

SHURE
100
YEARS

MEETING THE NEEDS OF GENERATIONS

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Confidential

SHURE **100** YEARS

1925

Shure Radio Company is founded by S. N. Shure.

Distributor of parts to build AM radios

In 1928, S.J. Shure, younger brother of S.N. Shure, joins the firm and the company is renamed as Shure Brothers Company.



OFFICE IN THE STOCKROOM
337 W. MADISON STREET
1926

**“WE KNOW PERFECTLY WELL THAT ABSOLUTE PERFECTION CANNOT
BE ATTAINED, BUT WE WILL NEVER STOP STRIVING FOR IT.”**



Freddy Mercury – Queen



Rodger Daltrey – The Who







Dua Lipa



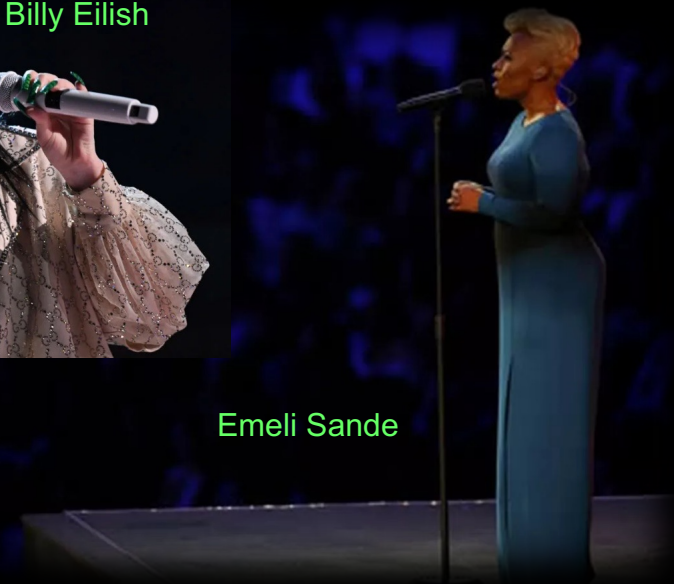
Demi Lovato



Alicia Keys



Billy Eilish



Emeli Sande



Miley Cyrus



Lizzo



Ariana Grande

ALL
IN
ONE



JOB
DONE



red*dot* winner 2024

+ INTRODUCING MICROFLEX® WIRELESS
MXW neXt 2
WIRELESS MICROPHONE SYSTEM

Winner of 13 International
Design Awards





**Always
room
for
more**

MXW neXt 4 / 8

Launched ISE 2025



Rave 2025 Readers'
Choice Awards



2025 Best of Show
Infocomm -
AVTechnology



Best of Show ISE 2025
Social Winner



TNT ISE 2025 Winner

Shure commitment and involvement in DECT NR+



2016/17 : DECT Congress - Barclay Milne launches the discussion on DECT 5G



Participation in DECT 5G WG & Marketing WG's launch of NR+

Participation in DF since 2003 and today with 4 people



Participation DECT 2020/NR+ standards development

Participation in ETSI TC DECT since 2017 and today with 2 people