



**For Immediate Release**

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## **Introducing the ECM-W2BT Wireless Microphone and the ECM-LV1 Compact Stereo Lavalier Microphone**

*Providing High-quality and Stable Audio Recording for Vloggers, YouTubers and video creators*



*(Left to right) ECM-W2BT, ECM-W2BT with mic and receiver holder, ECM-LV1*

**SYDNEY – March 10 2021** – Today Sony announces two new microphones with the launch of the [ECM-W2BT](#) Multi Interface Shoe compatible wireless microphone and [ECM-LV1](#) compact stereo lavalier microphone. Capture high-quality wireless audio recordings with lower noise and improved connection with the ECM-W2BT wireless microphone, especially when paired with the ECM-LV1 stereo lavalier microphone and compatible Sony cameras<sup>1</sup> with digital audio compatibility.

This combination offers the perfect solution to meet the needs of today's vloggers, YouTubers and video creators, who want to capture clear, reliable audio in a wide range of environments, including; interviews, product & food reviews, vlogging on the move and more.

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<sup>1</sup> Please refer to <https://www.sony.net/dics/w2bt/> for a full list of compatible models. Analogue audio is also supported, but use with digital audio is recommended. For use with a device that supports Digital Audio Interface, please set the DIGITAL/ANALOG switch on the ECM-W2BT wireless microphone to DIGITAL.

The ECM-W2BT wireless microphone enables low-noise digital sound recording, by connecting the receiver to a camera<sup>1</sup> equipped with a digital audio interface compatible Multi Interface Shoe. The digital audio signal output from the receiver can be recorded directly on the camera body without needing an external audio cable. Additionally, the ECM-W2BT has been completely redesigned for high sound quality, using an advanced omni-directional mic capsule to capture clear sound recording from any direction. The ECM-W2BT also allows audio recording flexibility by increasing the stability of the wireless connection between microphone and receiver, even with obstacles or in crowded environments with additional wireless activity. In locations with good visibility, communication is possible at up to 200m, significantly increasing the flexibility of audio recording. And the newly adopted Qualcomm® aptX™ Low Latency<sup>2</sup> codec provides both high-quality audio recording and low latency.



*ECM-W2BT, Alpha 7C and SEL1635GM*

The ECM-W2BT wireless microphone also offers ultimate creative freedom thanks to its sound recording functions. Three sound pick up modes - MIC mode, MIX mode, and a new RCVR mode - allows the user to record sound and ambient sound based on their desired preference. MIC mode will only pick up audio from the microphone transmitter, so only the subject's audio is captured. RCVR mode only picks up sound from the internal microphone at the receiver, so the user can record audio of themselves. MIX mode picks up both transmitter and receiver audio which is useful when audio from both the subject and the user is desired. The ECM-W2BT mic supports stereo audio input with an external 3.5mm stereo mini-jack to allow for stereo sound pickup. As such, it can be used in combination with a stereo-capable lavalier microphone, such as the ECM-LV1 compact stereo lavalier microphone, as an unobtrusive microphone that can easily attach to the subject's clothing

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<sup>2</sup> Qualcomm aptX is a product of Qualcomm Technologies, Inc. and/or its subsidiaries. Qualcomm is a trademark of Qualcomm Incorporated, registered in the United States and other countries. aptX is a trademark of Qualcomm Technologies International, Ltd., registered in the United States and other countries.

and record sound with increased realism. Since the receiver is equipped with 3.5mm audio output, the ECM-W2BT can also be used with camera models that are not equipped with a Multi Interface Shoe.

For challenging recording environments, the ECM-W2BT wireless microphone includes an attenuator function. Users can select one of three attenuator levels depending on the volume of the sound source to record excessively loud sounds at a lower volume or amplify quieter sounds to record louder audio. The ECM-W2BT also includes a windscreen to reduce wind noise, which is especially helpful when recording outdoors.

When longer operation is needed, the battery assist function via the power supply from the camera's Multi Interface Shoe enables the user to operate the receiver for up to 9 hours<sup>3</sup>. For easy reference, the ECM-W2BT includes a LINK lamp to notify the user of the status of the communication between the microphone and the receiver, and a POWER lamp to easily check the remaining battery charge. A connector protect holder-cover for the Multi Interface foot of the receiver is provided, which can be used to carry the receiver and microphone as one unit. It can also be used as a microphone stand, for stable microphone positioning during interviews or other stationary uses.



*ECM-W2BT and ECM-LV1*

The ECM-LV1 compact stereo lavalier microphone also allows for high-quality sound pickup, paired with a compact design for easy carrying and convenience while shooting. The ECM-LV1 includes a windscreen for additional noise reduction, and the 360-degree rotatable clip allows, for example, horizontal attachment to a necktie, or vertical attachment to a

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<sup>3</sup> Depending on the camera, power is not supplied from the camera via the Multi Interface Shoe. For compatible cameras, please refer to the link: <https://www.sony.net/dics/w2bt/>

pocket, with the microphone attached at the same angle. The power of this mic is supplied from the mic connector.

### **Pricing and Availability**

The **ECM-W2BT** wireless microphone and the **ECM-LV1** Compact Stereo Lavalier Microphone will be available in Australia from April 2021 for SRP \$399 and SRP \$59 respectively.

For detailed product information, please visit:

- ECM-W2BT Wireless Microphone:
  - <https://www.sony.com.au/electronics/interchangeable-lens-cameras-microphones/ecm-w2bt>
- ECM-LV1 Compact Stereo Lavalier Microphone:
  - <https://www.sony.com.au/electronics/interchangeable-lens-cameras-microphones/ecm-lv1>

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**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au). For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email [sony.sales@directed.com.au](mailto:sony.sales@directed.com.au).

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