

Shure Extends its Axient Digital Wireless System with The AD5X Portable Receiver

Audio Company Supports Broadcast and Film Markets With Premium Wireless Capabilities for Professionals On-The-Go



For decades, live events and broadcasting have depended on Shure to help capture and produce the most reliable audio possible. The debut of Shure's Axient Digital Wireless System took the industry by storm. Today, Axient Digital continues to serve as the standard for crystal-clear audio, RF spectrum stability, workflow control, and scalability. To help bring these unmatched wireless capabilities to new and existing Axient Digital customers, Shure has introduced the Axient Digital ADX5D Portable Receiver - a dual-channel, portable wireless slot receiver that provides superior RF performance, spectral efficiency, and transparent audio quality. The new portable form factor proudly enhances the Axient Digital ecosystem of wireless audio solutions.

ADX5D was born from one simple need: how to translate the superiority of Axient Digital into a portable option. Shure understood there was an industry demand for wireless capabilities that addressed the needs of today's ever-evolving production environments. Shure also recognized that it needed to innovate in a way that would take Axient Digital beyond the stage, stadiums, and studio broadcast environments. ADX5D is ideal for environments like sports/events broadcasting, electronic news gathering (ENG), film/episodic television, and electronic field production (EFP) - all of which rely on quality location sound. The portable receiver supports the demand for a remote wireless solution that ensures the message is clearly delivered.

“We designed the ADX5D Portable Receiver to incorporate the same innovative wireless technology that Axient Digital is known for, all in a portable form factor for professionals in the field or on-the-go,” said Nick Wood, Senior Wireless Category Director, at Shure. “We took the time to ensure this new addition to the Axient Digital family exceeds the rigors of everyday use and lives up to Shure’s reputation for quality that we’ve earned over the past 96 years.”

Whether a crew is broadcasting a weather report, offsite at a film shoot, or capturing the big game, ADX5D provides top-of-the-line audio and performance. Professionals in film, TV, and ENG now have access to the same audio quality and next-level RF performance that live sound professionals have trusted for years. Additionally, ADX5D is equipped with industry-proven high-performance RF technology, true digital diversity reception, and advanced digital audio technology – all packed into a portable slot form factor.

Key product features include:

- **Audio Quality and RF Performance**
 - Axient Digital has been used on some of the biggest live stages across the world. Since it was designed for professional productions that demand maximum signal stability, ADX5D is able to support the most extreme wireless needs. True digital diversity technology helps significantly mitigate the potential for signal fades or interference that can cause dropouts. Further, it also supports wide dynamic range, AES-256 encryption, and 2ms latency from the mic transducer to the analog output. A wide tuning band ensures reliable operation in any environment.
- **Portability and Convenience**
 - ADX5D functions as an on-the-go wireless receiver, offering the power and performance of Axient Digital – but in a portable form factor. It can easily slot inside and connect directly to the audio inputs of a professional broadcast camera, enabling streamlined connectivity of the two devices. The portability also provides convenience and flexibility, especially for film and TV sound mixers who often have discrete powering, audio-routing, and/or RF-distributing gear in their portable recording bags.
- **Remote Control and Accessibility**
 - Broadcast, ENG, and film production crews can take advantage of Axient Digital’s software capabilities with ADX5D – but in ways that matter most to them. More often than not, today’s production crews may be limited in the number of people who are onsite. This means that the talent, camera operators and others need real-time, easy-to-use wireless audio solutions. ADX5D incorporates ShowLink, which is unique to Axient Digital, and allows for real-time control of all transmitter parameters, interference detection, and avoidance (see country-specific functionality restrictions below). Ideal for remote, hybrid, or on-location sound environments, ShowLink makes it easier to use back-up frequencies and provide remote control directly to the linked transmitters. Compatibility with Wireless Workbench supports efficient control and configuration, optimal spectrum management, and

frequency coordination.

- Completes the Axient Digital Ecosystem
 - ADX5D confidently fits into the entire Axient Digital ecosystem of hardware and software solutions from Shure. Regardless of the environment - or the demands of a production - flawless RF, exceptional audio quality, and system scalability are desired by today's broadcast and film professionals. ADX5D naturally complements the existing solutions in Shure's expansive portfolio, including AXT600 Spectrum Manager, Wireless Workbench, and all Axient Digital transmitters, including ADX1M Micro Bodypack.

"The ADX5D Portable Receiver is an incredible tool to have at my disposal while on set," said Jon Ailecher, CAS, Production Sound Mixer on Chicago PD. "We move very fast on our show and with ADX5D I can easily transition from my cart to my bag, whether we're on location or in the studio, without affecting my workflow."

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