

Shure SE Sound Isolating™ Stereo Mobile Headsets (SE102MPA, SE110MPA, SE210MPA, SE310MPA, SE420MPA and SE530MPA)
Frequently Asked Questions

- **What are the SE Sound Isolating™ Stereo Mobile Headsets (SE102MPA, SE110MPA, SE210MPA, SE310MPA, SE420MPA and SE530MPA)?**

Shure's SE Sound Isolating™ Stereo Mobile Headsets are designed for iPhone and smartphone owners looking for premium accessories to enhance their device experiences. For the first time ever, consumers will have the option of purchasing Shure's Music Phone Adapter (MPA) and any Shure SE model (SE110, SE210, SE310, SE420, SE530) as a bundled package.

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-grade audio and voice communication quality with their music players and smartphones. Instead of carrying a pair of earphones and a separate headset for a smartphone, consumers can add the MPA to incorporate the premium sound quality of Shure Sound Isolating Earphones into their mobile conversations.

- **What is the SE102MPA?**

At \$99.99, the SE102MPA is the entry-level model in Shure's SE Sound Isolating™ Stereo Mobile Headsets line and is the perfect bundled accessory for "everyday audiophiles" on a budget. Capitalizing on the growing popularity of smartphones and converged devices, the SE102MPA is an all-in-one modular attachment that allows consumers who own an Apple iPhone or other music-enabled phone to switch seamlessly from listening to music to talking on the phone.

- **How are the SE102MPA and SE110MPA different?**

The SE102MPA boasts the same superior audio quality, sound isolation benefits and modular capabilities that consumers love in Shure's SE models (SE110, SE210, SE310, SE420, and SE530). However, the SE102MPA, like the SCL2 model in Shure's professional family of in-ear earphones (SCL2, SCL3, SCL4 and SCL5) uses a slightly larger dynamic driver to deliver premium sound quality, while the SE110 uses a more compact armature driver.

- **What is the difference between a dynamic and armature driver?**

The dynamic driver design uses a diaphragm, magnet and wire coil to convert an electrical signal into sound, while the diaphragm in an armature driver is moved by a small drive pin. Balanced armature speakers typically offer smaller size, higher output and extended high frequency response when compared to dynamic speakers. However, dynamic speakers are still used in the majority of headphones, earbuds and loudspeakers.

- **Why is Shure now deciding to sell the SE models (SE110, SE210, SE310, SE420 and SE530) bundled with the MPA?**

The MPA has been one of Shure's most popular accessories since it was released June 2007 in conjunction with the launch of the iPhone. Due to the high demand for the product and the fact that the MPA was designed specifically to work with any Shure earphone model, it was a logical next step for Shure to offer consumers the convenient option of buying the accessory and any Shure SE earphone model together.

- **Will the SE102 be sold on its own?**

The SE102 will only be available as a stand-alone product in Asia and Europe.

- **Can you still buy the MPA separately?**

Yes, the MPA will still be available for purchase through www.shure.com and select retailers. For a complete list of where Shure products are sold, please visit: <http://www.shure.com/PersonalAudio/WhereToBuy/index.htm>.

- **What accessories are included with Shure's SE Sound Isolating™ Stereo Mobile Headsets (SE102MPA, SE110MPA, SE210MPA, SE310MPA, SE420MPA, SE530MPA)?**

- **Included Accessories (SE102MPA):** Three pairs of black soft flex sleeves (S, M, L); zipper-less drawstring carrying pouch. *Optional accessories available for purchase: 9" (23cm) cable; airline adapter; ¼" (6.5mm) adapter; volume control; Push-To-Hear (PTH) accessory.*
- **Standard Fit Kit/Accessories Package (SE110MPA):** Two pairs of disposable black foam sleeves (S, L); three pairs of soft flex sleeves (S, M, L); 3' (91cm) cable; carrying case; nozzle cleaning tool. *Optional accessories available for purchase: 9" (23cm) cable; airline adapter; ¼" (6.5mm) adapter; volume control; Push-To-Hear (PTH) accessory.*
- **Deluxe Fit Kit/Accessories Package (SE210MPA, SE310MPA):** Three pairs of disposable black foam sleeves (S, M, L); three pairs of soft flex sleeves (S, M, L); one pair of triple flange sleeves; 3' (91cm) cable; carrying case; nozzle cleaning tool. *Optional accessories available for purchase: 9" (23cm) cable; airline adapter; ¼" (6.5mm) adapter; volume control; Push-To-Hear (PTH) accessory.*
- **Premium Fit Kit/Accessories Package (SE420MPA and SE530MPA):** Three pairs of disposable black foam sleeves (S, M, L); three pairs of soft flex sleeves (S, M, L); one pair of triple flange sleeves; 3' (91cm) cable; premium carrying case; airline adapter; volume control; ¼" (6.5mm) adapter; nozzle cleaning tool. The SE530MPA is also packaged with a 9" (23cm) cable. *Optional accessories available for purchase with the SE420MPA: 9" (23cm) cable; Push-To-Hear (PTH) accessory. Optional accessories available for purchase with the SE530MPA: Push-To-Hear (PTH) accessory.*

- **With what devices are Shure's SE Sound Isolating Stereo Mobile Headsets compatible?**

Shure's SE Sound Isolating Stereo Mobile Headsets are compatible with most popular multi-function devices, including the Apple iPhone, as well as CD, MP3 and DVD players and portable gaming devices (any devices with a ⅜" (3.5mm) jack). All models in this line are also compatible with ¼" (6.5mm) jacks

via a 1/8" to 1/4" adapter, which is available online at www.shure.com and is included in the Premium Fit Kit/Accessories Package provided with the SE420 and SE530.

- **What competitive products are comparable to Shure's SE Sound Isolating Stereo Mobile Headsets?**

Shure continues to set the bar for premium accessories in the multi-function device category, and we believe that no other headset package can deliver the same superior audio and communication quality as Shure's consumer products.

- **Where will Shure's SE Sound Isolating Stereo Mobile Headsets be sold?**

Shure's SE Sound Isolating Stereo Mobile Headsets will be available online at www.shure.com as well as select online retailers. Check www.shure.com for a complete list of Authorized Dealers.

- **Will Shure's SE Sound Isolating Stereo Mobile Headsets be available internationally? When?**

The SE102MPA will be available in Canada and the International Americas in September, but the SE110MPA, SE210MPA, SE310MPA, SE420MPA and SE530MPA will only be available in the U.S. These products will not be sold in Europe or Asia.

- **How much do the headsets cost?**

The retail price for Shure's SE Sound Isolating Stereo Mobile Headsets is as follows: SE102MPA (\$99.99); SE110MPA (\$129.99); SE210MPA (\$179.99); SE310MPA (\$279.99); SE420MPA (\$379.99); and SE530MPA (\$469.99).