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Shure Music Phone Adapter (MPA): Frequently Asked Questions

Q: What is the Shure Music Phone Adapter (MPA) and why did Shure choose to introduce the product now?

The Shure Music Phone Adapter (MPA) is a sleek modular accessory that converts your Shure Sound Isolating™ earphones (SE210, SE310, SE420 and SE530) into a stereo headset for music-enabled phones and converged devices. The MPA can be used in conjunction with the new Shure Sound Isolating Earphones and allows you to seamlessly alternate between listening to music and making or receiving phone calls. The VoicePort™ microphone provides superior sound quality and ensures that callers hear each other clearly even in noisy environments, while the MPA's control button enables you to send and end calls without touching your phone.

In addition to the company's success in earphones, Shure is the leading professional microphone manufacturer worldwide. With the impending launch of the Apple iPhone and the increasing momentum behind converged devices, Shure saw the opportunity to blend two of the company's premium technologies together to create a high-quality convergence experience for Apple iPod and Apple iPhone lovers alike.

Building off of the unique modularity of Shure earphones, the MPA joins our Push-To-Hear (PTH) accessory as the second in a line of mobile accessories designed to take your communication and entertainment experience to the next level. The PTH lets you communicate with the outside world while the MPA connects you to callers on the other end of the line.

Q: To which devices does the MPA attach? Can I use the accessory with my Apple iPhone?

Shure's MPA (version MPA-3c) will work with the Apple iPhone and Motorola RAZR V3i, and future versions of the MPA will be compatible with other popular music phone brands, including LG, Samsung, and BlackBerry.

Q: How are Shure's Sound Isolating Earphones, when coupled with the MPA, different from the earbuds that come with the Apple iPhone?

Shure's earphones are precision-engineered for a listening experience that's true to live performance. They feature premium sound quality, sound isolating design and extensive fit kits for personalization. With the addition of the MPA attachment, Shure's Sound Isolating Earphones take convenience, portability, sound quality and freedom from outside noise one step further, enabling listeners to experience professional quality sound with both their MP3 players and music-enabled phones. Instead of carrying a pair of earphones and a separate headset for your music phone, the MPA allows you to incorporate the premium sound quality of Shure Sound Isolating Earphones into your mobile phone conversations.



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Q: Will Shure still sell the QuietSpot headsets?

Yes, the QuietSpot mobile headsets will continue to be sold. Shure understands that each user has unique needs and preferences when it comes to earphones and headsets and will therefore continue to make a variety of music player and mobile phone accessories to cater to a wide range of customers.

Q: Didn't Shure make another earphone line for mobile phones? What happened to the I Series?

The Shure I Series Integrated Sound Isolating™ Earphones + Mobile Headset was introduced in October 2005. The I Series is still a popular choice for users who don't own one of Shure's modular SE earphone models but still spend a significant amount of time using converged devices or music enabled phones. The I Series also has the ability to attach simultaneously to mobile phones and MP3 players for users who prefer to carry two devices. In addition, a version of the I Series, the I2c-m, will be sold at AT&T/Cingular stores as an iPhone accessory.

Q: The I Series doesn't have a "send/end" button. Does the MPA address that?

Yes, the MPA's control button allows you to send and end calls without touching your phone. Additionally, with many phones, the control button activates call waiting, last number redial, voice dialing, and mute. However, control button functionality is phone dependent.

Q: How does Shure's MPA block background noise from being heard on the other end of my call?

The MPA's low-profile VoicePort™ Microphone, which was developed using the same technology as Shure's QuietSpot mobile headsets, is tuned to optimize intelligibility, ensuring callers hear you clearly even in noisy environments. This professional grade Shure microphone uses Voice Port technology to provide superior sound quality and blocks background noise and wind from interfering with your phone call.

Q: Do I have to buy the MPA separately, or is it included with Shure's SE earphone line? Can I purchase the SE earphones without the MPA?

Shure's MPA will be sold as a separate accessory to accompany the SE earphone line. The MPA can be purchased online or through select retail partners. For a complete list of Shure Authorized Dealers, please visit www.shure.com.

Q: How much does the MPA cost, and where can I purchase the accessory?

The MPA of Shure's Music Phone Adapter is \$39.99. The accessory may be purchased online or through select retail partners beginning in August 2007. For a complete list of Shure Authorized Dealers, please visit www.shure.com