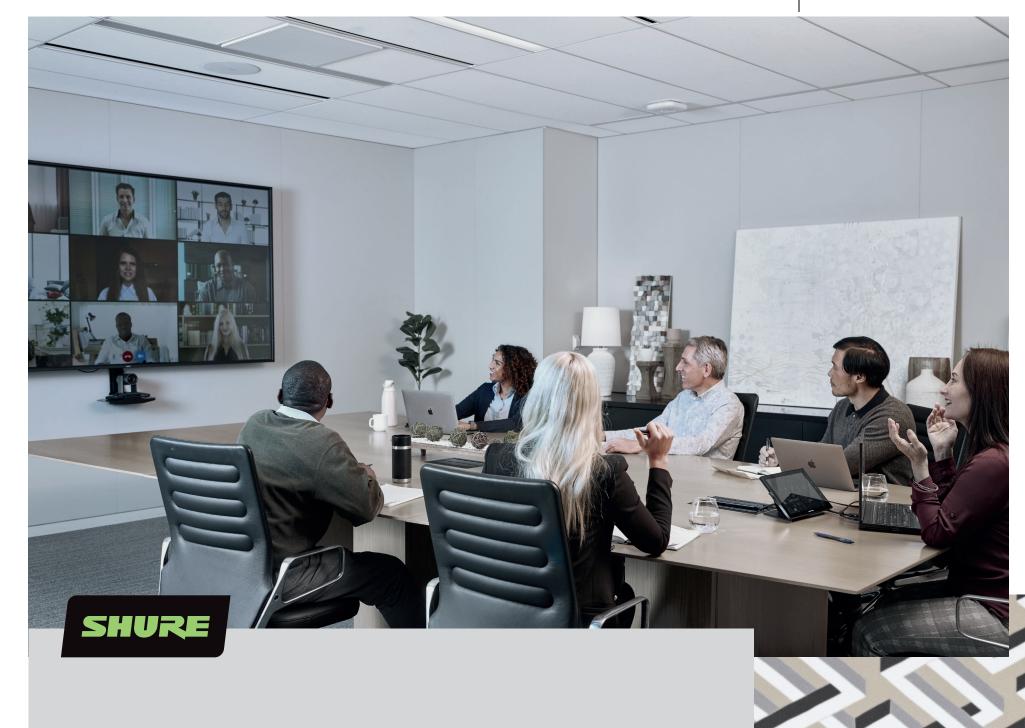


FOR AV CONFERENCING

MICROFLEX® ADVANCE™

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AV conferencing has become an essential tool for communication. But it's easy to forget that the most important content is often carried by the audio, not the video. If the video fails, the meeting can go on; but if the audio fails, the meeting is over.

Poor audio inhibits productivity and fatigues meeting participants. Superior audio can transform your meetings from an exhausting struggle into a forum that supports creativity and productive teamwork.

WHY CHOOSE SHURE?

Shure is uniquely positioned as a leading audio equipment manufacturer serving corporate, education, government, broadcast/TV/film, and independent content creators. By choosing Shure, you will enjoy a range of benefits:

- Nearly 100-year heritage of technical leadership in high-quality audio, acoustics, wireless, DSP, software, and audio networking technologies.
- ♣ Broad product selection that can be customized to meet the needs of any user, space, or application – from simple to complex, small to large.
- Compatibility and certification with leading software and hardware collaboration platforms; compliance with international regulatory standards.
- Award-winning global support infrastructure.





THE MXA ADVANTAGE

ARCHITECT / INTERIOR DESIGNER

Microflex Advance enables architects and interior designers to create visually stunning workspaces without sacrificing sound quality.

SYSTEM INTEGRATOR

The complete Shure networked systems ecosystem, from microphone to DSP to loudspeaker, enables your teams to deliver great AV solutions quickly and efficiently.

USERS

Microflex Advance allows users to be more productive and creative. It enhances communication by allowing everyone to hear and be heard clearly, without distracting noise and echo.

C-LEVEL EXECUTIVES

Teams work more effectively when communication is natural and effortless. Microflex Advance makes poor audio a thing of the past.

IT MANAGER / ADMIN

Microflex Advance integrates into your existing IT infrastructure, without affecting network performance. Scalable to any size, it makes AV/IT support less time consuming.

CFO / FINANCE DIRECTOR

Microflex Advance is a cost-effective audio solution that can be deployed across your organization, providing a consistent user experience backed by industry-leading support and reliability.

