

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Audio-Technica Debuts BP894 MicroSet® Subminiature Cardioid Condenser Headworn Microphone

— New BP894 features a rotating capsule housing with talk-side indicator for use on either ear —

— MicroSet® models are ideal for church/house of worship, educational and commercial applications, including corporate A/V presentations, broadcast and theater sound reinforcement requiring outstanding audio quality and inconspicuous design —

135th AES Convention, New York, NY, October 18, 2013 — [Audio-Technica](#) (booth 2723), a leading innovator in transducer technology for over 50 years, is debuting its [BP894](#) MicroSet® Subminiature Cardioid Condenser Headworn Microphone. Inspired by A-T's popular BP892 MicroSet, the BP894 features a rotating capsule housing with talk-side indicator for use on either ear and perfect polar pattern placement. The MicroSet BP894 takes headworn microphones to the next level, by allowing the cardioid capsule to be aimed directly at the sound source (i.e. the microphone faces the mouth, rather than facing forward like other options on the market). The uniform pickup pattern provides excellent rejection of outside noise, with exceptional gain-before-feedback when used with live sound systems and stage monitors.

Featuring an inconspicuous and ergonomic design, the BP894 MicroSet (available in black and theater beige) rests comfortably behind the ear and can be worn for hours without fatigue. Its contoured earpiece stays in place even on the most animated performer/presenter and does not interfere with the user's eyeglasses. The BP894 comes with the AT8464 Dual-Ear Microphone Mount which can be attached to provide maximum stability. The microphone provides superior intelligibility and clean, accurate reproduction for the most demanding church/house of worship user, lecturer, broadcaster or theater performer. With its high-SPL capability (135 dB), it is particularly ideal for high-volume motivational speakers/lecturers, pastors and stage actors. Frequency response is 20Hz to 20kHz.

The BP894 will be available starting in October in the following configurations:

- BP894 MicroSet Subminiature Cardioid Condenser Headworn Microphone with AT8539 Power Module; US MSRP \$639.00.
- BP894-TH Beige MicroSet Subminiature Cardioid Condenser Headworn Microphone with AT8539 Power Module; US MSRP \$639.00.
- BP894cW MicroSet Subminiature Cardioid Condenser Headworn Microphone with Locking 4-Pin Connector (HRS-type); US MSRP \$499.00.
- BP894cW-TH Beige MicroSet Subminiature Cardioid Condenser Headworn Microphone with Locking 4-Pin Connector (HRS-type); US MSRP \$499.00.
- BP894cT4 MicroSet Subminiature Cardioid Condenser Headworn Microphone with TA4F Connector; US MSRP \$539.00.
- BP894cT4-TH Beige MicroSet Subminiature Cardioid Condenser Headworn Microphone with TA4F Connector; US MSRP \$539.00.
- BP894cL4 MicroSet Subminiature Cardioid Condenser Headworn Microphone w/Lemo Connector; US MSRP \$579.00.
- BP894cL4-TH Beige MicroSet Subminiature Cardioid Condenser Headworn Microphone with Lemo Connector; US MSRP \$579.00.
- BP894c MicroSet Subminiature Cardioid Condenser Headworn Microphone; Unterminated; US MSRP \$479.00.
- BP894c-TH Beige MicroSet Subminiature Cardioid Condenser Headworn Microphone; Unterminated; US MSRP \$479.00.

- BP894cLM3 MicroSet Subminiature Cardioid Condenser Headworn Microphone with Locking 3.5 mm Connector; US MSRP \$539.00.
- BP894cLM3-TH Beige MicroSet Subminiature Cardioid Condenser Headworn Microphone with Locking 3.5 mm Connector; US MSRP \$539.00.

For more information, please visit www.audio-technica.com.

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Photo Files: BP894_Photo1.JPG, BP894_Photo2.JPG

Click here for [BP894](#) product profiles with downloadable high-res photos.

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Celebrating over 50 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and electronics for the audio industry.

—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; Fax: (330) 688-3752; Web: www.audio-technica.com

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

Audio-Technica is exhibiting at booth 2723 at the 135th AES Convention in New York, NY.