



Where Great Recordings Begin

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MXL Develops Agnostic Mobile Media Microphones for Cell Phones and Tablets

MXL Microphones builds on its successful studio and field recording lines with a series of microphones engineered to work with mobile devices.

El Segundo, CA (July 17, 2013) – MXL Microphones, a division of Marshall Electronics, has announced a line of cell phone and tablet-compatible microphones designed to work with any 3.5mm jack. The new microphones are called the Mobile Media Series, or MM Series. Key features include compatibility with multiple mobile devices and functionality tailored to specific mobile applications.

The MM Series introduces time-tested microphone technology to the mobile market. Electret and condenser microphones, long used for professional audio recording, are engineered for specific mobile uses. Users will be able to use their mobile devices for a wider range of applications, including audio-only recording and audio for video recording.

“Cell phones and tablets are growing in both numbers and types of applications,” said MXL Director of Sales and Marketing Perry Goldstein. “They are much more than just phones. MXL Mobile Media microphones give users the choice of multiple mics that are each designed for specific mobile applications.”

The MM-VE001 Mobile Videographer’s Essentials Kit will be the first Mobile Media product to debut. It is an audio for mobile video solution. The kit consists of the FR-310 shotgun microphone, an impedance-matching cable with 3.5mm plug, and a fully adjustable bracket mount. The cable allows the FR-310 to deliver an audio signal to the phone for audio-only recording or audio for video recording. This solution enables steadier video and directional audio pickup on mobile videos.

The MXL MM-VE001 will be followed by four microphones: the MM-110 boundary mic, the MM-120 desktop electret condenser mic, the MM-130 handheld electret mic, and the MM-140 battery-powered condenser mic. Each microphone plugs into the 3.5mm jack on a mobile device. They are agnostic in design, working with iPhones, iPads, Androids, and most other mobile devices with a 3.5mm jack.

The MM-130 handheld electret microphone is designed for interviews on the go; it improves the quality of sound bites to be used for broadcasts or podcasts. The MM-110 tabletop boundary microphone can record meetings of multiple people onto a tablet or



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portable device. The MM-120 and MM-140 condenser desktop microphones will be useful for recording vocals or instruments into mobile devices for podcasting or scratch recording. All MM microphones will have removable, replaceable cables.

The Mobile Media series will begin rolling out in late 2013.

About MXL

MXL is division of Marshall Electronics. MXL is a leading manufacturer of consumer and professional audio products for the music recording, broadcast, post, production, and live sound markets. Additional information on all MXL microphones can be found at www.mxlmics.com.

About Marshall Electronics:

Marshall Pro Audio/Video is a leading supplier of LCD monitors, cameras, business microphones, cables and accessories for A/V professionals around the world. With over 30 years of experience servicing the industrial, broadcast and OEM electronics industries, Marshall Pro A/V offers unique system solutions, flexibility, superior customer service and the latest technologies for the professional audio/video market. Discover the Marshall advantage at www.marshall-usa.com.

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