ADVANTAGES

MXA ARRAY TECHNOLOGY

Microflex Advance networked array microphones rely on a suite of advanced technologies to deliver accurate audio in any environment.

PRECISE COVERAGE

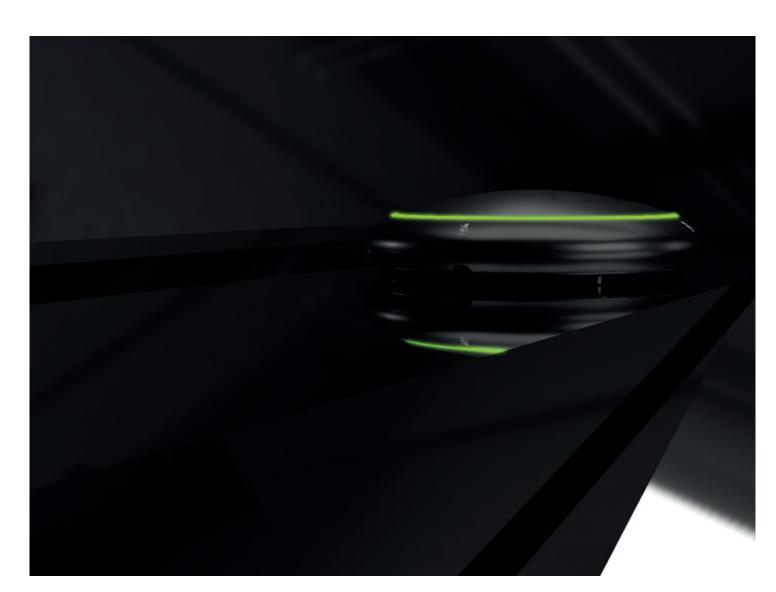
Controlling which sounds are picked up is the foundation of good audio. The MXA920 and MXA902 feature Automatic Coverage™ technology that captures talkers in defined areas automatically. The MXA710 and MXA310 use Steerable Coverage™ technology that allows pickup lobes to be aimed where needed.

POWERFUL DSP

Digital signal processing blends microphone signals into a harmonious mix. The MXA920, MXA902, and MXA710 feature IntelliMix DSP that controls levels and eliminates noise and echo. The MXA310 includes automatic mixing and per-channel EQ for improved clarity.

FLEXIBLE NETWORKING

Digital audio, power, and control data use Dante or AES67 to coexist on the same network as enterprise applications. Command strings enable integration with third-party systems for camera tracking or room control.







THE FASTEST WAY TO BETTER SOUND.

The MXA902 is the first integrated ceiling array and loudspeaker for AV conferencing. It delivers premium audio capture and reproduction in small to medium-sized meeting spaces – with just one device. The MXA902 combines an advanced array microphone with an integrated loudspeaker for natural sounding speech reproduction. Single-Zone Automatic Coverage™ technology captures every participant, a wide-dispersion loudspeaker delivers robust sound throughout the room, and onboard IntelliMix® DSP ensures echo- and noise-free audio.

ADVANCED ARRAY MICROPHONE

Single-Zone Automatic Coverage technology captures every talker in a 20 x 20 foot (6 x 6 m) area automatically with no configuration required.

Next-generation array architecture provides full-range speech capture and consistent directional performance even at lower frequencies.

INTEGRATED LOUDSPEAKER

Wide-dispersion loudspeaker delivers clear, robust far-site audio that fills the room.

With just PoE+ power it generates up to 86 dB SPL with no additional amplification required.

INTELLIMIX DSP

Industry-leading automatic mixing, acoustic echo cancellation, noise reduction, automatic gain control, and EQ provide an automix output with outstanding speech clarity.

The loudspeaker signal is automatically assigned as the AEC reference so no additional signal routing is necessary.



FITS YOUR ROOM DESIGN

Add MXA-MUTE buttons for convenient audio muting or use your room control system.

Compatible with the A900 family of mounting hardware options to support in-ceiling, on-ceiling, pole, or wire-rope mounting.

White finish is paintable to match your room aesthetics.

