SHURE

PREMIUM AUDIO
FOR AV CONFERENCING

MICROFLEX® ADVANCE™

AV conferencing has become an integral tool for business communication. But it's easy to forget that the majority of the content is actually carried by the audio, not the video. If the video fails during a videoconference, the meeting can go on virtually unimpeded. But if the audio fails, the meeting is over.

Since it's introduction in 2016, Microflex® Advance™ Networked Array Microphones have come to be relied on to capture voice naturally, fit harmoniously with the room's appearance, and make it effortless to connect people by the world's leading enterprises. The platform includes advanced technology to provide outstanding sound quality, flexibility, and usability -- all without compromising the appearance of the room.

The industry-leading Microflex® Advance™ microphones have revolutionized versatile and elegant AV conferencing solutions that discreetly and precisely capture every word.

SHURE

MEETING THE NEED

Audio is fundamental to successful collaboration. Poor intelligibility deprives us of valuable information and makes our brain work harder to compensate. We experience fatigue, and we struggle to pay attention. Shure believes that good audio directly contributes to well-being, productivity, creativity, and connectedness of people in the workplace. We also believe that room designers and architects should not have to choose between sound and style.
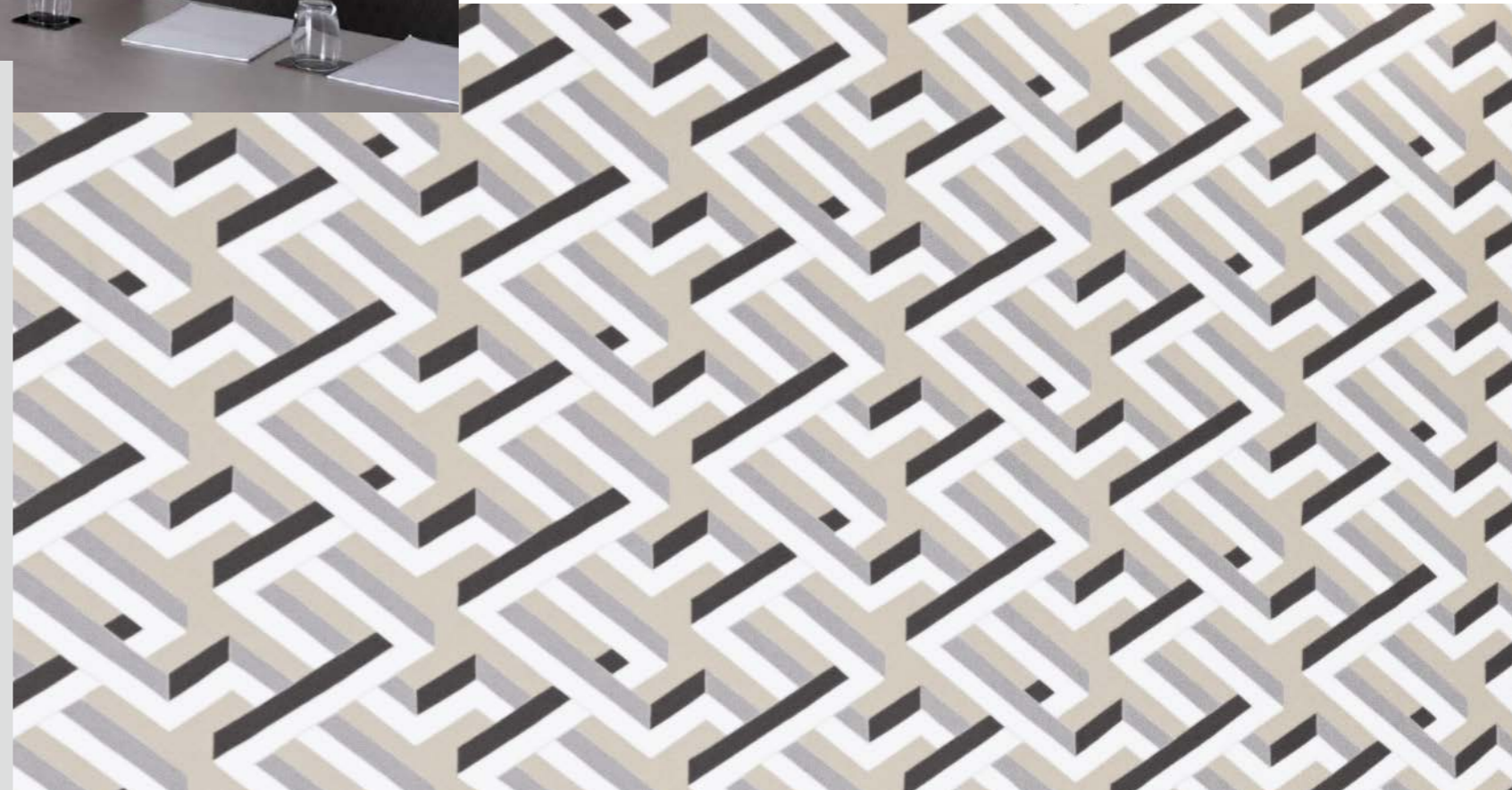
SUPERIOR PERFORMANCE.
UNMATCHED AESTHETICS.

