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AND THE WINNER IS...

Shure & Snow Patrol Announce 'Fallen Empires' Remix Competition Winner



Snow Patrol (left) and their album, Fallen Empires. Right: Competition winner Juha-Matti Koppelomäki.

High-resolution versions of these images are available at the following links:

<http://tinyurl.com/9xsmxff>

<http://tinyurl.com/929a5ca>

<http://tinyurl.com/Juha-Matti>

Eppingen, Germany, February 2013: After five months, and having received over 600 entries from all over the continent, Shure Europe, together with UK rock band Snow Patrol, have announced the three winners in their Fallen Empires remix competition. The band selected the bronze, silver and gold winning remixes of their most recent album's title track from a shortlist of 20 chosen by Shure Europe in early January, following several weeks of intensive listening to all of the entrants' lovingly crafted remixes. Styles varied from orchestral and techno workouts to all-acoustic, stripped-back versions of the original band arrangement — but the eventual winner beat them all by the time-honoured trick of turning up the track to 11.

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The third place (bronze) winner was Janusz Zalewski, who wins Shure equipment worth 500 Euros for his remix, which slows the original and adds a funky feel (and can still be heard at <https://soundcloud.com/shure-remix-competition/fallen-empires-remix-by-janusz>). In second place was a remix by Peter Galaksikov, who impressed Snow Patrol with their tense, string-heavy take on Fallen Empires (<https://soundcloud.com/shure-remix-competition/fallen-empires-peter>) and receive a Shure voucher worth 1000 Euros. But the winner was Juha-Matti Koppelomäki, a Media student (and former studio intern) from the University of Tampere in southern Finland, who won the band over with his hard-rocking, guitar-heavy complete rework of the track, audible at: <https://soundcloud.com/shure-remix-competition/fallen-empires-remix-by-juha>. Snow Patrol said it all: "This remix is massive... a worthy winner!"

Juha-Matti declared himself "very surprised" when he got the call to say he had won the competition. When asked what had inspired him to increase the rock content of the original track, he replied "I really liked the original track, the lyrics and the melodies — but as a fan of rock and metal music I decided to speed up the track, play my own guitars and add some of my own drums. The rest fell into place very quickly, because the song already had the required rock attitude."

As the golden first-prize winner of the Fallen Empires competition, Juha-Matti has now received a Shure voucher worth 1500 Euros, which may be redeemed against Shure equipment of his choice. Although he was still deciding at the time of writing, he felt it was likely that he would be expanding his microphone locker, as he explained: "I already own some Shure microphones, and my most recent discovery is the SM7B; I used it on a guitar cabinet and it sounded great. It's a very versatile microphone — I might have to get one of those at least!"

Paul Crognale, Marketing Manager at Shure UK and one of the instigators of the Fallen Empires competition, commented: "This has been a hugely successful venture from start to finish, with remixes of a very high quality from all over Europe. We were amazed by the amount of time and effort that many of the entrants spent on their submissions and Juha's amazing remix is a testament to this. We'd like to thank everyone who took part, and of course Snow Patrol and their management for their help and trust!"

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About Shure Incorporated

Founded in 1925, Shure Incorporated (www.shure.com) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphones and in-ear personal monitor systems, headphones for performers, presenters and recordists, award-winning earphones and headsets for use with MP3 players and smart phones, and top-rated phonograph cartridges for professional DJs. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated corporate headquarters is located in Niles, Illinois, in the United States. The Company has additional manufacturing facilities and regional sales offices in China, Germany, Hong Kong, Japan, Mexico, the United Kingdom, the Netherlands, Denmark, and the United States.

About Shure Europe GmbH

Shure Europe is a wholly owned subsidiary of Shure Incorporated. Established in Eppingen/Germany the Company's regional headquarters provides sales, marketing and technical support for its distribution and channel partners within Europe, the Middle East and Africa.