

## Shure announces strategic investment in software company wavemark

### Strengthening focus on solutions for broadcast, Theater, and content streaming applications



Shure is strengthening its focus on software solutions by announcing a strategic investment in Finnish software company Ab Wavemark Oy.

Known for its software solutions for theater, broadcast, and content streaming applications such as Wavetool and WTAutomixer, Wavemark has recently expanded its software portfolio into streaming applications. It now offers WTAutomixer, a plug-in enabling seamless auto-mixing for uses like podcasting, remote learning, and house of worship services. WTAutomixer is the first multi-channel gain sharing automixer that can be inserted to almost any DAW as a VST3, AU, or AAX plug-in.

WTAutomixer automatically controls the gains of multiple microphones and is ideal for live streams, discussion panels, talk shows, religious services, and for any application that requires the use of multiple microphones. Wavetool is a monitoring and listening solution for professional audio engineers. It works with a variety of wireless equipment brands and supports mobile streaming of audio channels with the Wavetool Mobile Remote app. Wavetool has been used in conjunction with several high-profile theater applications using Shure Axient Digital Wireless Systems.

Shure's software offerings, which include Wireless Workbench for live events, plus Designer, SystemOn, and its new IntelliMix® Room Audio Processing Software for integrated systems, provide customers with a variety of different solutions for audio management.

"This move reinforces our commitment to the evolving needs of the pro audio and events industries," said Brian Woodland, Vice President, Global Business Development, Shure. "Both Shure and Wavemark have established strong relationships in the industry by understanding user workflows. Leveraging this mutual success, we will further support the growth in wireless system scale and complexity, help customers navigate the challenges of congested RF spectrum, while enabling advanced remote control, monitoring, and system management tools."

"We are very proud of this collaborative approach with Shure," said Timo Liski, Commercial

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Director at Wavemark. “The ability to share ideas and leverage synergies around software will be beneficial to customers in the audio industry.”

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[www.wavetool.fi](http://www.wavetool.fi)