Shure Microflex Advance array microphones feature revolutionary technologies that fundamentally change how audio is captured in AV conferencing environments. Both are designed to work in harmony with available leading collaboration platforms, alongside Shure software tools that enable AV conference room designers to be more creative — and your meeting spaces to be more productive.

➕ MXA310 TABLE ARRAY MICROPHONE

C-LEVEL EXECUTIVES

Teams work more effectively and produce better results when communication between their members is natural and effortless. Microflex Advance makes poor audio a thing of the past, and allows teams to focus on their work.

CFO / FINANCE DIRECTOR

Microflex Advance is a cost-effective audio solution that can be deployed in a variety of applications, eliminating the need for separate audio equipment purchases for audio-only and video conferencing use. Backed by industry-leading service and proven reliability, it presents a future-proof investment.

SYSTEM INTEGRATOR

Microflex Advance offers increased efficiency and unique application flexibility that let you deliver great AV solutions faster than ever. The power of Shure IntelliMix® and intuitive Designer System Configuration software make system design, installation, and configuration simple and straightforward.

USERS

Microflex Advance enables users to be more productive and creative – simply, to do their best work. It enhances communication by allowing everyone to hear, and be heard and understood clearly, while helping to remove unwanted noise and echo that contribute to listener fatigue during collaboration sessions.

WHAT'S IN IT FOR YOU?

ARCHITECT / INTERIOR DESIGNER

Providing an audio solution that blends with any aesthetic, Microflex Advance enables architects and interior designers to create visually stunning workspaces, without sacrificing sound quality. It gives clients the style they want and the audio quality they need.

IT MANAGER / ADMIN

Microflex Advance securely integrates into your existing IT infrastructure, without affecting network speed or performance. Scalable to any size, with central control capabilities using SystemOn Audio Asset Management software, it makes AV/IT support more effective and less time consuming.

GREATER SIMPLICITY, FLEXIBILITY AND CLARITY.

The new MXA910 Ceiling Array now with IntelliMix®.

INTELLIMIX

+ MXA910 CEILING ARRAY WITH INTELLIMIX

QUICKER COVERAGE

Industry-leading Steerable Coverage™ Technology allows you to configure up to eight highly directional lobes in three dimensions. Patent-pending Autofocus™ Technology continually fine-tunes the position of each lobe in real time, for consistent sound if meeting participants adjust their location.

INTELLIMIX DIGITAL SIGNAL PROCESSING

The new MXA910 with IntelliMix includes powerful Shure DSP algorithms — patent-pending acoustic echo cancellation, noise reduction and automatic mixing – providing all of the signal processing needed for echo- and noise-free audio in A/V conferencing applications.

UNPRECEDENTED WORKFLOW EFFICIENCY

The new MXA910 provides full room coverage right out of the box. And with free Designer System Configuration Software, rooms can be easily configured anywhere offline in minutes, and fine-tuned live while onsite. Even audio routing between Shure devices can be completed ahead of time – deploying room solutions has never been faster.

SCALABLE FOR MANY SPACES

Multiple MXA910s and a single IntelliMix P300 can be combined in a system that offers a distributed DSP approach that is simple, powerful and cost effective, allowing room expansion and scalability that has never been offered before — including applications with camera tracking and voicelift requirements.

