

## NEWS RELEASE

Contact: Frank Doris  
Tel: (631) 645-5668  
[frankdoris@optonline.net](mailto:frankdoris@optonline.net)

## FOR IMMEDIATE RELEASE

### AUDIO-TECHNICA ATR1205 MICROPHONE FEATURES COLORFUL CUSTOM WRAPS THAT LET USERS PERSONALIZE THEIR MICS

STOW, OH, January 7, 2010 — [Audio-Technica](#) now offers its [ATR1205 microphone](#) for consumers. The high-value ATR1205 (on exhibit at CES 2010 at the Las Vegas Convention Center, South Hall 1, Booth 21840) comes with four microphone wraps that let users customize the look of their mic. Named “Tribal,” “Boom,” “Jackson,” and “Cutie,” each of the new wraps fit snugly around the microphone to transform the mic’s look with a personal bold visual statement.

Crystal Griffith, Audio-Technica Consumer Marketing Manager, stated: “Microphones are being used by a whole new generation of karaoke fans, amateur video makers, musicians, gamers and many others. With our new ATR1205, we’re offering these users a mic with style, personality and fun that delivers high-quality sound at an affordable price, and captures the look of pop, rock, and country stars who personalize their own microphones.”

The ATR1205’s “Tribal” wrap has a dramatic design evocative of a tribal tattoo. “Boom” features a pattern of silver and black lines radiating from the center of the mic. The “Jackson” wrap’s splashes of color are evocative of abstract expressionist artwork, and “Cutie” features a cheerful pattern of hearts intertwined with a floral pattern. The “Boom,” “Jackson,” and “Cutie”

wraps are also the same as the ones available in the critically acclaimed videogame Guitar Hero 5<sup>®</sup>, where players who get “sponsored” in the game can upgrade to Audio-Technica mics.

The ATR1205 handheld dynamic microphone is engineered for vocal and instrument reproduction. It includes an on/off switch and features a cardioid (heart-shaped) response pattern that rejects background noise, for clear sound quality of the vocalist or instrument being miked. The ATR1205 has a 16.5-foot cable with a 3.5mm mini plug, and comes with a desk stand, mic stand clamp and 1/4-inch plug adapter. The ATR1205 carries a limited lifetime warranty.

The Audio-Technica ATR1205 is currently available online or at Audio-Technica authorized retailers at a suggested retail price of \$24.95.

...ends 332 words

Photo Files: ATR1205\_withWraps\_dpi300.jpg  
ATR1205\_withWraps\_dpi72.jpg

[Click here for ATR1205 microphone product profile and downloadable high-res images.](#)

[See more Audio-Technica news releases.](#)

Celebrating 48 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](http://www.audio-technica.com).

###

— *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.*

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

Guitar Hero V is a registered trademark of Activision Publishing, Inc.

**Audio-Technica is exhibiting at the Las Vegas Convention Center, South Hall 1, Booth #21840 during CES 2010 in Las Vegas, NV.**