

MICROFLEX COMPLETE WIRELESS

Wireless Digital Conference System

CASE STUDY



Audio solution for local government meetings

CUSTOMER PROFILE

A municipality* located in the south of the province of Quebec is governed by the mayor and her councilors. The City Council regularly holds online meetings and forums in order to set up standing commissions and committees dedicated to addressing significant issues affecting the city.

CHALLENGE

The main conference room in the town hall required a conferencing system upgrade due to poor sound quality produced by the current equipment, which has become outdated.

SOLUTION

Following a site assessment, SFM and Solotech proposed the Shure Microflex® Complete Wireless (MXCW) conferencing system, as it was the optimal solution to meet the specific needs and expectations of the city councilors.

BENEFIT

The Shure MXCW wireless conferencing system not only improved the audio quality but allowed the City Council to vote directly with the help of the MXCW system. The user-friendly features of the MXCW system have streamlined the Council's communication processes.

*For confidentiality purposes, the client's name has been removed from this case study.

CONFERENCING SYSTEM OPTIMIZATION WITH SHURE MXCW WIRELESS TECHNOLOGY

The main conference room in the town hall required a conferencing system upgrade due to poor sound quality produced by the current equipment, which had become outdated. The desired solution had to provide optimal sound quality, wireless capabilities, increased mobility, and an integrated voting system. The on-site technical team often faced challenges with the old system, complicating their jobs over time. The team needed better conferencing and broadcasting sound equipment to improve the experience for the councilors and the online community. Additionally, having cables scattered across the floor, which needed to be secured with tape to maintain safety, was aesthetically unpleasant during meetings.

In February 2023, the town hall office managers decided to make the transition to a new conferencing system. Following a site assessment, SFM and Solotech proposed the Shure Microflex® Complete Wireless (MXCW) conferencing system, as it was the optimal solution to meet the specific needs and expectations of the city councilors. Specifically, the Microflex Complete Wireless system can fit within the aesthetics of any conference room while delivering Shure audio excellence and wireless reliability for unparalleled meetings. The location of the MXCW microphones can either be fixed or moved with ease anywhere around the room, without the hassle of bulky and annoying cables. At the end of the project, in the fall of 2023, SFM provided training on the Shure MXCW wireless conferencing system to the municipal technical team, demonstrating the operational ease and flexibility of the system, in addition to presenting its exceptional sound quality.

The Shure MXCW wireless conferencing system not only improved the audio quality but also allowed the City Council to vote directly with the help of the MXCW system. The flexibility of the microphone positioning also allowed the councilors increased flexibility in the room. The team could now position the microphones based on audio needs during broadcasts. Furthermore, there are no more wires scattered all over the floor! The mayor and her team were very impressed with the new system. The user-friendly features of the MXCW system have streamlined the Council's communication processes, allowing for a more efficient and productive environment for decision-making. Positive feedback from both councilors and the public highlighted the success of the system in improving the overall conferencing experience for the City Council.

GEAR LIST:

NETGEAR

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| 1 X M4250-10G2F-POE+ (Configurable network switch) |
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SHURE

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| 16 X MXC416/C (Shure 40 cm gooseneck microphone for MXC and MXCW) |
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| 4 X MXC416/C (Shure 40 cm gooseneck microphone for MXC and MXCW) |
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| 2 X MXCWNCS-US (Shure MXCW charging station for the SB930 batteries) |
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| 16 X MXCW640 (Shure wireless unit for the MXCW conferencing system) |
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| 6 X SB930 (Shure rechargeable battery for the MXCW640 conferencing unit) |
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