ELEGANT DESIGN

Seamlessly integrate arrays within a meeting space, no matter what the design aesthetic. Numerous mounting options, including pole or suspension mounts. The MXA910 is available in three colors (white, aluminum black), or custom painted as desired.
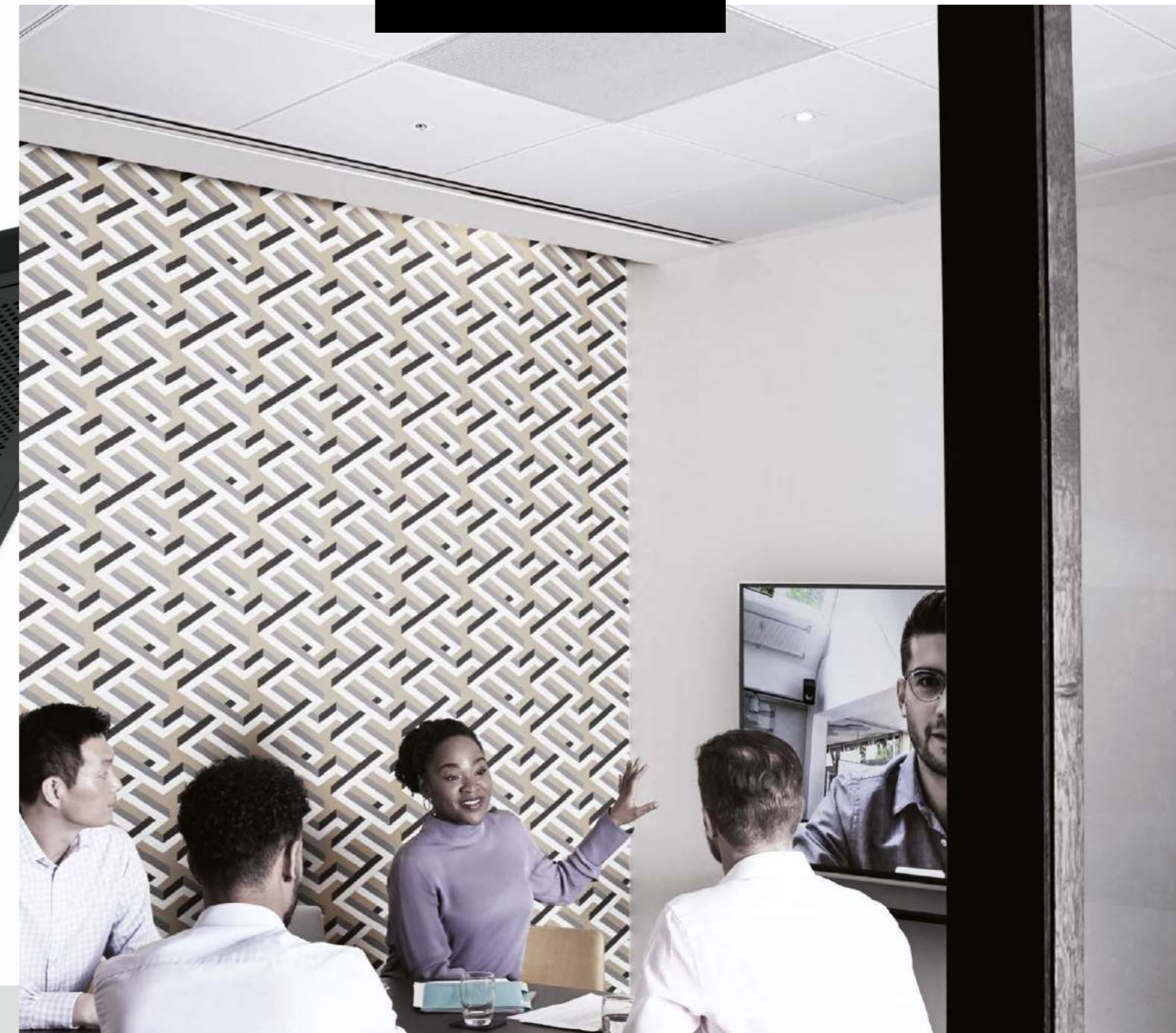
MXA310 TABLE ARRAY MICROPHONE ✚

GREAT AUDIO. ON THE TABLE.

STEERABLE COVERAGE

With free Designer System Configuration software, you can specify the polar pattern for each lobe. Patterns include cardioid, supercardioid, hypercardioid, omnidirectional, bi-directional and an exclusive toroid pattern that rejects audio from above.

SOUND TOOLS

An integrated automix out with adjustable parametric EQ helps improve clarity and reduces noise – for improved audio quality, intelligibility and seamless interaction between conference sites.

FLEXIBLE NETWORKING

Mix, route and manage the signals from up to four coverage areas as discrete channels on the network over a single Ethernet cable. Use the automix channel to easily route audio to additional devices like the ANIUSB-MATRIX audio network interface for simple integration with leading software codec solutions.