AVAILABLE MODELS

MXA902W-S Square Integrated Conferencing Array, 24-inch (white)

MXA902W-S-60CM Square Integrated Conferencing Array, 60 cm (white)

ACCESSORIES

MXA-MUTE Network Mute Button	Touch-sensitive mute button with programmable switch and LED can control one or multiple MXA microphones or DSP units
A900-CM Ceiling Mount	Allows MXA902/920 ceiling array microphones to be attached directly to the ceiling
A900-PM Pole Mounting Kit	Allows MXA902/920 microphones to be suspended using threaded rod or NPT pole
A900-GM Gripple Mounting Kit	Allows MXA902/920 microphones to be suspended from the ceiling using Gripple fittings
A910-HCM Hard Ceiling Mount	Allows MXA902/MXA920-S to be mounted flush in a hard or drywall ceiling
A910-JB Junction Box Adapter	Allows MXA902/MXA920-S to be connected to wiring in electrical conduit



COVERAGE WHERE YOU WANT IT

Multi-zone atomatic CoverageTM technology captures up to a 30 x 30 foot (9 x 9 m) area automatically for great sound out of the box.

You can also place coverage areas in specific locations to limit audio capture to seating areas, a podium, or whiteboard.

SEAMLESS INTEGRATION

Next-generation array architecture delivers more directional pickup at low frequencies for more natural sounding voice.

Onboard IntelliMix DSP with automatic mixing, echo cancellation, noise reduction, and automatic gain control provides a pristine audio mix.

FITS YOUR ROOM DESIGN

Square or round form factors suit your interior design. Choose white, black, or aluminum finish (square available in white only), or paint to match room aesthetics.

Versatile hardware options support in-ceiling, on-ceiling, pole, or wire-rope mounting.

READY FOR ANYTHING

Camera Tracking

Precise talker localization reports the position of simultaneous talkers for more accurate camera tracking.

Voice Lift

Highly directional pickup allows audience members across the room to interact without the need for roving microphones.

Sound Reinforcement

Precise coverage control enables presenters to be amplified without lavalier or gooseneck microphones.

AVAILABLE MODELS

MXA920AL-R	Round Ceiling Array Microphone, 25-inch (aluminum)	
MXA920B-R	Round Ceiling Array Microphone, 25-inch (black)	
MXA920W-R	Round Ceiling Array Microphone, 25-inch (white)	
MXA920W-S	Square Ceiling Array Microphone, 24-inch (white)	
MXA920W-S-60CM	Square Ceiling Array Microphone, 60 cm (white)	

ACCESSORIES

MXA-MUTE Network Mute Button	Touch-sensitive mute button with programmable switch and LED can control one or multiple MXA microphones or DSP units
A900-PM Pole Mounting Kit	Allows MXA902/920 microphones to be suspended using threaded rod or NPT pole $$
A900-GM Gripple Mounting Kit	Allows MXA902/920 microphones to be suspended from the ceiling using Gripple fittings
A910-HCM Hard Ceiling Mount	Allows MXA902/MXA920-S to be mounted flush in a hard or drywall ceiling
A910-JB Junction Box Adapter	Allows MXA902/MXA920-S to be connected to wiring in electrical conduit



LINEAR ARRAY MICROPHONE

Certified for Microsoft Teams

★ MXA710 LINEAR ARRAY MICROPHONE

THE SLIM ALTERNATIVE WHERE SPACE IS LIMITED.

The MXA710's sleek, linear form factor allows for placement virtually anywhere in a meeting space — on a ceiling or wall, around a display, or recessed into the table. Steerable Coverage™ technology allows pickup lobes to be easily adjusted to capture talkers around the room. Available in two lengths and three colors to suit different interior designs and mounting configurations. Onboard IntelliMix DSP provides all the signal processing needed for echo- and noise-free audio.

COVERAGE WHERE YOU WANT IT

Steerable Coverage technology allows you to configure 4 or 8 pickup lobes that can be easily adjusted to capture talkers around the room.

Patent-pending Autofocus™ technology fine-tunes audio pickup in real time, for consistent sound even if participants shift in their seats.

SEAMLESS INTEGRATION

Onboard IntelliMix DSP with automatic mixing, echo cancellation, noise reduction, and automatic gain control provides a pristine audio mix.

Programming-free LED mute sync with popular software codecs when connected to IntelliMix P300 or ANIUSB-MATRIX.

FITS YOUR ROOM DESIGN

Sleek linear form factor allows for placement virtually anywhere — on the ceiling or wall, around a display, or recessed into the table.

Choose white, black, or aluminum finish. Wall mounting bracket included; other mounting options available.

