

Because more and more people are discovering the video side of their DSLR and mirrorless cameras.

Although camera sales may be stagnant, the number of people who shoot videos is increasing at a rapid pace. These are your existing customers who are buying microphones for their cameras. You don't want to be left out from this great business opportunity.

The very first thing a person notices after they start shooting videos with DSLR and mirrorless cameras is the fact that the camera's built-in microphone is not up to the task.

The excellent picture quality that DSLR/mirrorless cameras can capture demands equally good audio, but the built-in microphone on these cameras just cannot deliver that.

Cameras' built-in microphones are omni-directional, designed to indiscriminately pick up sounds from 360 degrees. As a result, they pick up all unwanted ambient noises such as camera lens motor noise, handling noise and more, in addition to the sound the shooter wants to capture. Furthermore, cameras' built-in microphones are generally of low quality, only capable of delivering sound quality similar to telephones. After all, it is not within the scope of camera manufacturers' expertise to produce high-performance microphones; this is a job better left to an audio experts like Azden.



Who is Azden?

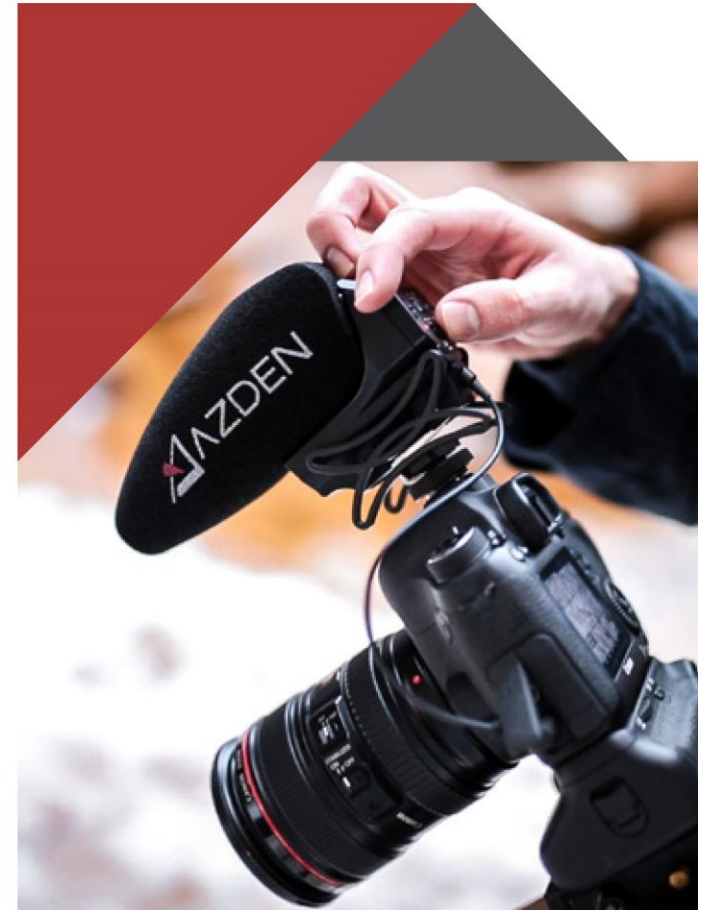
Founded in 1952, Tokyo, Japan, Azden has over 60 years of experience to back its expertise in audio equipment manufacturing. Starting as an OEM manufacturer, Azden has provided its products to almost every top audio brand, including Panasonic, JVC, Yamaha, Bose and Shure to name just a few, to be offered under their brand. Azden is now a well known, independent brand name in the audio market around the world. Specializing in microphones and wireless audio for video production, Azden's mission is to provide video creators and film makers all over the world with top quality audio gear at an affordable price.

azden.com

Contact your local Azden distributor for more information



Why Microphones? Why Azden?





Because Azden is the only brand that can deliver perfect solutions.

Not all microphones are built equally. In order to perform well with DSLR/mirrorless cameras, the microphone must be equipped with a built-in preamp. This is because the microphone preamps in camera are low in quality and performance, often producing a highly noticeable hissing noise when the volume is turned up. If a microphone is not capable of sending a strong audio signal to camera, you will be left with no other choice but to increase the volume on the camera. Doing so will inevitably increase the noise level to a point where the audio is unusable without requiring work in post-production. Currently only three manufacturers offer quality video microphones with built-in preamps, and they are Shure, RODE and Azden.



SMX-30

Azden's SMX-30 is the only stereo/mono switchable microphone on the market with a built-in high performance preamp. Its stereo/mono switchable capability makes this microphone very unique. Switching from the highly directional shotgun mode (mono) to a natural sounding stereo sound is as easy as flipping the switch. It is practically two microphones packaged in one. The pros love it for its high performance and the convenience of carrying only one mic instead of two. The beginners love it for its value.

In addition, the SMX-30 features a built-in, high performance preamp that can boost the audio output by +20 dB, a -10 dB pad to avoid distortion in extremely loud environments such as live concert or car racing, a low-cut filter to minimize low-frequency noise such as air conditioning and a unique and convenient auto power mode. It offers everything that video shooters want from a camera-mount, external microphone. This is why we call the SMX-30 "The Ultimate Video Microphone."

Azden's microphones are handcrafted in Japan and their build quality is second to none. Just compare an Azden with the competition's without the windscreen and you will clearly see the difference. The SMX-30 is backed by Azden's 10-year warranty.

PRO-XD



When you need to capture the voice or sound of a subject from further away, you need a wireless microphone. The PRO-XD is a digital wireless microphone system that can transmit better than CD quality audio to the receiver up to 35 meters away. It operates on the 2.4 GHz frequency band which is legal and license-free worldwide. The PRO-XD is priced so competitively that no one can come even close. Azden is the only brand that offers a quality digital wireless solution at this price point.

The PRO-XD, just like the SMX-30, comes with a built-in preamp that will enable the user to adjust the output level to minimize the need to turn up the camera's noisy preamp. The competition does not offer this feature.

Plus, the PRO-XD is one of the smallest digital wireless systems available today. The compact size of the transmitter and receiver makes it much more suitable for use with mobile devices, smaller mirrorless cameras and action cameras and more convenient to tote around when traveling.

Azden also has a full range audio products for video production applications, including the **SMX-10** and **SGM-990+i** entry level video microphones, the **SGM-250** and **SGM250P** professional level shotgun microphones, as well as a line of portable mixers and professional wireless systems. See azden.com for all that Azden has to offer.

