



Marshall Electronics, Inc.

Product Innovation Through Technical Excellence!

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FOR IMMEDIATE RELEASE

MXL DELIVERS R77 CLASSIC RIBBON MICROPHONE

Capturing the vintage body design of the early days of broadcast, the R77 offers unbelievably natural sound and stunning realism to a wide range of applications.

El Segundo, CA, May 19, 2009 – MXL Microphones, the professional audio division of Marshall Electronics, announced the arrival of their new R77 Classic Ribbon microphone. Breathing new life into an old classic, the MXL R77 is reminiscent of RCA ribbon mics of the 1930s with a classic body design with gold and chrome metal finish. This sturdy reincarnation, however, adds the latest audio technologies and delivers extremely natural sound to vocal/instrument recordings as well as broadcast.

“When I tested it for the first time, I couldn’t believe how accurately it reproduced the dreamy tones of ribbon mics used in the days of Elvis and Frank Sinatra,” notes Jim Mona National Sales Manager, MXL Pro Audio Division. “It’s a great step for MXL and great mic for the music industry.”

Considered by many as the most natural-sounding microphone ever produced, ribbon mics are known for having a smooth transient response as well as an ability to handle high SPLs. Powerful and versatile, the R77 incorporates a Figure 8 polar pattern for outstanding side rejection, precise directivity and extended sweet spots. The R77 also incorporates a 1.8-micron aluminium ribbon for smooth lows and natural highs.

According to Mr. Mona, the R77 performs beautifully on vocals, acoustic instruments, strings, horns and can handle the most demanding broadcast applications. “When it comes to tonal quality, we’re a very meticulous bunch at MXL,” he says. “Everybody is gushing over the R77 and ordering one for their personal mic collection.”

The R77 comes with a sturdy wooden case, desktop stand, 25-ft Mogami® XLR cable, manual, application guide & cleaning cloth. MSRP is \$599.95. The MXL R77 also includes a 3-year warranty and is available now. For more Information, contact: Mary Ann Giorgio, Marketing Communications Specialist, Marshall Electronics, (800) 800-6608 x224, maryann.giorgio@marshallelectronics.net