

## POOR AUDIO MANGLES MEETINGS.

The garbled, frustrating, productivity-robbing video conference has been around too long. And everyone feels it.

**7 OUT OF 10**

MEETINGS  
are already virtual.

**3X**

MORE IMPORTANT  
Audio quality is 3 times more important  
in large rooms than in the home office.

**81%**

OF EMPLOYEES  
believe better sound would  
dramatically improve meetings.

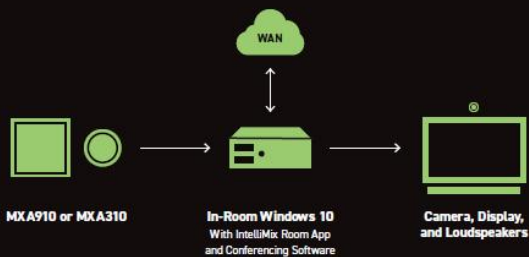
**4 OUT OF 5**

VIRTUAL MEETING  
FRUSTRATIONS  
are audio issues.

Source: AVThought Leadership Research, Mumbai, October 2019

## MAKE SIMPLE THE NEW STANDARD.

Now all you need to optimize your audio is award-winning Shure MXA mics and a PC running your conferencing application and IntelliMix® Room.



### System requirements

Operating System: Windows 10–64 bit (Pro, Enterprise, IoT Enterprise 64)  
Processor: 64bit Intel Processor, 4 physical cores, i5, 1.9GHz Minimum

Memory (RAM): 8 GB  
Machine type: Physical (no virtual machines)  
Storage: Solid State Drive (SSD) recommended

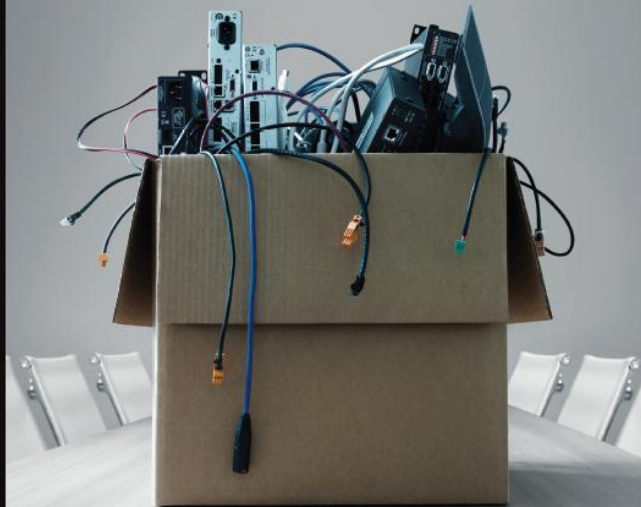
For more information visit [Shure.com/IMXroom](https://Shure.com/IMXroom)

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**SHURE**

THE FUTURE OF DSP HARDWARE  
IS NO HARDWARE AT ALL.



INTELLIMIX® ROOM

## IT'S TIME FOR CONFERENCING AUDIO TO CATCH UP.

### Tuning sound has never been easy.

With more virtual meetings than ever, conference rooms have experienced plenty of audio issues. It takes a Digital Signal Processor (DSP) to mix audio, cancel echo, eliminate background noise, and ultimately improve meeting productivity.

### Hardware makes things harder.

Traditional DSPs come with challenges: Complex, custom installations and setups. Difficult to troubleshoot. Impossible to replicate. Expensive. That all changes now.

# AV that speaks IT.

Introducing 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.

### Not just for boardrooms anymore.

With reduced hardware costs and faster set-up time, A/V budgets get more space to install high-quality audio in more meeting rooms. Now everywhere from the huddle to C-suite conference rooms can have clear sound.

### Getting over old hang-ups.

This is the next big step forward for conferencing. Decades of Shure audio expertise now brings unparalleled sound to every discussion. Finally, AV works with IT, throughout the whole enterprise, with the click of a button.



## DSP THAT'S OMG.

Ready to transform every meeting by delivering exceptional audio campus-wide, everyone will hear the difference in virtually no time at all.



### 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.



### Always standing by.

Running in the background of Windows, the software restarts automatically, even if the PC loses power or has to reboot after updates.



### No complicated audio routing.

IntelliMix Room installs with its own audio driver. Simply select it from the Audio Device dropdown in your Soft Codec of choice, and you're ready to talk.



### Enterprise-wide licensing.

Your centrally managed license lets you easily and effectively deploy the software through your global corporate network.



### Put a stop to eavesdrop.

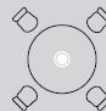
All connected Shure devices feature Shure Network Audio Encryption, so the only ones to hear it are the ones on the call.

## LESS HARDWARE MEANS MORE CLARITY IN MORE PLACES.

By reducing equipment needs, IntelliMix® Room gives corporate budgets the latitude to outfit additional spaces with award-winning Shure Microflex Advance microphones.

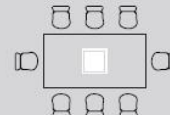
### The Huddle Room

A single MXA310 comfortably covers smaller collaboration spaces.



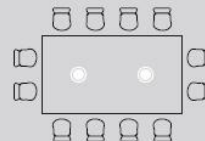
### The Conference Room

A ceiling mounted MXA910 with IntelliMix features Steerable Coverage™ technology to capture larger groups.



### The Executive Conference Room

Two MXA310s ensure everyone is heard.



### The Board Room

Two MXA910s deploy up to 8 lobes each to effectively cover every participant in larger spaces.

