



BP4001



BPF-2

BP4001

cardioid dynamic microphone

The **BP4001** cardioid dynamic microphone is tailored for extremely clear and articulate reproduction of spoken words. Featuring an extended handle that easily accommodates microphone flags, the **BP4001** is ideal for all aspects of broadcast and remote newsgathering: on-location interviews, ENG, EFP, sports applications and much more. Designed to provide exceptional isolation from handling noise, the microphone is ruggedly built to withstand the abrasion and jostling expected with life in the field. The microphone offers a 3-pin XLRM-type output connector and comes generously equipped with a slip-on foam windscreen, vinyl carrying case, soft protective pouch, and professional stand clamp. It is available with an omnidirectional polar pattern as the **BP4002**.

Main advantage :

- High level internal shockmount which reduces the handling noise as low as possible. This is highly important for professional interviewers especially in “rough” interview situations with many other reporters simultaneously aiming their microphones towards the person of interest.
- Internal windscreen which offers a fundamental protection against wind even without the need to use an external windscreen. Of course an external windscreen can be added (especially tagged windscreens with the network logo on it) to further improve the windprotection.
- 240 mm long body (similar to the AT8004L) which gives a clear range benefit to the interviewer to get closer to the person of interest even in a dense crowd of journalists.

More Features

- Professional interview microphone with extended-length handle is ideal for on-location interviews
- Cardioid polar pattern reduces pickup of sounds from the sides and rear, improving isolation of desired sound source
- Frequency response is tailored for natural, clear and articulate reproduction of spoken words
- The back-cavity assembly “floats” inside the handle shell, providing exceptional isolation from handling noise
- Rugged housing with hardened-steel grille stands up to field use
- Integral windscreen protects against wind and breath noise
- Equipped with windscreen, carrying case, protective pouch and professional stand clamp

Availability : december 2010

RRP ex VAT : **189,00 €**

RRP inc. VAT (UK): **£199,00**

BP4001 and **BP4002** can be ordered with the **BPF-2**

Packaging localized in English, French, Spanish, Italian, Portuguese and German

 **audio-technica**
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Market :

The target market is the high level broadcast market due to the feature set. There might be some accidental sales into installations and for rental companies to be used as an interview microphone.

Market - quick check	Product name		
	Prosumer	Advanced	Elite
Broadcast		XX	XXX
Installed			X
Theater			
Tour / Rental			X
MI			

Specifications:

Element	Dynamic
Polar Pattern	Cardioid
Frequency Response	80-18,000 Hz
Open Circuit Sensitivity	-54 dB (1.9 mV) re 1V at 1 Pa
Impedance	300 ohms
Weight	275 g (9.7 oz)
Dimensions	240.8 mm (9.48") long, 40.0 mm (1.57") head diameter
Output Connector	Integral 3-pin XLRM-type
Accessories Furnished	AT8470 Quiet-Flex™ stand clamp for 5/8"-27 threaded stands; 5/8"-27 to 3/8"-16 threaded adapter; foam windscreen; carrying case; soft protective pouch


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