The Snowball.

Podcasting perfected – and more.

Golly. What is that thing?

Simply put, the Snowball™ is Blue Microphones' revolutionary new USB microphone – the first studio-quality USB mic on this (or any other) planet. It's never been easier to get live audio into your Macintosh or Windows desktop or laptop. Just plug it in, adjust your input level and you're up and running!

Ok. But what's so great about it?

Aside from its simple direct interface, the Snowball is simply the best-sounding USB mic on the market, and with two pickup patterns and a separate setting for really loud sounds, it's versatile enough to cover a wide range of recording and real-time applications, from high quality podcasting and telephony to vocal and instrument recording in both home and professional studios. Whether you're recording a podcast, a guitar at your kitchen table or the whole band in the studio, the Snowball can capture it with detail unheard of in a USB mic.

iPod, therefore iPodcast.

Of course you want to do your own podcast! Enter the Snowball – the perfect solution for professional-sounding results in an affordable, easy-to-use package. Ideal for any application where you need to get high-quality audio into your computer, the Snowball unites the heritage of vintage classic microphones costing thousands of dollars with cutting edge technology and an ease of use never imagined! Engineered to be heads and ears above built-ins and "computer store" mics, the Snowball can handle everything from vocals to sound effects and, of course, just about any musical instrument!

Yep, it's included.

The Snowball includes a shielded USB cable and a spiffy desktop mic stand. You also get an easy-to-understand manual with loads of recording tips, so you can literally set-up your Snowball and be recording in just a matter of minutes. Plus, a variety of software recording applications are compatible with the Snowball,* including Apple's new GarageBand 3. Give it a listen – you won't believe your ears.
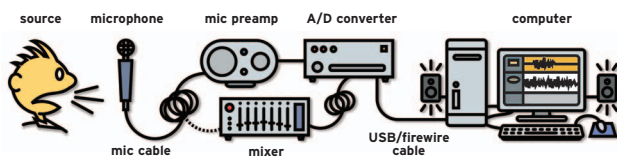
We hear you.

For a more in-depth look at the Snowball and to view our FAQs, visit us on the web at *www.bluemic.com*. Click on the Snowball page and you'll find a trove of up-to-date information. Or call Dr. Bott at 1-887-611-BOTT (2688) for expert answers and technical support.
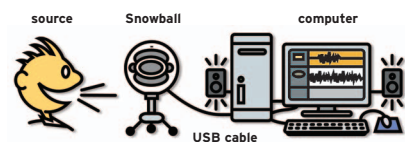
Blue Microphones

In a hurry? A traditional recording chain can be costly and time-consuming . . .

| source | microphone | mic preamp | A/D converter | computer |

mic cable   mixer   USB/firewire cable

VS.

. . . but with a Snowball, it's never been easier!

| source | Snowball | computer |

USB cable

Podcasting 101.

A basic primer on creating your own podcast!

Step 1: Create your podcast

First and foremost: What do you want to talk about? Politics? Poetry? Pecans? Pelicans? Whatever your topic, keep it moving so your listener stays interested – there's nothing worse than a dull
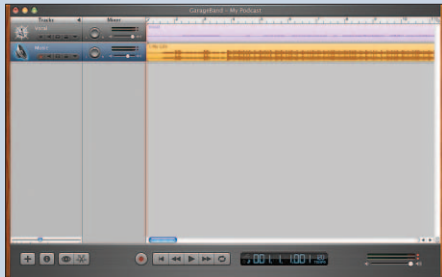

With the proper hardware and software, it's easy to create your own podcast

podcast (unless it's a dull podcast about dull podcasts). You may even want to write a script – but don't be afraid to vamp (showbiz talk for improvising). And one more thing: If you want to feature music in your podcast, make sure you have written permission from the copyright holder – do NOT infringe!

Step 2: Record and Edit your podcast

Get some software and learn how to use it! Make sure you know the basic ins and outs of your recording software BEFORE you begin talking. If you have a good grasp of your software's capabilities, you'll be less likely to get frustrated or accidentally delete your award-winning performance. Learn how to use your audio editing functions – the most powerful feature of your software that will help you sound like a real pro! You should know how to select, cut, copy and paste the audio you've recorded,
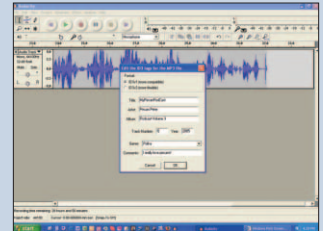

A typical podcast as shown in Apple's GarageBand

as well as import audio from your hard drive or desktop. Make sure there are no awkward long pauses or gaps in audio, and if possible, delete all room noises, coughs, sniffles, cell phone ringtones, the annoying chihuahua barking next door, etc. And for Pete's sake, speak directly into the mic! Programs like *GarageBand, Logic, Sonar* and *Audacity* are but a few that offer all the functions you'll need to create a polished production.

Step 3: Export your podcast

Export your files as stereo MP3's. This is the most common format for podcasts because it takes up relatively little space and downloads quickly. A typical one hour podcast in MP3 format should
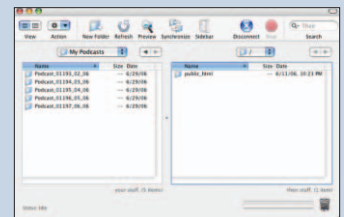
take about four or five minutes to download with a broadband connection. Also, make sure to fill in the ID3 tags to help your listeners organize and categorize your work. A good question to ask before you buy your audio software is if it has MP3 capability. Some do, while others allow you to download it as an option for purchase.

MP3 turns your large podcast into a small, easy-to-download package

Step 4: Upload your podcast

Your ISP may have an online file manager that will help you upload your files. Some ISPs, however, only allow small uploads through their web-based file managers, in which case you'll need an FTP client. Some FTP programs are available for free (or as shareware), while others with more functionality can be purchased online, usually as a download. Programs like *Fetch, Transmit, SmartFTP*, and *CuteFTP* will have all the functions you need to manage and upload your podcast files to your host.

A dedicated FTP client gives you maximum control over file transfers

Step 5: Publicize your podcast

You've worked hard on your show and now you want the world to hear it! There are many podcasting sites where you can post your link and still other sites where you can post and participate in podcasting forums to learn how to make yours even better. There are even sites that will review your podcast, but beware – there are some tough critics out there! Check out *ipodder.org, podcast.net, podcastingnews.com* and *podcastalley.com* for starters.

Congratulations, you're a podcaster!

We hope that these podcasting tips get you off to a good start. You'll find detailed info on how to get the most out of your Snowball at *www.bluemic.com* – click on the Snowball icon at the top of the homepage and you'll learn all about the best input device – for podcasting and beyond – available today. Check it out!

Blue
Microphones

Step up to the mic.™

www.bluemic.com