AVAILABLE MODELS

MXA710-2FT Linear Array Microphone, 2 foot / 60	0 cm (aluminum, black, white) MXA710-4FT Linear Array Microphone, 4 foot / 120 cm (aluminum, black, white)	
ACCESSORIES		
MXA-MUTE Network Mute Button	Touch-sensitive mute button with programmable switch and LED can control one or multiple MXA microphones or DSP units	
A710-TB Tile Bridge Ceiling and Suspension Mount Kit	Mounts MXA710 directly to ceiling tiles or suspended from ceiling grids; use one for MXA710-2FT or two for MXA710-4FT	
A710-FM Flush Mount	Mounts MXA710 flush within a table, wall or hard ceiling surface	
A710-DS Desk Stand	Mounts MXA710 to desk, credenza, or table	
A710-MSA Mic Stand Adapter	Mounts MYA710 to any microphone stand in horizontal or vertical orientation	



★ MXA310 TABLE ARRAY MICROPHONE

PREMIUM SOUND WITHIN YOUR REACH.

The MXA310 is the ideal solution when great sound needs to be close at hand. Steerable Coverage $^{\text{TM}}$ technology allows up to four separate polar patterns to be easily adjusted to capture multiple talkers around the table. A unique toroid polar pattern rejects overhead noise while picking up talkers all around the table. Built-in Shure DSP utilities optimize voice quality, integrated mute buttons place controls within easy reach.

COVERAGE WHERE YOU WANT IT

Steerable Coverage technology allows you to configure 4 polar patterns to capture talkers around the table.

Unique toroid pattern picks up a 360-degree circle but rejects sound from overhead noise.

NATURAL SOUND

Integrated automix output improves clarity by activating only mics being addressed.

Per-channel parametric EQ reduces noise pickup in rooms with poor acoustics.

FITS YOUR ROOM DESIGN

Programmable touchsensitive mute buttons can control one mic, all mics, or external devices.

Discreet design with side or bottom cable exit installs on top of table or flush-mounted.

AVAILABLE MODELS

A310-FM

MXA310AL Table Array Microphone (aluminum)

MXA310B Table Array Microphone (black)

MXA310W Table Array Microphone (white)

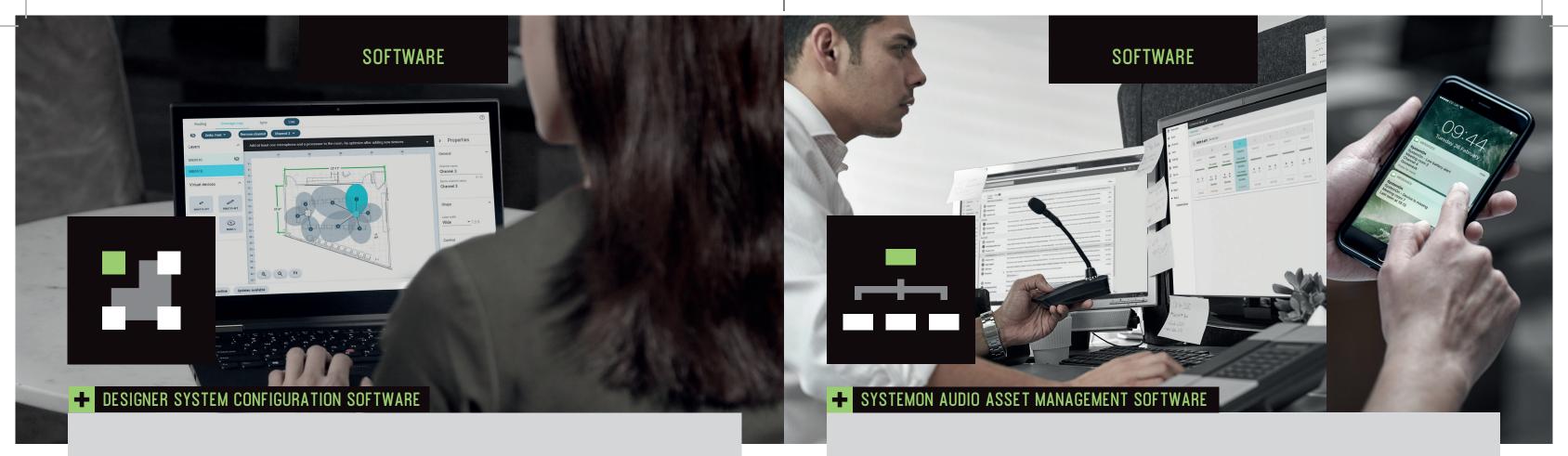
ACCESSORIES

Flush Mount









PLAN AMAZING AUDIO.

