

**NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Leading Engineers/Producers Use Audio-Technica AT5040 Vocal  
Microphone For A Wide Variety Of Projects**

STOW, OH, November 27, 2013 — The new [AT5040](#) Cardioid Condenser Studio Vocal Microphone from [Audio-Technica](#), a leading innovator in transducer technology for over 50 years, has recently been used on a wide variety of projects from top producers and engineers in the industry.

GRAMMY® Award-winning producer, mixer and engineer Joe Chiccarelli (whose credits include The Strokes, The Killers, Jason Mraz and others) recently employed the AT5040 for vocals in the studio. “I used the AT5040 on the upcoming album for the Madden Brothers on Capitol Records. I was quite impressed with its clear and honest high end. The off-axis rejection is as smooth as any mic can be. It has a way of removing the control room glass in front of the sound – it has a really honest 'right in the room' type of sound. Very impressive.”

Multiple GRAMMY Award-winning engineer and producer Al Schmitt (Paul McCartney, Sam Cooke, Frank Sinatra and others), stated, “I recently used the AT5040 on vocals and was completely happy with the results. I also used it on a bass trombone solo and it sounded fantastic – the musician said it was the best his trombone ever sounded.”

David Reitzas, known for his work with Barbra Streisand, Madonna, and David Foster, states, "I used the AT5040 on a recent project for artist Pamela Lillard. I was blown away with how the AT5040 sounded! This is by far the best mic that Audio-Technica has ever made!"

Richard Chycki (Rush, Aerosmith, Needtobreathe, Our Lady Peace and others) has been a longtime fan of Audio-Technica microphones. He says, "I regularly use several models of Audio-Technica mics for their sound quality as well as their innovative design, consistency and reliability. For the new Dream Theater album, by pairing the right mic with the source, we captured some pretty amazing audio with a minimum of outboard trickery. For instance, the AT5040, with its amazing sensitivity and ultra-low noise floor, was an absolute joy to use, on acoustic guitar in particular."

Multiple GRAMMY Award winner Frank Filipetti (Foreigner, James Taylor, Barbra Streisand, others) used the AT5040 to capture the full range of one of America's most iconic music eras and sounds. *Motown The Musical* officially opened earlier this year at the Lunt-Fontanne Theatre and features timeless hit songs such as "What's Going On," "Ain't Too Proud To Beg," "Baby I Need Your Loving," "My Girl," "Dancing in the Street" and "I Heard It Through The Grapevine." On the cast recording for *Motown The Musical*, Filipetti used the new AT5040 for the first time. "I placed it in the vocal booth with Brandon Victor Dixon, who plays Berry Gordy in the show, and it instantly sounded fantastic," Filipetti recalls. "The vocals just came alive. When Bryan Terrell Clark, who plays Marvin Gaye in the show, heard it, he said he just had to sing through it, too. This was the greatest test you could put a vocal microphone through – in front of the best singers on Broadway – and the AT5040 held up to the high expectations of the users!"

For more information, please visit [www.audio-technica.com](http://www.audio-technica.com).

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Photo File 1: Reitzas\_Lillard.JPG

Photo Caption 1: Pictured L-R: Mixer, engineer and producer Dave Reitzas and recording artist Pamela Lillard, pictured with Audio-Technica's AT5040 Cardioid Condenser Studio Vocal Microphone, which they used for a recent recording session.

Photo File 2: AT5040\_Photo1.JPG

Photo File 3: AT5040\_Photo2.JPG

See more here:

- AT5040 [Introduction with Video](#)
- Lighthearted Company Tour of Audio-Technica USA [Video](#)
- Additional [News Releases](#)



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](http://www.audio-technica.com)