

A CENTURY OF EXCELLENCE: SHURE CELEBRATES 100 YEARS OF AUDIO INNOVATION

Shure, celebrates a century of delivering perfect sound, one note at a time



Shure Incorporated, one of the global leaders in audio technology, marks a century of pioneering innovation, exceptional quality, and unwavering commitment to audio excellence. From its humble beginnings in downtown Chicago in 1925 to becoming a world-renowned audio solutions provider, Shure has left an indelible mark on the industry.

Founded in 1925, **Shure** is known for quality, performance, and durability. Shure's portfolio includes microphones, wireless systems, in-ear monitors, headphones, and conferencing systems. From critical listening to high-stakes performances, Shure remains the trusted solution for professionals and enthusiasts alike.

The Evolution of Shure

Shure's journey began in 1925 when **S.N. Shure** founded the company, initially selling radio parts kits. By 1932, the company became one of the few U.S. microphone manufacturers with the introduction of the **Model 33N microphone**. This milestone set the stage for Shure's transformation into a global technology leader, offering a diverse portfolio of wired and wireless microphones, conferencing solutions, and professional listening products. Over its 100-year history, Shure has developed more than 50,000 different electronics products, earning trust from performers, sound engineers, educators, and music enthusiasts worldwide. Today, Shure's products are sold in over 120 countries and have been used by iconic figures such as **Dr. Martin Luther King, Jr., Elvis Presley, Nelson Mandela, and The Beatles**. Shure microphones and audio solutions continue to play a pivotal role in studios, live performances, meeting rooms, and everyday life.

A Legacy of Innovation

For a century, Shure has stood as a beacon of audio innovation, consistently

redefining industry standards with its trailblazing products. From its early days to becoming a global leader, Shure's history is rich with revolutionary breakthroughs that have shaped the sound world.

In 1937, Shure established itself as a pioneer in high-fidelity audio with its first **Phonograph Cartridge**, laying the foundation for future successes. Two years later, the iconic **Unidyne Microphone (1939)** made waves as the first single-element unidirectional microphone, offering unparalleled sound isolation that transformed broadcasting and live performances. The journey of innovation continued in 1953 with the launch of the **Vagabond 88**, the first handheld wireless microphone system, which revolutionised on-stage performances by liberating artists from the constraints of wires.

The **SM58 Microphone (1966)**, celebrated for its unmatched durability and reliable sound quality, remains a global standard for live vocal performances even today. The 1990s saw the introduction of Shure's UHF Wireless Systems, setting new benchmarks in wireless audio transmission reliability.

In recent decades, Shure has maintained its leadership with groundbreaking products like the **Axient® Digital Wireless System (2016)**, equipped with advanced connectivity and interference detection. The **MXA910 Ceiling Array Microphone (2016)** reshaped conference room acoustics, while the **Intel-liMix® Room (2020)** became the first software of its kind to optimise audio conferencing with sophisticated DSP algorithms.

Through each milestone, Shure has proven its commitment to innovation, delivering products that set industry benchmarks and enrich the experiences of performers, broadcasters, and everyday users alike.

Shure's flagship microphones, such as the SM58 and SM7B, have become staples in the audio industry. The SM58 is celebrated for its reliability and durability, while the SM7B is a top choice for broadcast, recording, and podcasting applications.

Shure's innovations in wireless technology began with the Vagabond 88 in 1953 and evolved into today's Axient Digital system, which offers unmatched features such as interference avoidance and quadversity. Shure advancements in wireless microphones were built on an explosion of software and networking advances, yielding more intelligent products that work more effectively and sustainably.

Expanding Product Excellence

Shure combines acoustic design and software innovation to deliver cutting-edge products such as the AONIC line of Bluetooth headphones, the MV88+ Video Kit, and the MV7+ Podcast Mic. Its rapidly expanding enterprise communication portfolio, the Microflex® Ecosystem™, provides award-winning audio quality to boardrooms, government offices, and educational institutions.

In addition, the company recently introduced ShureCloud, a cloud-based platform designed to streamline the management and monitoring of Shure products.

Shure's global footprint includes five engineering centres dedicated to product development and software excellence, located in Niles, Illinois, USA; Copenhagen, Denmark; Suzhou, China; Edinburgh, Scotland; and Hyderabad, India.

Core Values and Global Impact

Shure's core values, established by founder S.N. Shure, continue to guide the company's operations. These principles include ethical business practices, respect for associates, unmatched product quality, and being a responsible corporate citizen. "As a company and as individuals, we are ethical, honest, and fair in dealing with Associates, customers, and suppliers," states Shure.

The company's commitment to these values has earned it a reputation as a trusted employer and an industry leader. Shure has also fostered a strong sense of pride among its associates worldwide, who uphold the company's legacy of excellence.

Celebrating 100 Years

To commemorate its centennial anniversary, Shure is hosting a series of activities and product launches throughout the year, including associate and customer celebrations.

For 100 years, Shure has been at the forefront of audio innovation, shaping the industry with products that inspire confidence and deliver extraordinary sound. As the company celebrates this remarkable milestone, its legacy of excellence continues to resonate with customers worldwide.