

Shure announces Agreement to acquire AB Wavemark Oy



Shure, a manufacturer of audio solutions, has announced that an agreement has been reached for it to acquire Ab Wavemark Oy, a leader in software products for theater, film, TV, broadcast, and content streaming applications. The acquisition will add Wavemark's products to Shure's professional audio portfolio.

"The acquisition of Ab Wavemark Oy will further underscore Shure's commitment to providing our professional audio customers with innovative solutions that enhance workflow," says Nick Wood, Senior Director, Wireless Category, at Shure. "We are excited to expand our portfolio with cutting-edge and customer-centric solutions that enable creative productions across theater, broadcast, and content creation."

The forthcoming acquisition further strengthens Shure's strategic investment in software by providing audio technicians with the tools needed to inspire confidence and remove guesswork. The newly expanded software offering will be positioned alongside award-winning applications in Shure's portfolio like Wireless Workbench (WWB) 7. Together, WAVETOOL and WWB provide audio engineers with a comprehensive set of tools to manage RF and monitor all audio sources throughout a production, from pre-show planning to monitoring and listening during the show for flawless audio performance.

- WAVETOOL is an audio and listening application that provides critical, comprehensive monitoring for audio professionals. WAVETOOL's early detection of potential audio problems, streamlined communication capabilities with the sound team, and its centralization of monitoring functionalities, helps professionals monitor high-stakes productions with confidence.
- Centralized Monitoring. Compatible with the most popular RF receivers from multiple manufacturers, users can effortlessly monitor up to 128 channels from one screen.
- Made for High-Stakes Productions. The custom-built algorithm automatically highlights faulty sound sources, so technicians can identify and rectify issues immediately. Audio professionals rely on WAVETOOL for the most demanding productions, including West End and Broadway plays, along with top-tier live sound, reality TV, and sporting events.
- Optimal Convenience. The WAVETOOL mobile app enables audio engineers to move freely around the stage while streaming audio directly to their iOS devices. The chat functionality encourages front of house and stage technicians to quickly and effectively communicate transmitter issues with one another so they can be addressed in real time.
- Compatible with several Shure systems, including Axient Digital, ULX-D, SLX-D, Axient Analog, and UHF-R.

For podcasters, content creators, and broadcast audio engineers, the WTAUTOMIXER V2 plug-in offers seamless sound-mixing capabilities and automatically balances volume across multiple microphones while intuitively turning down non-active microphones for crystal-clear audio. It's the ideal choice for talk shows, discussion panels, and houses of worship, as it ensures excellent audio recording and streaming experiences, no matter the number of speakers. This upcoming acquisition aligns with Shure's continued focus on delivering cutting-edge audio software solutions that meet the diverse needs of the professional audio market.

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