Simply set-up your Shure Microflex® Ecosystem with this free software. Deploy more rooms in less time enabling you with more efficiency and consistency. Design projects online and offline.



PRE-CONFIGURED SETTINGS

Configure the Shure Audio Ecosystem for conferencing



STEP AND REPEAT

Create templates based on common floor plans.



PASS IT ON

Room configurations can be saved and shared with colleagues.



SINGLE HUB

Firmware updating and Dante™ audio routing.

CONQUER COMPLEXITY AND SCALE.

You can't be everywhere at once but everywhere can be with you. Update and monitor your Shure Audio Ecosystem remotely. From managing inventory and battery health in real-time and troubleshoot on the go.



PEACE OF MIND

Stay one step ahead with text and email alerts for potential issues before they happen.



TIME SAVING

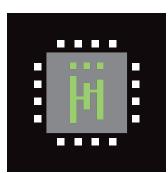
Maximize control of your organization's audio and update firmware on the go.



SECURE SYSTEM

Customize access and permissions for a tailored user experience

SOFTWARE









★ INTELLIMIX ROOM®

AV THAT SPEAKS IT.

IntelliMix® Room, the first audio processing software fully optimized for Shure conferencing microphones. Simply download and deploy to in-room Windows 10 devices, and bring conferencing into the future. No custom setups or special hardware needed to enjoy crystal-clear audio on all video conference calls.



THE HARDWARE'S ALREADY THERE.

IntelliMix® Room effectively turns the in-room PC into a Shure device. All configuration is managed in our Designer software and replicable through easy-to-use templates.



DANTE ONBOARD.

Once the PC has IntelliMix Room onboard, it has Dante audio networking too. No other software license is needed to route audio to or from that PC.



ELIMINATE DISTRACTING SOUNDS.

The AI Denoiser audio processor - a powerful algorithm that eliminates the random noises that disrupt meetings, with virtually no audible effect on the speech.



NO COMPLICATED AUDIO ROUTING.

IntelliMix Room installs with its own audio driver. Once selected from the Audio Device dropdown in the Soft Codec of choice, the client is ready to talk.



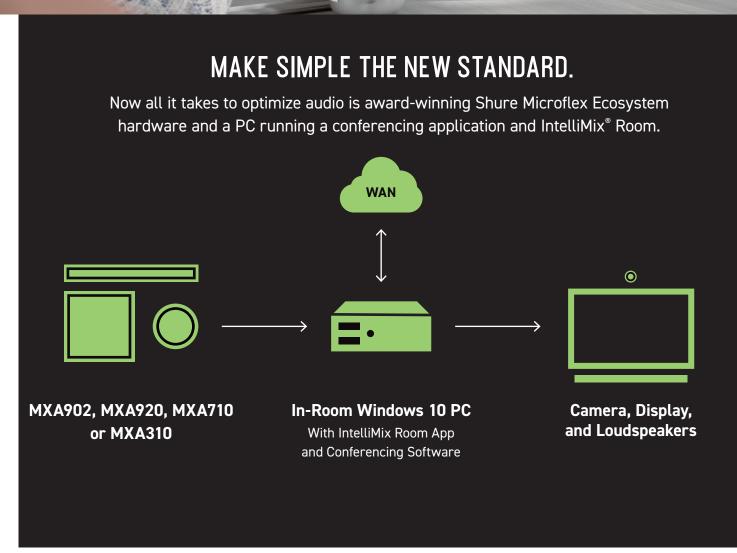
ENTERPRISE-WIDE LICENSING.

A centrally managed license lets clients easily and effectively deploy the software through their global corporate network.



PUT A STOP TO EAVESDROP.

All connected Shure devices feature Shure Audio Encryption, so the only ones to hear it are the ones on the call.



Windows is a registered trademark of Microsoft

APPLICATION FLEXIBILITY

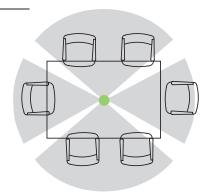
Match single or multiple arrays to the AV conferencing needs of rooms of any size, configuration or activity: formal presentations, intimate discussions, distance learning or collaborative work.