MUTE CONTROLS

Program the touch-sensitive mute button for toggle, push-to-mute, push-to-talk or disable settings to send controls to external devices.

INTUITIVE LED DISPLAYS

The configurable LED light ring includes 17 colors and shows the mute status of the microphone in use and displays lighted segments during set-up to confirm coverage areas and selected automix settings.

+ DESIGNER SYSTEM CONFIGURATION SOFTWARE
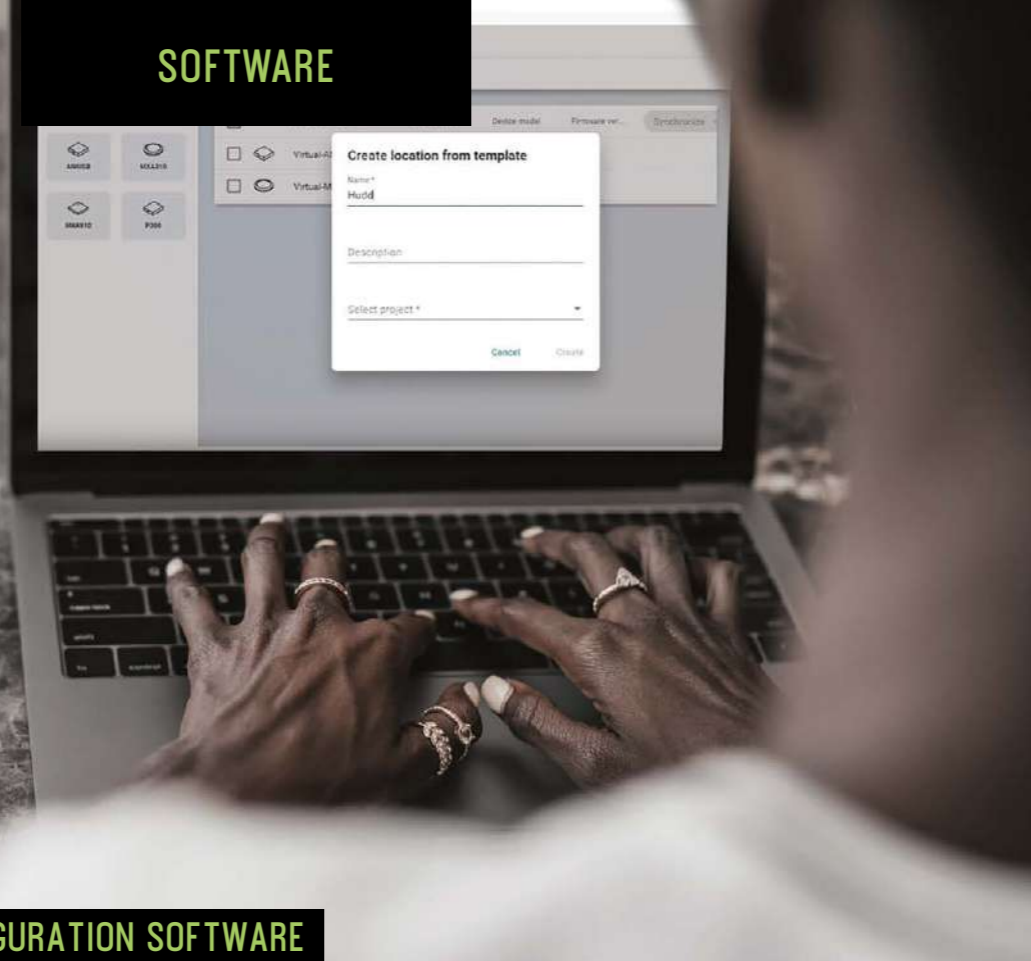
+ SYSTEMON AUDIO ASSET MANAGEMENT SOFTWARE

PLAN AMAZING AUDIO.

Making onsite installation and project management simple. This free software lets you design remotely and collaborate effectively. Design with flexibility to pre-set room audio coverage layouts from anywhere in the world.

STEP AND REPEAT
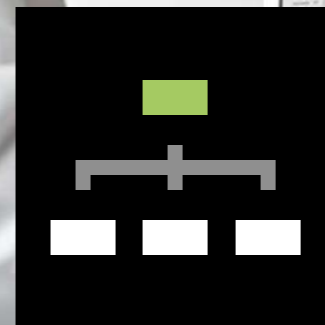Create templates based on common floor plans.

PASS IT ON
Room configurations can be saved and shared with colleagues.

