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## New Shure Sound Isolating™ Earphones (SE210, SE310, SE420 and SE530): Frequently Asked Questions

### I. Shure Earphones

- **What are the differences between Shure's E Series and SE models (SE210, SE310, SE420 and SE530)?**  
Shure's new Sound Isolating™ Earphones (SE210, SE310, SE420 and SE530) build off the success of the company's acclaimed E Series line but offer a number of unique attributes including new sound signatures, modularity, style and ergonomics:
  - **Sound signatures:** The new line of earphones utilizes the same professional-grade, award-winning in-ear technology as the E3c, E4c and E5c, with their own unique sound signatures. Incorporating balanced armature drivers that are compact in size but not in sound, Shure earphones offer increasing range and detail as you move up the line.
  - **Modularity:** The new modular design allows for the use of variable cable lengths, as well as functionality that can be added inline, such as the Push-To-Hear (PTH) accessory.
  - **Style and ergonomics:** Both fashionable and functional, the new Shure Sound Isolating Earphones offer a secure, lightweight, comfortable fit in stylish designs.

All of these features extend the sound isolating product range from which individuals can personalize their listening experiences, while retaining the professional-grade features that have won so many accolades.

- **What is a sound signature?**  
A sound signature is defined as a specific sound generated by specific audio components configured in specific ways. In its new line of Sound Isolating Earphones, Shure configured the audio components to give each earphone a unique acoustic sound signature and address individual listening preferences.
- **What competitive earphones are comparable to the new SE210, SE310, SE420 and SE530?**  
Shure continues to set the bar for the sound isolating earphone category, and we believe that no other earphone can deliver the same superior audio quality as Shure's consumer products.
- **Does the new family of earphones provide the same sound isolation as the previous line?**  
Premium audio quality and superior sound isolation have been two defining features of Shure's products, and they continue to play a central role in Shure's new family of earphones. Shure will also conduct a study similar to the 2004 Virginia Tech study that showed Shure's superior sound isolation capabilities. We expect similar results from this new study.



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- **How are the new models (SE210, SE310, SE420 and SE530) different from Shure's professional family of in-ear monitors for stage performance?**

Like the E Series line, Shure's SE models feature the professional-grade audio and in-ear design that was originally used by musicians onstage. However, the new models offer sound signatures that are designed primarily for listening, as well as a sophisticated consumer-oriented industrial design. This new design allows users to choose variable cable lengths, as well as to add inline accessories (like Shure's Push-To-Hear control), while still offering a comfortable fit specifically engineered for personal listening applications (at home, on the go, and while exercising). The earphones also boast a sleek, stylish look to give audio enthusiasts the ultimate fashionable, portable accessory.

- **What is the equivalent of the E2c, E3c, E4c or E5c in the new line?**

The new line of Sound Isolating Earphones is a unique product family. While some of the earphones possess similar features to models in the E Series line, there are no exact replicas in sound quality or design. Given the individuality of a person's listening preference, each listener will have a different experience with each earphone model.

## **II. Product Features**

- **What are the unique features of the new Shure Sound Isolating Earphones as a family?**

Shure's new Sound Isolating Earphones offer the same unparalleled audio quality and sound isolation as the company's E Series line but feature a number of unique attributes including new sound signatures, style and ergonomics, as well as modularity to further improve the experience by enabling unmatched personalization.

- **Will I hear the difference in sound quality between the models? (e.g. Will the SE210 sound different from the SE420?)**

Yes. There are differences that you'll hear as you move up the product line. That said, every listener has personal preferences when it comes to audio, so we recommend that you listen for yourself and decide which model is right for you.

- **Will the new fit kits be the same as those included with the E Series?**

No, the clear sleeves and yellow foam sleeves will be replaced by three sizes of new black foam sleeves. They offer superior sound isolation and are great for use during exercise. Additionally, the SE210 and SE310 feature Shure's Deluxe Fit Kit, and a Premium Fit Kit is included with SE420 and SE530 models. Descriptions of Shure earphone accessories follow:

- **Deluxe Fit Kit/Accessories Package:** 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; deluxe carrying case; wax guard. Optional accessories available for purchase: 9" (23cm) cable; airline adapter; volume control; 1/4" (6.5mm) adapter; Push-To-Hear (PTH) accessory.
- **Premium Fit Kit/Accessories Package:** 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; 1/4" (6.5mm) adapter; wax guard.



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Optional accessories available for purchase with the SE420: 9" (23cm) cable; Push-To-Hear (PTH) accessory. The SE530 and SE530PTH also include a 9" cable, and the SE530PTH comes bundled with the PTH accessory.