TABLE ARRAY COVERAGE MAPS

Small Rectangular Table 1 Table Array

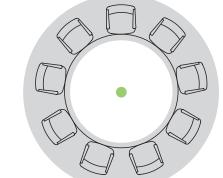
Profile 6 Chairs 1 Rectangular Table

1 Bi-Directional Pattern 2 Cardioid Patterns



Medium Round Table 1 Table Array

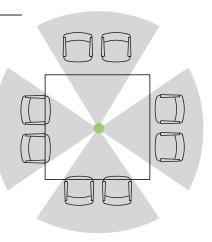
> Profile 9 Chairs 1 Round Table 1 Toroid Pattern





8 Chairs 1 Square Table

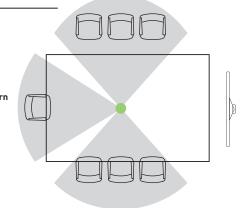
4 Supercardioid Patterns



Rectangular Table

Profile 7 Chairs 1 Rectangular Table

1 Supercardioid Pattern 2 Cardioid Patterns



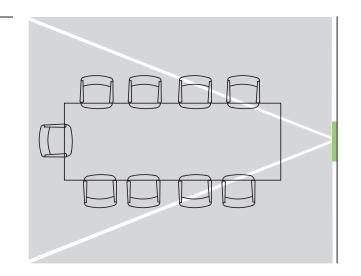
LINEAR ARRAY COVERAGE MAPS

Small Rectangular Table MXA710-2FT Coverage Distance: Up to 16 ft Channels used: 3 of 4 Mic Coverage: Default

Horizontal Wall Installation

Profile 9 Chairs

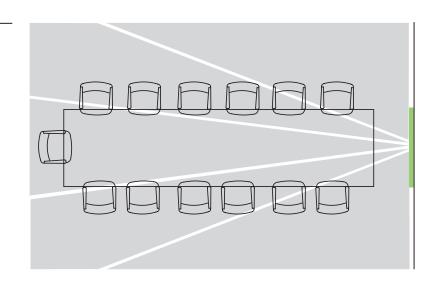
1 Rectangular Table



Large Rectangular Table MXA710-4FT Coverage Distance: Up to 20 ft Channels used: 5 of 8 Mic Coverage: Custom/Optimized

Horizontal Wall Installation

Profile 13 Chairs 1 Rectangular Table



APPLICATIONS

MXA902 INTEGRATED CONFERENCING CEILING ARRAY COVERAGE MAPS

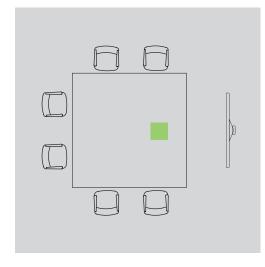
Small Conference Room 1 MXA902 Ceiling Array

Profile

6 Chairs

1 Square Table

1 Coverage Area

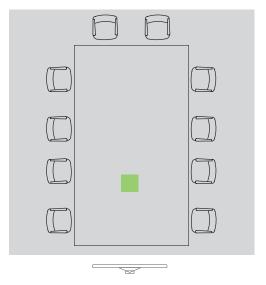


Medium Conference Room 1 MXA902 Ceiling Array

10 Chairs

1 Rectangular Table

1 Coverage Area



APPLICATIONS

★ MXA920 CEILING ARRAY COVERAGE MAPS

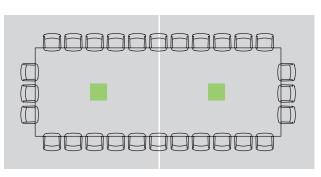


Large Conference Room 2 MXA920 Ceiling Arrays

Profile 28 Chairs

1 Rectangular Table

2 Coverage Areas





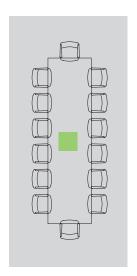
Medium Conference Room 1 MXA920 Ceiling Array

Profile

14 Chairs

1 Rectangular Table

1 Coverage Area



* Coverage Capabilities

Installed at a height of 3 meters (ten feet),
Ceiling Arrays capture audio from seated
participants to a recommended area of
9 meters (30 feet) in diameter, meeting the STIPA "A"
intelligibility rating.

Ceiling Arrays are capable of picking up participants beyond 9 meters (30 feet).

** Room conditions:

RT60 (reverb time) = 500 ms @ 1kHz, weighted room noise = 40dBSPL(A). IEC-602682-16.