SEAMLESS ROUTING
Single hub for Dante™ routing.

CONQUER COMPLEXITY AND SCALE.

Developed to make managing large-scale Shure audio hardware deployments easier for you. You can't be everywhere at once but everywhere can be with you. Monitor inventory and battery health in real time and troubleshoot on the go. Avoid dead air, minimize cost and enhance resource use with simple, sophisticated software.

PEACE OF MIND
Stay one step ahead with text and email alerts to prevent potential issues before they happen.

MANAGING SCALE
Conference rooms need to be ready to go on short notice and managing the scale of building-wide or campus-wide deployments can be complicated.

TIME SAVING
Maximize control of your organization's audio on your mobile device, allowing you to go about your day and be notified when something needs your attention, rather than manually checking each room to make sure the system is ready to go.
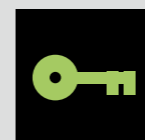
SECURE SYSTEM
Customize access and permissions for a tailored user experience

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.
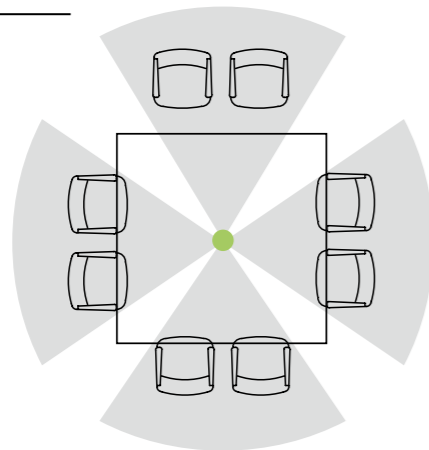
+ TABLE ARRAY COVERAGE MAPS

+ Small Rectangular Table
1 Table Array

Profile
6 Chairs
1 Rectangular Table

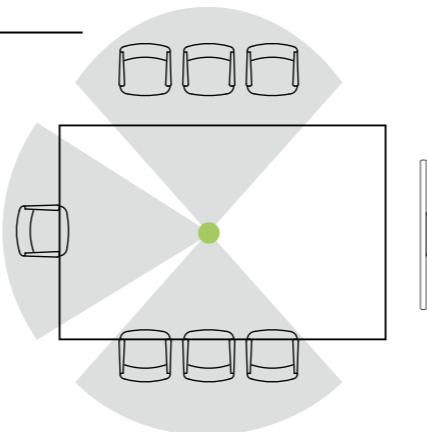**1 Bi-Directional Pattern**
2 Cardioid Patterns
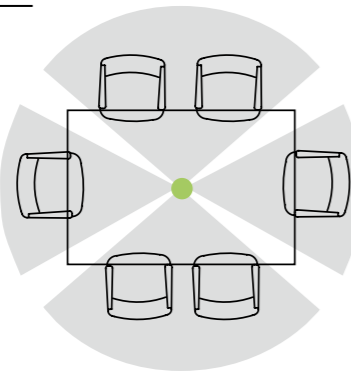
+ Medium Round Table
1 Table Array

