

Broadcast and
Professional Group



DATE: MAY 1, 1999

99-0146

TO: GENERAL AUDIO RESELLERS
GENERAL RESELLERS

FROM: BOB TAMBURRI

SUBJECT: INTRODUCTION OF F-780/9X / DISCONTINUATION OF F-780
EFFECTIVE: MAY 1, 1999

	Discontinued Model	Inventory Status	New Model	Availability
Model	F-780	2-A, 5-B	F-780/9X	May '99
Suggested List Price	\$265.00		\$265.00	
Reseller Price (1-3)	\$162.00		\$162.00	
Reseller Price (4-24)	\$157.14		\$157.14	
Reseller Price (25+)	\$155.52		\$155.52	

INTRODUCTION:

Sony Pro Audio is happy to announce the introduction of the F-780/9X. This model is an enhanced version of the top of the line model F-780 dynamic vocal microphone. Improved sonic and mechanical characteristics make this mic a perfect choice for critical live vocals, or where high quality, rugged reliability and resistance to feedback are required. The standard F-780 model will no longer be available.

Product Description: Hyper-cardioid, hand-held, dynamic vocal microphone.

- Features and benefits:**
- New, Improved capsule design for enhanced audio performance.
 - Designed specifically for critical vocal reproduction live performance and recording.
 - Rigid structure allows easy capsule movement for higher sensitivity and lower mechanical noise.
 - Urethane coating for extremely low handling noise.
 - Tighter unidirectional polar pattern for improved feedback rejection.

Product Comparisons: Shure Beta 58, Audix OM-7, Beyer TGX-580.

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Suggested Applications: High performance live vocals.

Supplied Accessories: Mic holder & stand adapter.

Literature Order #: TBA.

Features and specifications are subject to change without notice.

For further information, please contact your local Regional Audio Manager.

Good Selling,

A handwritten signature in cursive script that reads "Robert Tamburri".

Bob Tamburri
Product Manager, Professional Audio Products
Broadcast and Professional Company