

**Contact:**

Allison Dolegowski  
Shure Incorporated  
312-736-6094  
[dolegowski\\_allison@shure.com](mailto:dolegowski_allison@shure.com)

Leigh Sherwood  
Havas Formula PR  
619-234-0345  
[sherwood@havasformula.com](mailto:sherwood@havasformula.com)

**SHURE WINS TWO RED DOT DESIGN AWARDS IN 2018**

*Microflex® Advance™ and ULX-D® Digital Wireless Recognized By Expert Judging Panel for Exceptional Innovation and Design*

**LAS VEGAS, June 6, 2018**—Shure Incorporated continues a long history of product design excellence by bringing home two Red Dot Design Awards for the Shure Microflex® Advance™ and ULX-D® Digital Wireless microphone systems. The Red Dot award is an internationally renowned product design award, issued by Design Zentrum Nordrhein Westfalen in Essen, Germany, to celebrate and recognize products that are globally distinguished in innovation and distinctive design.

“Winning the Red Dot award for Microflex Advance and ULX-D showcases our commitment to leveraging design as a driver of innovation at Shure,” said John Miller, Shure’s Creative Director of Industrial Design. “We are extremely proud of the hard work and creativity by the design and development teams that enabled bringing the vision for these products into reality.”

The Microflex Advance (MXA) portfolio of networked ceiling and table array microphones for enhanced A/V experiences are designed to blend seamlessly into meeting spaces. The MXA310 Table Array Microphone and MXA910 Ceiling Array Microphone include proprietary array technology that provide discrete and elegant form factors without sacrificing premium audio quality.

The ULX-D Digital Wireless System is comprised of two table-top microphone form factors and docking station—the ULXD8 Gooseneck Base Transmitter, ULXD6 Boundary Microphone Transmitter, and SBC850 Networked Docking Station. The ULX-D collection earns its place at the conference table rather than the utility closet by way of efficiency and elegance. Efficiency, by charging eight mics in the space typical of four, and by clever integration of the antenna into the form of the mics. Elegance by presenting the charging system as architecture and treating each mic as a quietly confident object with sophisticated surfacing.

Participants from 59 nations entered products and innovations for the Red Dot Award: Product Design 2018. The international jury awards the prestigious honor to products that feature unique, exceptional design. The independent expert panel assesses each entry based on degree of innovation, formal quality, functionality, and durability.

For more information about these products, please visit [www.shure.com](http://www.shure.com).

**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, and award-winning earphones and headphones. 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 with more than 30 additional manufacturing facilities and regional sales offices throughout the Americas, EMEA, and Asia.

#### **About the Red Dot Design Award**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.de](http://www.red-dot.de).

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