Audio-Technica ATV-SG1 & ATV-SG1LE





Audio-Technica has debuted the ATV-SG1 and ATV-SG1LE On-Camera Shotgun Microphones. Built for professional videographers and content creators, these compact mics deliver natural, high-fidelity audio from a feature-rich, easy-to-use device. These mics are designed for use with DSLR, mirrorless SLR, and other cameras.

The flagship ATV-SG1 delivers professional grade dual-channel flexibility with matrix switch that lets users choose duplicate left/right channels, a primary track paired with a -6dB safety track, or a primary microphone track alongside a wireless lavalier feed, all sent directly into the camera’s stereo input. The ATV-SG1LE is a more streamlined mic without the safety track/lavalier channel. Designed and manufactured in Japan, both the ATV-SG1 and ATV-SG1LE harness Audio-Technica’s expertise in content creation and broadcast audio. For more than 60 years, Audio-Technica has been a leading innovator in sound technology, providing audio solutions for every application, from home studio projects to some of the world’s largest broadcasting events.

The ATV-SG1 boasts a highly directional 100 mm acoustic tube to keep pickup focused on the sound source while blocking unwanted background noise. Inspired by A-T’s experience developing microphones for global broadcasting applications, the ATV-SG1 provides professional-quality sound for lifelike reproduction of the human voice and other sources; the microphone cuts out the low frequencies, ensuring users can focus on the intended audio source. The mic’s newly designed 14mm large-diameter diaphragm exhibits high-sensitivity and low-noise characteristics for rich, detailed audio. In addition, the mic’s integrated shock mount dissipates unwanted handling noise from camera movement and vibrations, while A-T’s patented RF noise-immunity technology prevents the mic from picking up any annoying noise from nearby smartphones or other electronic devices.

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The ATV-SG1 also offers a number of professional extras to give users greater control over the audio. These include a low-cut filter switch to attenuate noise from wind, traffic, HVAC systems, and other low-frequency sources, plus a convenient gain knob on the rear of the unit for stepless, on-the-fly easy to read gain adjustment. For added peace of mind, the safety track feature records the main audio level to the left channel and a backup track at -6dB to the right channel. This helps ensure users still get a clean, usable recording even if unexpected volume spikes occur during a shoot. With its external input jack and accessory shoe, the ATV-SG1 enables users to mount a wireless lavalier mic receiver so you can record simultaneously with the shotgun and lav mics, to enable backup recording with a single camera on professional shoots, where mistakes can be costly. In addition, there’s a headphone jack with volume adjustment knob to let users monitor the audio in real time.

The ATV-SG1’s built-in USB rechargeable battery provides up to 24 hours of continuous operation, and the mic comes with a wind muff for added protection against wind noise in outdoor and location recording environments. The mic’s 12-sided shoe mounting plate also allows it to be attached to the camera at 30-degree increments to enable the capture of off-center sound sources. And the mic can slide forward or back on the mount’s rail for optimal positioning (to keep the mic out of the camera shot, to make room for other camera accessories, etc.).

This compact, easy-to-use on-camera shotgun mic is a great choice for content creators, YouTubers, or anyone else who wants to capture professional-quality sound with their video. Simply plug the mic’s TRS-to-TRS cable into a DSLR, mirrorless SLR or other camera, and it is ready for operation. Unlike typical plug-in microphones, which often sacrifice performance for convenience, the ATV-SG1LE’s patented plug-in power circuitry allows it to retain the professional characteristics equivalent to battery-powered mics, including an extended dynamic range and high max SPL.

The compact size (just 130mm (5.12") long and 35mm (1.38") wide) makes the ATV-SG1LE the perfect partner for action-packed activities. It boasts a highly directional 100 mm acoustic tube – the same tube used in the flagship ATV-SG1 model – to keep pickup focused on the sound source while blocking unwanted background noise.

The ATV-SG1LE on-camera model provides professional-quality sound for lifelike reproduction of the human voice and other sources. Key to this natural, high-fidelity sound capture is the mic’s newly designed 14 mm large-diameter diaphragm, which exhibits high-sensitivity and low-noise characteristics for rich, detailed audio. In addition, the mic’s integrated shock mount dissipates unwanted handling noise from camera movement and vibrations, while Audio-Technica’s patented RF noise-immunity technology prevents the mic from picking up any annoying noise from nearby smartphones or other electronic devices. The microphone also comes with a wind muff to ensure clear pickup in windy conditions. The mic’s 12-sided shoe mounting plate also allows it to be attached to the camera at 30-degree increments

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Audio-Technica’s new ATV-SG1 and ATV-SG1LE On-Camera Shotgun Microphones are now available with U.S. MAP pricing as follows:

- ATV-SG1: $249.00
- ATV-SG1LE: $119.00

www.audio-technica.com