Profile
9 Chairs
1 Round Table

1 Toroid Pattern
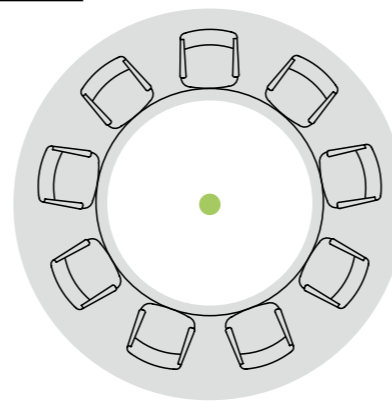
+ Square Table
1 Table Array

Profile
8 Chairs
1 Square Table

4 Supercardioid Patterns

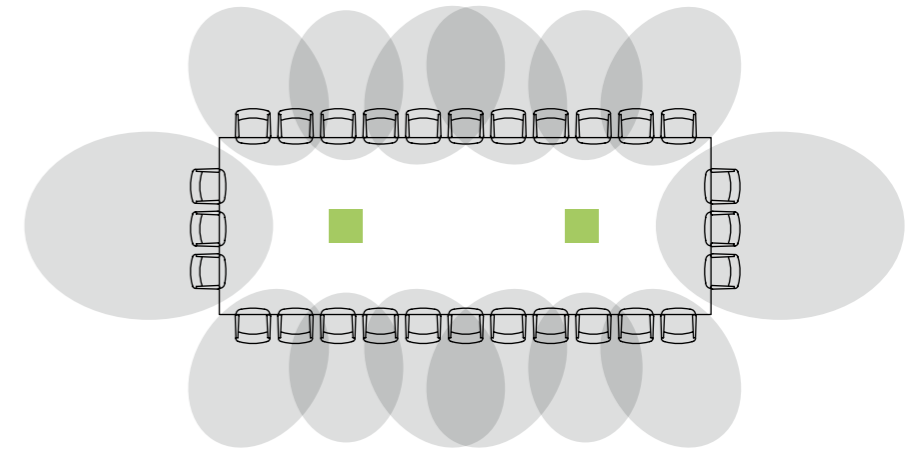### + Rectangular Table
1 Table Array

Profile
5 Chairs
1 Rectangular Table

1 Supercardioid Pattern
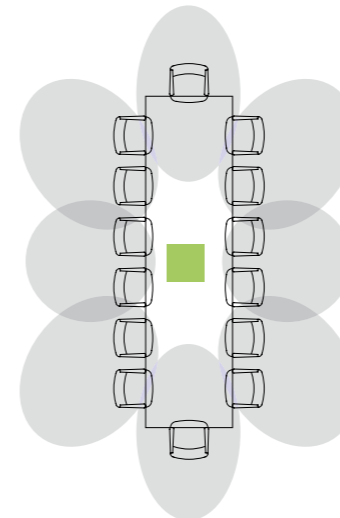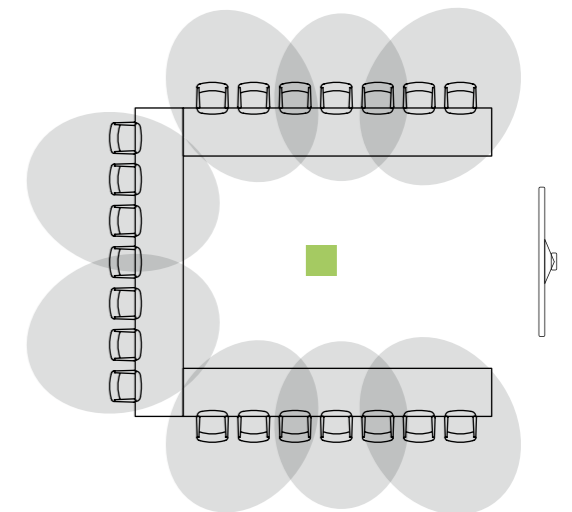**2 Cardioid Patterns**

+ CEILING ARRAY COVERAGE MAPS *

+ Large Conference Room
2 Ceiling Arrays

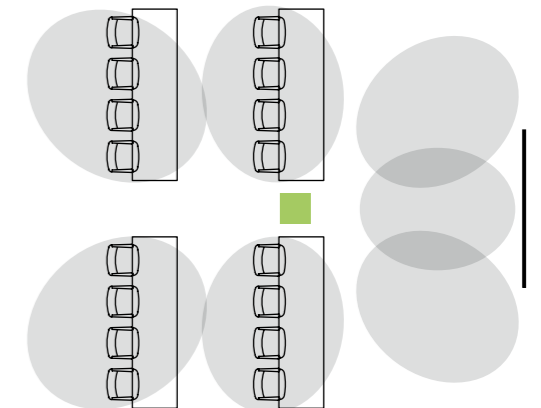Profile
28 Chairs
1 Rectangular Table

14 Coverage Areas

+ Medium Conference Room
1 Ceiling Array

Profile
14 Chairs
1 Rectangular Table

8 Coverage Areas

+ Videoconference Room
1 Ceiling Array

Profile
21 Chairs
3 Rectangular Tables

8 Coverage Areas

+ Classroom / Presentation Room
1 Ceiling Array

Profile
16 Chairs
4 Rectangular Tables

7 Coverage Areas

* 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.

** Note:
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.

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, the P300-IMX helps to ensure echo- and noise-free conference room audio that facilitates communication and collaboration. Easy to install and configure, the P300-IMX provides Dante, analog, USB and mobile connectivity options that make joining room systems and collaborating with laptops and mobile devices easier than ever.

