QSC and Shure to offer integration between Shure Microflex networked microphones and entire Q-SYS Platform

Partnership provides native control and audio integration for best-in-class conference room microphones and AV solutions

(January 9, 2017) QSC, LLC and Shure Incorporated are proud to announce an expanded level of integration between Shure Microflex® Advance™ and Microflex® Wireless microphones with the entire Q-SYS™ Platform. The partnership includes the release of new control plug-ins for the Shure MXA910 Ceiling Array Microphone and Microflex Wireless microphone systems. The latest Q-SYS Designer Software v5.3 update enables a multitude of audio connectivity options including audio integration via Dante, analog audio as well as AES67. Simple setup and configuration is assured with the addition of a detailed quick start guide to integrate audio and control between the Shure and QSC systems.

The Shure MXA910 Control plug-in, co-developed by QSC and Shure, allows a myriad of different audio control, preset recall, and monitoring functions on the MXA910 from the Q-SYS platform using Q-SYS peripherals and touch screen controllers. Because the MXA910 control plug-in is decoupled from the audio integration method in Q-SYS, it lets the integrator use the plug-in for *control* while being able to choose between different *audio* transport methods, whether that be via analog audio using the Shure ANI series, the Q-SYS Dante Bridging card, or the newly-introduced AES67 software support on the Q-SYS Core processor series. By using AES67 as the audio integration method, every Q-SYS Core processor in the platform can be easily integrated with the MXA910 without any additional hardware bridging devices or software licenses. This includes the class-leading Q-SYS Core 110f, offering the industry's most cost effective pairing of DSP, AV Bridging, and Control with its 16 channels of AEC, which can accommodate up to two MXA910s in a single rack space over a single network connection.

The setup guide, also co-developed by QSC and Shure, provides step-by-step instructions on how to integrate the MXA910 with Q-SYS using AES67 for networked audio streaming and the built-in plug-in for control and monitoring of the MXA910 from Q-SYS.

"Integration at the software layer between Q-SYS and the Shure Microflex networked microphones provides integrators with the ability to offer truly unified, AV solutions to their end users for projects of any scale, including those leveraging the new Q-SYS AV-to-USB Bridging solution for conference room camera connectivity to soft-codec applications," explained Martin Barbour, Product Manager for Installed Systems at QSC. "By decoupling control integration from the audio transport mechanism, we offer the integrator the ability to choose the most appropriate audio transport method for their application while ensuring best-in-class performance from microphone through to loudspeaker, including all processing and amplification in between."

"We are tremendously excited to expand our partnership with QSC and to continue improving the overall experience for our shared customers," proclaimed Chad Wiggins, Senior Category Director of Networked Systems Products at Shure. "Offering control plug-ins in Q-SYS Designer Software for the Shure MXA910 Ceiling Array Microphone is a natural extension to the tools already available for Microflex Wireless Microphone Systems. In addition, the setup guide we co-developed provides a valuable resource for system designers considering the technical details of integrating the MXA910 with the Q-SYS platform using AES67. These are great examples of the commitment to improving user workflow and interoperability our two companies share."

Furthermore, because Q-SYS is the only software-based audio, video, and control Linux realtime operating system (RTOS) platform, it will enable QSC and Shure developers to expand the library of control plug-ins to other Shure products and allow integrators to incorporate them into future designs with a simple software update.

The Shure MXA Control Plug-in and setup guide will be available with the release of Q-SYS Designer Software v5.3 in early January 2017.

About QSC

QSC is a globally recognized manufacturer of audio/video/control solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect. This is AV built for IT. www.qsc.com/systems

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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.

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