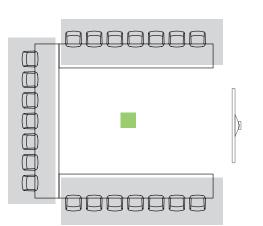
Videoconference Room 1 MXA920 Ceiling Array

Profile

21 Chairs

3 Rectangular Tables

3 Coverage Areas

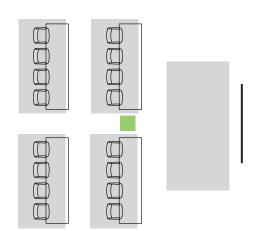




Classroom / Presentation Room 1 MXA920 Ceiling Array

Profile 16 Chairs 4 Rectangular Tables

5 Coverage Areas



INTEGRATION

BETTER TOGETHER.

Shure Networked Audio Processors and Interfaces quickly and easily integrate with Microflex Advance providing high-quality audio conferencing solution with extremely intelligible meeting sound.

INTELLIMIX® P300 AUDIO CONFERENCING PROCESSOR

The IntelliMix P300 Audio Conferencing Processor offers DSP algorithms optimized for AV conferencing applications with Microflex Advance microphones. Featuring acoustic echo cancellation, noise reduction and automatic gain control for up to 8 Dante channels, 2 analog audio inputs / 2 outputs the P300-IMX helps to ensure echo- and noise-free conference room audio that facilitates communication . 15 x 12 Matrix Mixer and collaboration. Easy to install and configure using . 3.5mm Mobile input (1/8") Designer System Configuration software, the P300 provides Dante, analog, USB and mobile connectivity options that make joining room systems and collaborating with laptops and mobile devices easier

- IntelliMix® DSP
- 10 Dante input channels, 8 output channels
- USB 2.0

- · Easy deployment with Designer System Configuration software
- Single Ethernet connectivity
- Third-party control system compatible
- Dante Domain Manager ready
- Power over Ethernet plus (PoE+)
- 8 Channels of Acoustic Echo Cancellation











AUDIO PERFORMANCE

Enhanced meeting room audio for natural communication and better interaction in AV conferences with remote team members.



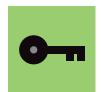
INTUITIVE CONNECTIONS

Industry-first mute sync functionality when MXA microphones are connected to the P300 for better operation with leading third-party software codecs.



SIMPLICITY

Pre-defined templates for system configuration reduce programming time, and allow installation within seconds.



SHURE AUDIO ENCRYPTION

When using Microflex Advance together with the IntelliMix P300 Audio Conferencing Processor and selected Shure Audio Network Interfaces, Shure Audio Encryption with AES-256 encryption technology can help protect confidential content.











INSTALLATION SOLUTIONS

MXA920 and MXA902 Ceiling Array Microphones are designed for suspension, pole, flush and surface mounting in metric or imperial formats. The sleek, linear form factor of the MXA710 allows for placement virtually anywhere in a meeting space, including on a wall, around a display, ceiling, or into a conference room table. MXA310 Table Array Microphones feature through-thetable mounting kits. The A310-FM mounting accessory also allows flush mounting in a table.



INSTALLATION

MXA920/MXA902 CEILING ARRAY MOUNTING OPTIONS

Integrated Vibration Isolation

Prevents transmission of mechanical noise through the microphone.

IEC 60529 IP5X Dust Protected

Dust Protection

Plenum-Rated

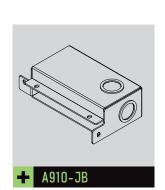
UL 2043 suitable for air handling spaces and plenum compliant (-S models only)

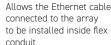






MXA920W-US installation shown







Can be pre-installed in the ceiling and the MXA920W-S and MXA902 installed later using the access door. Provides knockouts for conduit connections.







FINISHES

MXA310 TABLE ARRAY MOUNTING OPTIONS

+ TABLE ARRAY MOUNTING KIT (INCLUDED)

Cable management solutions for on-the-table or through-the-table applications; includes mounting tube/wingnut.

MXA310 retrofits existing Shure table mounted MX395, MX396, MX392 boundary microphones.

+ A310-FM FLUSH MOUNT (OPTIONAL)

Allows MXA310 Table Array to be mounted flush in the table; includes rubber isolation to prevent mechanical vibrations.

Available in black and aluminum finishes; paintable to match table surface.



MXA710 LINEAR ARRAY MOUNTING OPTIONS