Features
IntelliMix® DSP
10 Dante input channels, 2 output channels
2 analog audio inputs / 2 outputs
USB 2.0
14 x 6 Matrix Mixer
3.5mm Mobile input (1/8")
Designer 3.1 Configuration software compatible
Single Ethernet connectivity
10 configuration presets
Third-party control system compatible
Power over Ethernet plus (PoE+)
8 Channels of Acoustic Echo Cancellation
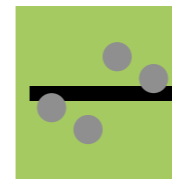
AUDIO PERFORMANCE

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.
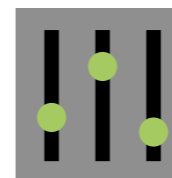
SIMPLICITY

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

SHURE NETWORK AUDIO ENCRYPTION

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

SHURE

IGNITE
THE PURE
POWER OF
ENGINEERING

+ ANIUSB-MATRIX USB AUDIO NETWORK INTERFACE WITH MATRIX MIXING

The ANIUSB-MATRIX Audio Network Interface provides a versatile hub for collaboration in small to medium-size meeting rooms, suitable for both room video conference systems and soft codec solutions. The device presents a budget-friendly companion to Microflex Advance microphones, for AV conferencing applications that leverage the integrated processing functionality of existing video codecs in the room.
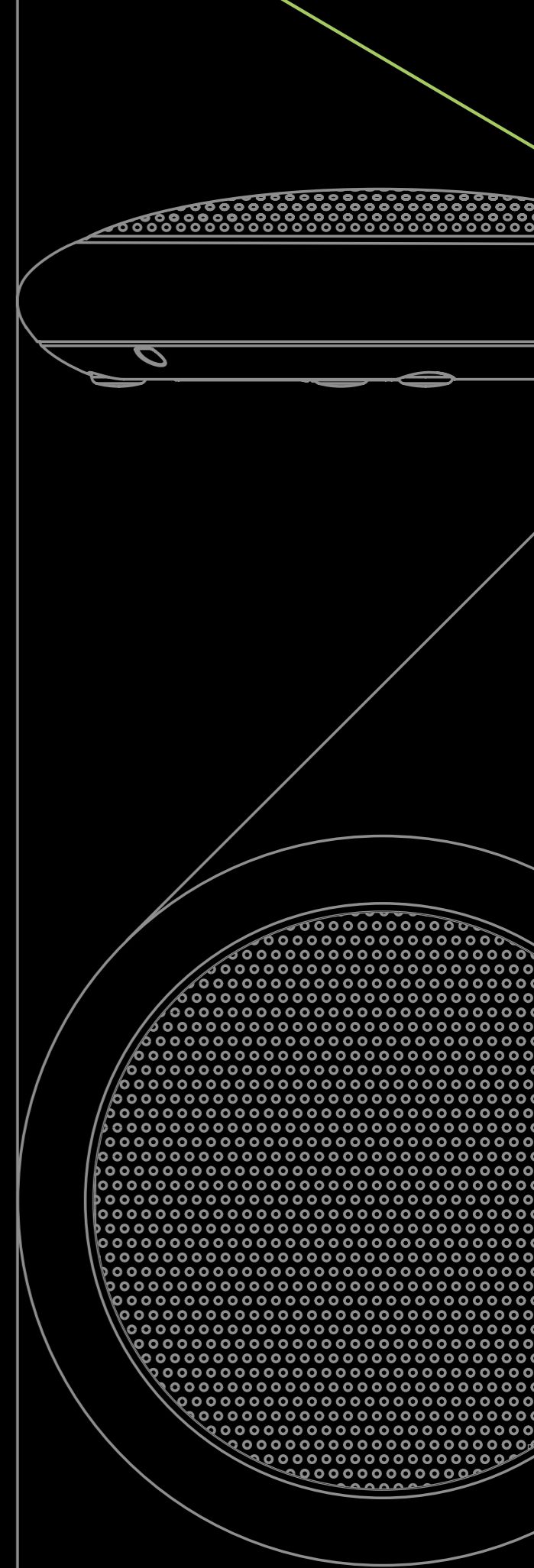
Features

4 Dante audio inputs / 2 outputs

1 analog audio input / 1 output

USB 2.0

6 X 4 Matrix Mixer

Per channel Equalizer, Mute, Limiter, Gain

Browser-based remote control

Single Ethernet connectivity

10 configuration presets

Third-party control system compatible

Power over Ethernet (PoE)

