

SHURE®

Shure Music Phone Adapter™ (MPA): Product Fact Sheet

Background and history:



Developed by Shure, the industry leader in professional audio electronics, the Music Phone Adapter (MPA) is a sleek modular accessory that converts Shure Sound Isolating™ Earphones into a stereo headset and allows Apple iPhone users to switch seamlessly between listening and communicating. Building off of Shure's 80-year professional audio legacy, the MPA utilizes the company's innovative modular design to bridge from personal listening nirvana to other communication activities that converged devices such as the iPhone offer.

By combining a VoicePort™ Microphone with a control button that allows users to answer and end calls without touching the phone, the MPA enables consumers to incorporate the premium sound quality of Shure Sound Isolating Earphones into mobile phone conversations.

Features:

Control Button*

Offers enhanced functionality and convenience by enabling consumers to easily send and end calls—without touching their phones

*Control button functionality is phone dependant

Low-profile VoicePort™ Microphone

Professional grade Shure microphone uses Voice Port technology to provide superior sound quality for callers, even in noisy environments

Detachable, modular design

Provides greater flexibility by allowing users to remove the MPA in situations in which it isn't needed

Two-Year Limited Warranty

Offers rugged durability, guaranteeing long-lasting performance

Compatibility and Availability:

The first release of the Shure Music Phone Adapter, the MPA-3c, will be available to consumers in the U.S. in August 2007 and will carry a two-year limited warranty. The MPA-3c and all Shure Sound Isolating Earphones may be purchased online at www.shure.com, as well as at select retail partners. Check www.shure.com for a complete list of Authorized Dealers.

The Shure MPA-3c is compatible with the Apple iPhone and the Motorola RAZR V3i. Future versions of the Shure Music Phone Adapter will be compatible with other popular music phone brands, including LG, Motorola, Nokia, Samsung and BlackBerry.

Pricing:

\$39.99 USD

For more information visit www.shure.com or contact Susan Willson, Greenough Communications at 617.275.6529 or Mike Lohman, Shure Incorporated at 847.600.6417. For press quality images of Shure's Music Phone Adapter, please visit:

http://www.shure.com/PersonalAudio/PressRoom/PersonalAudioPressKit/NewProductInformation/us_pa_new_ear_phones. Contact pa_press@shure.com for the password to access these images.