



ClearOne BMA 360 Beamforming Microphone Array Wins 2021 AV Technology Magazine InfoComm Best in Market Award

November 9, 2021

The world's most technologically advanced beamforming microphone array ceiling tile celebrates its fifth industry accolade since its groundbreaking introduction in October 2020

SALT LAKE CITY--(BUSINESS WIRE)--Nov. 9, 2021-- ClearOne (NASDAQ: CLRO), a leading global provider of audio and visual communications solutions, today announced that for the second time in two weeks, the ClearOne BMA 360 with Voice Lift and Camera Tracking technology has been recognized by industry consultants and integrators for product innovation. The innovative beamforming array ceiling tile microphone has been awarded a 2021 AV Technology Magazine InfoComm Best in Market Award.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211109005271/en/>



The Best in Market Awards honors outstanding products launched in 2021. (Photo: Business Wire)

determined by the editor of AV Technology.

"We are honored and thrilled to be recognized by AV Technology," said ClearOne Chair & CEO Zee Hakimoglu. "Throughout the past two years, we have seen the style of meetings and conferences take many different forms – from fully remote to a hybrid combination, and now even in-person once again. We developed the BMA 360 to offer an innovative audio solution that meets all remote, hybrid and in-person needs, enabling better meetings in practically all situations."

This accolade is the BMA 360's fifth industry award since its trailblazing launch last fall – having already received the 2020 Sound & Video Contractor Magazine Innovation Product Award, 2021 TNT (Top New Technology) Award, TMC 2021 Communications Solutions Product of the Year Award, and 2021 SCN Product Installation Award.

The BMA 360 is the world's most technologically advanced beamforming microphone array ceiling tile with Voice Lift capability delivering unrivaled audio performance and deployment ease. It's the industry's only ultra-wideband, frequency invariant beamforming mic array with uniform gain response across all frequency bands. With FiBeam™ technology, conference participants experience natural and full-fidelity audio across all beams and within a single beam. And with the BMA 360's deep sidelobe beamforming, DsBeam™, unparalleled sidelobe depth below -40 dB, results in superior rejection of reverb and noise in difficult spaces for superb clarity and intelligibility.

The AV Technology InfoComm Best in Market Awards honor outstanding products launched in 2021 by manufacturers of professional AV products and solutions who did not exhibit at InfoComm 2021. Winners were selected by a panel of judges and editors who reviewed nominations and chose the winners on a point score against a range of criteria as



Further advancements in adaptive steering enable the BMA 360's impeccable coverage of each conference participant as well as support for Camera Tracking and Voice Lift. For Voice Lift applications, the combination of ClearOne's beamforming plus feedback cancellation technologies provide up to a 20 dB boost in gain before feedback compared to an omni mic.

In addition to the advancements in beamforming technology, the BMA 360's 6G Acoustic Echo Cancellation (AEC) delivers unmatched per-beam full-duplex audio performance. On-board audio algorithms, like noise reduction, filtering, and Automatic Level Control, eliminate the need for per-beam processing in a DSP mixer - requiring fewer DSP mixer resources. Robust built-in amplifiers, configurable as 4 x 15 Watt or 2 x 30 Watt, provide flexibility for driving loudspeakers. ClearOne's breakthrough technologies, FiBeam, DsBeam, and 6G AEC combine to create VividVoice™, a significant advancement for professional conferencing.

AV Practitioners benefit from the ClearOne architecture, which makes installation foolproof, and setup and configuration a breeze. End users benefit from the reduced overall system cost for maximum ROI and unbeatable audio.

The BMA 360 sets another industry standard for exceptional mic pickup distance and system gain.

Learn more about the BMA 360 [here](#).

About ClearOne

The Best in Market Awards honors outstanding products launched in 2021.

ClearOne is a global market leader enabling conferencing, collaboration, and network streaming solutions. The

performance and simplicity of its advanced, comprehensive solutions offer unprecedented levels of functionality, reliability, and scalability. Visit ClearOne at www.clearone.com.



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