SHURE

sig/clip
• in
• out

• usb

power •
network •
network audio •
encryption •

SHURE

SHURE

INSTALLATION SOLUTIONS

MXA910 Ceiling Array Microphones are designed for suspension, pole and flush mounting in metric or imperial formats. MXA310 Table Array Microphones feature through-the-table mounting kits. The A310-FM mounting accessory also allows flush mounting in a table.
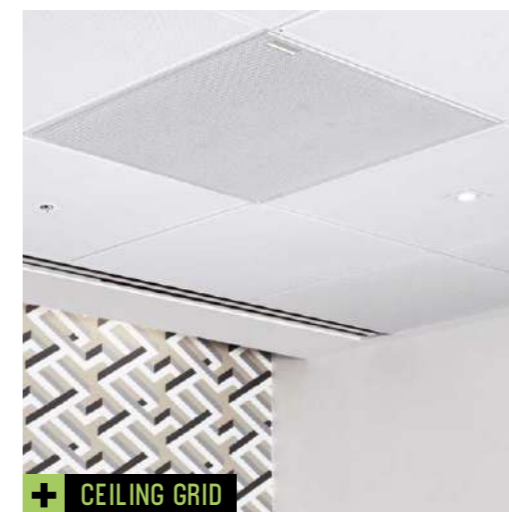
Integrated Vibration Isolation
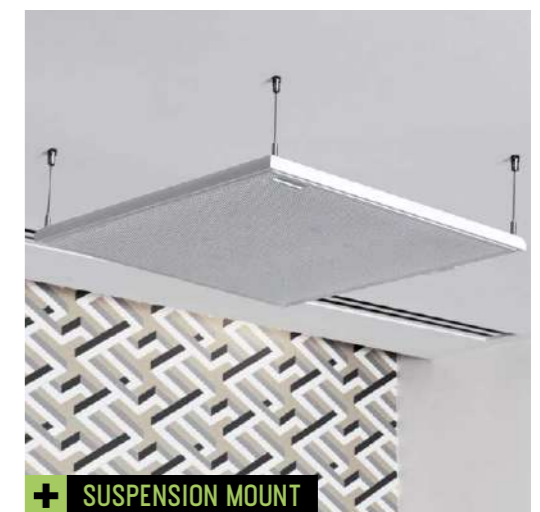Prevents transmission of mechanical noise through the microphone.

Plenum-Rated
UL 2043 suitable for air handling spaces and plenum compliant when used with supplied Fyre Wrap® accessory.

Dust Protection
IEC 60529 IP5X Dust Protected
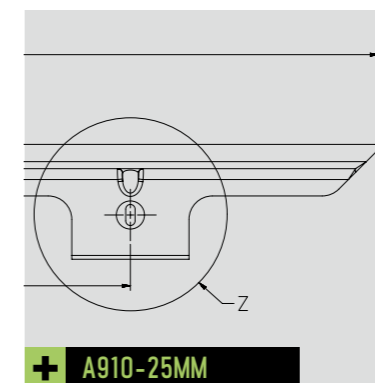

+ CEILING GRID

+ SUSPENSION MOUNT

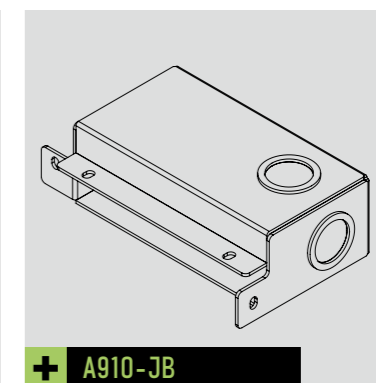+ VESA POLE MOUNT

+ HARD CEILING
Requires A910-HCM accessory

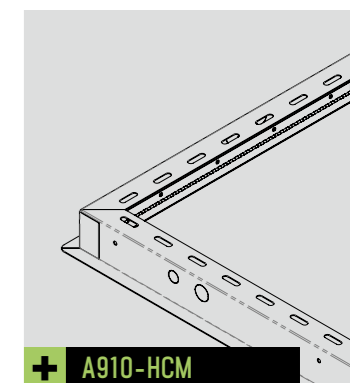**AVAILABLE CEILING ADAPTERS & ACCESSORIES**

+ A910-25MM
Configures a 600 mm Ceiling Array for a 625 mm grid.

+ A910-JB
Allows the Ethernet cable connected to the array to be installed inside flex conduit.

+ A910-HCM
Hard Ceiling Mount

Can be pre-installed in the ceiling and the MXA910 installed later using the access door. Provides knockouts for conduit connections.

+ 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.

EXPRESSIVE FINISHES

Ceiling and Table Array microphones are available in black, white and aluminum finishes to match room aesthetics or the finishes of other AV system components. The Ceiling Array microphone can also be custom-painted to fit your environment.