

*Deer Bulletin*

*Going out 3/30/99*

March 30, 1999

## ENG 618 Update

### **New Carbon-Fiber Boom Pole is a Hit with Network Engineers!**

Effective immediately, all ENG 618 Microphones will be equipped with the Academy Award™ winning K-TEK carbon fiber boom pole. The new boom pole is constructed from high-density graphite fiber selected for maximum strength and minimum weight. Eight layers of dent-proof graphite are precision ground and then burnished to produce low handling-noise and a nonreflective finish. The extensions have a rock solid feel when tightened.

David Bull, Engineer at ABC Radio, Washington, D.C., and media advisor for the ENG 618 project, was so impressed with the new K-TEK pole he wanted to purchase our field-test unit. "The ENG 618 concept for a highly directional, integrated boom-pole shotgun microphone is right on target," says David, and now, with the new, ergonomic K-TEK boom-pole, the ENG 618 is the perfect newsgathering tool." He added, "The ENG community readily would pay more for a product of this caliber."

Purchaser's of the original ENG 618 integrated microphone, with the telescoping aluminum pole, who wish to upgrade to the new K-TEK boom pole should contact Frank Spain at 800-234-6831, ext. 736 for details.

### **Pricing**

	Sugg'd List	Pro User	1or More
ENG 618 Integrated Boom Pole / Shotgun Microphone	\$1,658	\$1,382	\$829

Best regards,

Charlie Winkler  
Director of Sales & Marketing  
Microphone Products



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TO: EV Reps  
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## ENG 618 Competitive Matrix

The following Dealer Bulletin on the ENG 618 reflects the upgrading from the original aluminum boom-pole to the K-TEK carbon-fiber pole. This upgrade now gives us an outstanding product with the best boom-pole in the industry. We did have to raise the price, but when you check out the competitive models after adding boom-pole, windscreen and shockmount, we are still right in the ballpark at \$829 Dealer.

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**Vs. Shure SM89 with boom-pole, windscreen and shockmount / Estimated Dealer \$870**

**ENG 618 Features:** Integrated shotgun microphone, boom-pole and monitor amp  
Low RF immunity  
Shorter tube  
Battery or phantom

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**Vs. Sennheiser ME67/K6 with boom-pole, windscreen and shockmount / Estimated Dealer \$1,066**

**ENG 618 Features:** Integrated shotgun microphone, boom-pole and monitor amp  
Better directionality from longer active tube (14" vs. 10")  
More rugged construction  
Battery or phantom

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**Vs. AKG CK98+SE300B with boom-pole, windscreen and shockmount / Estimated Dealer \$810**

**ENG 618 Features:** Integrated shotgun microphone, boom-pole and monitor amp  
Much better from longer active tube (14" vs. 7")  
More rugged construction  
Battery or phantom

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**Vs. Beyer MC736 with boom-pole, windscreen and shockmount / Estimated Dealer \$851**

**ENG 618 Features:** Integrated shotgun microphone, boom-pole and monitor amp  
Better directionality  
More rugged construction  
Battery or phantom

(Note: The VDB Baby Boom-Pole was used for the competitive models comparison at \$248 Dealer)