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**Shure Highlights Axient<sup>®</sup> Digital Wireless System**

*The Company's Latest Innovation in Wireless Technology Delivers Unparalleled RF and Audio Performance for Business Events and Installations*

**Eppingen, Germany, February 6, 2018** — At the 2018 Integrated Systems Europe Show in Amsterdam, Shure will be showcasing its Axient<sup>®</sup> Digital Wireless System. As the premier solution in Shure's successful wireless portfolio, Axient Digital builds on the superior benefits of the Company's UHF-R<sup>®</sup>, ULX-D<sup>®</sup>, and Axient wireless systems to create the most advanced wireless platform to date, suited for the most demanding corporate events and system installations. Catering to evolving customer needs—especially in an environment of continued RF spectrum pressure—Axient Digital provides the most reliable RF performance, exceptional audio quality, comprehensive command and control, and hardware scalability.

Axient Digital features a receiver that is compatible with two different transmitter offerings, the AD Series and ADX Series. With AD Series transmitters, Axient Digital delivers exceptional RF performance, pristine digital audio, and flexible networking. With ADX Series transmitters, Axient Digital adds ShowLink<sup>®</sup>, which provides real-time remote control of all transmitter parameters and allows automatic interference detection and avoidance. The ADX Series also includes the first micro-bodypack transmitter with an integrated self-tuning antenna, enabling easier concealment and comfort for users.

"For years, Shure has been at the forefront of the ongoing spectrum conversation, working alongside professional wireless users to deliver first-class solutions that support seamless, interference-free productions," said Nick Wood, Category Director for Wireless Products at Shure. "Given the increasing challenges of RF spectrum, it's more essential than ever that users have access to a system that can deliver reliable wireless audio at important events and in high-end system installations. With unparalleled RF stability and spectral efficiency, Axient Digital offers users the flexibility to work in the available spectrum, whether the number of channels required is great or small."

Ideal for high-profile business events and state-of-the-art meeting and training facilities, Axient Digital features numerous user-friendly features and benefits, including:

- **High-Performance RF**—Incorporating all of the capabilities that professional productions demand, Axient Digital is designed for maximum signal stability. It features true digital diversity with Quadversity™ receiver technology, significantly mitigating the potential for signal fades or interference that can cause dropouts. Quadversity mode enables users to place sets of diversity antennas in different zones, or double the number of antennas in a single zone, to improve the RF signal-to-noise ratio in challenging environments. High Density mode increases the maximum simultaneous system channel count from 17 to 47 per 6-MHz TV band (from 23 to 63 per 8-MHz TV band), while maintaining exceptional audio quality.

- **Audio Quality**—Featuring pristine digital audio through Dante and AES3, Axient Digital has a 20 Hz to 20 kHz range with a flat frequency response and accurate transient response. Axient Digital also boasts wide dynamic range, AES-256 encryption, and just two milliseconds latency from the mic transducer to the analog output.
- **Command and Control**—Axient Digital is compatible with Shure Wireless Workbench® software as well as the ShurePlus™ Channels App for efficient control and configuration, optimal spectrum management, and frequency monitoring. The system's Dante Cue and Dante Browse features enable high fidelity headphone monitoring of audio output from any Dante-enabled connected device. Additionally, Axient Digital provides networked charging through a suite of smart, high-performance batteries and chargers.
- **Hardware and Scalability**—Axient Digital's wide tuning range of up to 184 MHz for all transmitters and receivers covers an extended range of spectrum and simplifies inventory. Dual and quad receiver options, combined with a common receiver platform supporting AD and ADX transmitters maximize user flexibility and scalability.

Axient Digital is compatible with the Shure Battery Rack Charger (SBRC), which supports up to eight rechargeable batteries in a single, compact rack space. Providing a seamless, event-ready battery charging and storage solution, the SBRC features an easy-to-read front panel that displays critical battery parameters, including charge status, time-to-full, and battery health indicators. When connected to a network, Shure Wireless Workbench and ShurePlus Channels software provide remote monitoring of the SBRC to track battery status.

"Axient Digital has been designed from the ground up to overcome the challenges users encounter in a wide variety of applications in entertainment, sports, and business," said Michael Johns, Product Manager at Shure. "Including unique designs such as a frequency diversity handheld microphone (ADX2FD), and a unique micro-bodypack with a self-tuning internal antenna (ADX1M), Axient Digital will allow both engineers and talent alike to confidently rely on pristine digital audio in the midst of even the most challenging of environments."

For more information on Axient Digital, visit Shure booth 3-B110 at ISE 2018 or go to [www.shure.eu](http://www.shure.eu).

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### **About Shure**

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.