Shure IntelliMix Bar Pro



Shure, a company with expertise in workplace collaboration solutions, today announced the IntelliMix Bar Pro, an all-in-one video bar engineered to solve IT’s everyday challenges in meeting spaces. The newest addition to its collaboration portfolio expands Shure’s suite of solutions designed to enhance the AI-powered workplace. The IntelliMix Bar Pro delivers exceptional audio and video coverage from a single device, making it ideal for medium to large meeting spaces. Its innovative, patent-pending camera placement and AI-framing technology enables precise capture of non-verbal cues, creating more engaging and productive meetings for all participants.

“Businesses today need seamless audio and video solutions to make AI-driven collaboration effortless, and we're committed to delivering future-ready, reliable AI experiences in every meeting space. The IntelliMix Bar Pro achieves this by combining Shure’s industry-leading audio expertise with cutting-edge video technology,” said Sam Sabet, Chief Technology Officer at Shure. “Engineered for the AI-enabled workplace, the IntelliMix Bar Pro is breaking barriers by covering large rooms with a single front-of-room device. Close development of this enterprise-ready solution with Microsoft now allows our customers to deploy systems faster and reduce maintenance, significantly lowering the total cost of ownership.”

The Shure IntelliMix collaboration portfolio is engineered for enterprise-grade scalability, reliability, and consistency, delivering streamlined deployment and dependable performance across diverse environments. The IntelliMix Bar Pro integrates well-known, patented Shure Microflex® Advance™ array microphones with high output, premium stereo loudspeakers to deliver superior audio for meeting experiences. Onboard IntelliMix processing enhances audio clarity by reducing background noise and isolating voices, supporting precise transcriptions for AI tools like Copilot in Microsoft Teams and ensuring every word is captured clearly to boost productivity.

Built on the Microsoft Device Ecosystem Platform (MDEP), the IntelliMix Bar Pro also

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prioritizes a foundation of security and long-term stability for enterprises. MDEP enables IT teams to deploy and manage systems confidently, at scale, and with a consistent performance while meeting stringent security and compliance requirements. The strong collaboration between Shure and Microsoft reflects a shared commitment to quality, innovation, and customer satisfaction for AI-powered experiences.

“This collaboration with Shure shows what’s possible when enterprise security, quality hardware, and deep platform integration come together. By building on MDEP, Shure delivers devices that are secure by design, manageable at scale, and ready for the realities of modern IT environments. It’s a strong example of shared values translating into real customer impact,” said Juha Kuosmanen, Head of MDEP.

Shure IntelliMix View AI framing technology accurately frames each participant as they would appear in person. Four 4K cameras offer a combined 135-degree wide-angle field of view to ensure full-room visibility and the ability to intelligently highlight active participants. The Android-based IntelliMix Bar Pro, built on MDEP, includes an onboard compute. This simplifies setup, reduces potential points of failure, and lowers overall maintenance. IT teams can securely control, manage, and update devices remotely using ShureCloud and other enterprise IoT systems like Pro Management Portal and ServiceNow.

With the IntelliMix Bar Pro, Shure continues to lead the way in workplace collaboration, delivering intelligent solutions that empower IT teams and elevate meeting experiences across the enterprise. Innovations like IntelliMix View AI Video Framing position the IntelliMix Bar Pro as a smart, scalable platform for AI-powered workplaces. The IntelliMix Bar Pro will be showcased for the first time at ISE (Feb 3-6 in Barcelona).

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