present on the Show Floor

LONDON, September 5, 2023 — Shure is excited to be back at **IBC2023** the biggest entertainment and broadcast exhibition in Europe. Taking place from September 15 to 18 in Amsterdam, the show empowers innovation and collaboration across the media technology industry. Presenting its latest innovations, Shure will participate at this year's show to strengthen connections with key customers and partners.

Shure audio solutions have supported some of the most complex events and productions in the world for almost a century, helping professionals achieve peace of mind when it matters most. Shure understands the industry's evolving challenges and continues to invest in the most advanced wireless technology and software to ensure outstanding sound and phenomenal frequency management.

"This is a very interesting moment for the broadcast industry, from an innovation perspective but also regulatory. IBC is the perfect place for decision makers to discuss these topics," said Peter James, Vice President of Global Pro Audio Sales, at Shure. "It's exciting to be here for another year, and we look forward to connecting and engaging in inspiring conversations with the media technology and entertainment community while showcasing our recent products."

Shure will showcase the following innovations and audio solutions at the trade show:

- **Plex Lavalier Lines:**

- **TwinPlex™**—Built on the rigors of theater, TwinPlex lavaliers and headset feature a dual-diaphragm design offering exceptionally natural sound quality audio for broadcast and film. Known for its reliable clarity, the TwinPlex line can handle the most critical acoustic environments in all professional applications.
- **DuraPlex**—Offers professional-quality audio for everyday situations in film, broadcast, theater, and more. The subminiature DL4 lavalier microphone and the DH5 headset microphone are consistent, long-lasting, and resistant to dust, dirt, water, and perspiration, delivering outstanding performance in the harshest environments to help you capture every moment.
- **UniPlex**—Delivers superb directional voice capture for presentations, conferences, education, broadcast, and more. A lavalier microphone with a cardioid polar pattern, UniPlex is the perfect solution for speaking situations whenever rejection of sound from stage noise, an audience, or close-proximity presenters is needed.
- **Axient Digital AD600 Spectrum Manager**—Offers real-time, wide-band spectrum scanning and monitoring from 174 MHz to 2.0 GHz, spectrum analysis, and frequency coordination in a single rack unit. Six antenna connections deliver multiple coverage options, while Dante connectivity provides advanced audio monitoring of any network.
- **Axient Digital ADX5D Dual-Channel Portable Wireless Receiver**—Part of the Engineering Emmy-awarded Axient Digital Wireless System, the ADX5D receiver delivers superior RF performance, spectral efficiency, and transparent audio quality in a portable, slot-in design for film and broadcast.
- **PSM® 1000 In-Ear Personal Monitoring System**—Used by celebrated artists and performers, the PSM 1000 monitoring system consists of a networkable, dual-channel transmitter and two diversity bodypack receivers for an unprecedented combination of audio and RF performance.
- **Wireless Workbench 7**—Shure's free software for audio professionals delivers a full suite of RF spectrum management tools in one place, providing full command of compatible wireless devices. The latest version

available for download on MAC OS and Windows is equipped with a number of enhancements, including the addition of the Scan Library.

- **WAVETOOL**—A comprehensive audio monitoring and listening software for audio professionals, this robust software tool seamlessly combines microphone monitoring and RF quality monitoring for all audio sources in a single, efficient view, tailored to meet your needs. (WAVETOOL is a product of Wavemark; Shure has a strategic investment in Wavemark to strengthen its focus on software ecosystem for customers.)

For more information about Shure's audio solutions for the entertainment and broadcast industry, visit [here](#) or stop by the Shure booth (Hall 8 Stand 8.C68) on the IBC show floor.

About Shure

Shure (www.shure.com) has been making people sound extraordinary for nearly a century. Founded in 1925, the Company is a leading global manufacturer of audio equipment known for quality, performance, and durability. We make microphones, wireless microphone systems, in-ear monitors, earphones and headphones, conferencing systems, and more. For critical listening, or high-stakes moments on stage, in the studio, and from the meeting room, you can always rely on Shure.

Shure Incorporated is headquartered in Niles, Illinois, in the United States. We have nearly 40 manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.