

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AUDIO-TECHNICA INTRODUCES ATR SERIES HIGH-PERFORMANCE MICROPHONES FOR CONSUMER USE

STOW, OH, August 5, 2009 — [Audio-Technica](#) today announced the availability of 11 new high-value [ATR Series microphones](#) designed for home recording, live performance, computer and camcorder use and other non-professional applications. The new models combine superior audio quality with attractive pricing and durable construction, and include the **ATR1500, ATR1300, ATR1200 and ATR1100** vocal/instrument mics, the **ATR6550, ATR6250, ATR4697 and ATR3350** specialty mics, the **ATR4700 and ATR4600** computer mics and the **ATR5200** headset microphone.

Crystal Griffith, Audio-Technica Consumer Marketing Manager, stated: “With the increasing popularity of home and project studio recording, podcasting, and participation in YouTube and other video sites, Audio-Technica recognized the need for a line of affordable, high-quality microphones for consumers who may not be audio professionals, but who still want great sound. Our new ATR Series microphones were created to accommodate a wide variety of consumer applications, at price points that offer exceptional value.”

ATR Series microphones range from \$7.95 to \$99.95 suggested retail and all come with a lifetime warranty. The [ATR1500](#), [ATR1300](#), [ATR1200](#) and [ATR1100](#) handheld

vocal/instrument mikes are ideal for up-and-coming musicians and bands, recreational music making, home and “prosumer” recording and live music performance. The ATR1500 dynamic vocal/instrument microphone (SRP: \$49.95) is engineered for clear, detailed vocal and instrument reproduction. Perfect for on-stage use, its cardioid response pattern reduces pickup of sounds from the sides and rear, for improved isolation of the vocalist or instrument being miked, and resistance to feedback. The ATR1500 features rugged metal construction and a handy on/off switch, and comes with a detachable 15-foot XLR cable and stand clamp.

The ATR1300 (SRP: \$29.95) dynamic microphone has a unidirectional pickup pattern for smooth, focused response without feedback. Ideal for vocal and instrument use, its durable all-metal construction and high-quality element (the part of the mic that converts sound waves into audio signals) ensure reliable, dependable performance. The ATR1300 comes with an on/off-switch, detachable 16.5-foot XLR cable and a stand clamp.

The Audio-Technica ATR1200 cardioid and ATR1100 unidirectional dynamic microphones (SRP: \$19.95 and \$9.95, respectively) make it easier than ever to step up to high-quality sound. Both feature a precision element for clear and natural audio reproduction, and a convenient on-off switch. They come with a cable with 3.5mm mini-plug and ¼-inch plug adapter.

For video enthusiasts, Audio-Technica’s [ATR6550](#) condenser shotgun microphone and [ATR6250](#) stereo condenser video/recording microphone (SRP: \$99.95 and \$69.95) offer a major upgrade in sound quality from typical built-in camcorder mics. The ATR6550 features a highly directional “Tele” range setting that is engineered to pick up sound from a distance while rejecting ambient noise. The ATR6250 provides stereo audio pickup from a convenient single-unit design. Both models feature high-performance condenser elements for smooth, detailed audio quality and come with accessories including a camera mount, mic stand clamp, cables and plug adapters and more.

The [ATR4697](#) condenser boundary microphone (\$39.95) is designed for placement on a table or desktop, and has an omnidirectional (360-degree) pickup pattern for meetings, teleconferencing and desktop computer use. Perfect for podcasting, the ultracompact

[ATR4700](#) (SRP: \$12.95) and [ATR4600](#) (SRP: \$7.95) plug into a computer's microphone input, and have flexible goosenecks for easy positioning. The [ATR5200](#) headworn mic (SRP: \$49.95) is designed for hands-free gaming, computer and other recording applications. The [ATR3350](#) miniature lavalier mic (SRP: \$39.95) clips onto the wearer's clothing and is engineered for accurate, intelligible voice reproduction. The microphone is well suited for video use, and for dance, aerobics and sports instructors.

Audio-Technica ATR Series microphones are currently available (except the ATR1500 will be available August 2009) online or at Audio-Technica authorized retailers.

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Photo Files: ATR1500 Image.jpg
ATR6550 Image.jpg
ATR4700 Image.jpg

[Click here for ATR Series microphone product profiles and downloadable high-res images.](#)
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Celebrating 47 years of audio excellence, Audio-Technica is renowned worldwide for a broad range of consumer and professional audio products, including high-performance headphones, microphones, wireless systems, turntables and phono cartridges. Winner of numerous industry awards, Audio-Technica designs and manufactures products that set quality, durability and price/performance standards for major concert tours, broadcast and recording studios, corporate and government facilities, theaters, house-of-worship venues, and consumer applications. Learn more at www.audio-technica.com.

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— *For more information on the complete range of Audio-Technica products, contact Karen Emerson, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web: www.audio-technica.com.*

— For further information regarding product availability and pricing in the United Kingdom, please contact Harvey Roberts (hroberts@audio-technica.co.uk); in Germany, please contact Anja Groth (a.groth@audio-technica.de); in the rest of Europe, please contact Evangéline Pirot (epirot@audio-technica-europe.com).