- **How are the new black foam sleeves different?**

The new black foam sleeves are available in three different sizes (S, M, L) and are compatible with Shure's Sound Isolating Earphones. The new sleeves offer a tapered design for better fit and feature a non-porous smooth foam surface for increased durability. The sleeves can also be cleaned to extend their lives even further. The superior sound isolation properties of these sleeves make them ideal for airline travel.

- **Will the SE fit kits be interchangeable with the E Series models?**

Yes, all new sleeves will be interchangeable with all models, with the exception of the Shure E2c.

- **Is there a difference between the SE530PTH and the E500PTH? When will I be able to purchase the E500 without the PTH?**

The E500, with its sleek design and audiophile-level music reproduction capabilities, marked Shure's step into a new family of consumer earphones. The E500 represents the bridge between the E Series and the new line of Sound Isolating Earphones and has therefore been renamed the SE530 to signify its place as the flagship of Shure earphones. The SE530 will be available without the PTH accessory when the complete new family is launched. In addition, the clear sleeves and yellow foam sleeves are being replaced by three sizes of black foam sleeves.

- **What other inline accessories do you have planned for the new models?**

The first company to deliver an entire line of consumer earphones equipped with modular capabilities, Shure is giving consumers something that they've been missing in their listening experiences: boundless options to personalize their portable devices. Introduced in 2006, Shure's Push-To-Hear (PTH) inline accessory is the first example of the company's pioneering efforts in modularity which will create a whole new realm of interactive and customized personal audio accessories. Other accessories include a 9" (23cm) cable that when added to the standard length of 18" (45cm) creates 27" (68cm) of cable, an ideal length for lanyard MP3 players or armbands used during exercise.

- **With what devices are Shure's new earphones compatible?**

The SE210, SE310, SE420 and SE530 models are compatible with most popular CD, MP3 and DVD players, as well as portable gaming devices (any devices with a 1/8" (3.5mm) jack). All models in the new line are also compatible with 1/4" (6.5mm) jacks via a 1/8" to 1/4" adapter (sold separately with certain models). This 1/4" adapter is available online at [www.shure.com](http://www.shure.com) and included in the Premium Fit Kit provided with the SE420 and SE530.



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- **Will the SE210, SE310, SE420 and SE530 Sound Isolating Earphones connect to the most popular music player phones?**  
The SE models are compatible with any phones that have a 1/8" (3.5mm) jack that works with standard headphones. Adapters are available for many other phones to make them compatible. See [www.shure.com](http://www.shure.com) for details.
- **Will there be a gaming version of the new Sound Isolating Earphone models?**  
No, there will not be a version of the new earphones dedicated to gaming devices, as all models in the new line are already compatible with portable and PC gaming devices.

### III. Shure Corporate

- **Will the new line replace the E Series?**  
No, the E Series continues to be sold through both consumer and professional channels.
- **Why do you think this is a good time to introduce a new line of earphones?**  
With its legacy in superior audio attachments, Shure recognizes the growing opportunity in the accessories market, demonstrated by the following industry statistics:
  - With 44.7 million U.S. adults currently owning MP3 players, the market for cutting-edge audio devices is exploding.
  - As a result, more U.S. consumers are seeking premium accessories to enhance their listening experiences, with approximately 10% spending \$100+ on headphones/earphones during the past 24 months.
  - In a recent study of 2400 MP3 player owners in the U.S., 40% of all respondents said that they have replaced or upgraded their headphones and over 30% reported that they intend to do so within the next three months.
  - According to the Consumer Electronics Association (CEA), the accessories category is expected to grow to \$2.9 billion this year.
  - The Consumer Electronics Association also cites headphones and the listening category of MP3 add-ons as the number two item for overall accessory purchases this holiday season.

In addition to recognizing this market opportunity, Shure also understands that personalization and choice are becoming increasingly important to consumers as their options for cutting-edge devices continue to expand. Shure's new line of Sound Isolating Earphones offers a greater breadth of choice for customers.

- **Why not just add another earphone to the E Series line instead of introducing a new family?**  
With a number of new features and a different industrial design from previous models, we felt that it made sense to group the new Shure Sound Isolating Earphones together as a unique family.



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- **Where will the SE210, SE310, SE420 and SE530 be sold?**  
Shure's SE models will be available through [www.shure.com](http://www.shure.com), as well as through select retailers. For a complete list of where Shure earphones are sold, please visit: <http://www.shure.com/PersonalAudio/WhereToBuy/index.htm>.
- **Will the SE210, SE310, SE420 and SE530 be available internationally? When?**  
Yes, Shure is conducting a global launch of its SE models. Models will begin to be available worldwide in February.