

Apogee Electronics HypeMiC Podcast Kit



Apogee Electronics, a company with expertise in audio innovation, unveils its new Podcast Kit Collection, launching January 23rd, 2025. Designed to make professional podcasting accessible and effortless, the collection features two user-friendly bundles: the HypeMiC Podcast Kit and the MiC Plus Podcast Kit.

Whether you're a seasoned professional or just starting your podcasting journey, these kits deliver everything you need to capture exceptional audio in a compact, user-friendly package.

HypeMiC Podcast Kit

Retail Price: \$1,119

For podcasters who demand polished, studio-quality sound with minimal effort, the HypeMiC Podcast Kit offers unmatched convenience and audio performance. Perfect for teams or creators focused on producing high-quality content, this kit includes:

- 4 Apogee HypeMiCs: High-performance USB microphones with built-in analog compression for professional-grade audio. The compression smooths dynamic range, delivering a broadcast-ready sound with little to no post-production required.
- Apogee's First Take Software: Intuitive software that simplifies recording and editing by automating key processes, including headphone mixes and

file management.

4 10 ft USB Cables: Long, durable cables for easy, ergonomic setups.

- USB Hub: Seamlessly connects all microphones to one computer.
- Travel Case: Compact and sturdy for effortless transportation and storage.

The HypeMiC Podcast Kit is ideal for podcasters seeking pristine audio that's ready to publish right out of the box.

MiC Plus Podcast Kit

Retail Price: \$829

For beginners and budget-conscious creators looking to start their podcasting journey with confidence, the MiC Plus Podcast Kit offers outstanding audio quality and ease of use. This kit features:

- 4 Apogee MiC Plus Microphones: Compact, studio-quality USB microphones designed for clear and accurate audio capture, ideal for solo recordings or multi-voice projects.
- Apogee's First Take Software: Provides a hassle-free recording experience with minimal setup time and high-quality audio capture.
- 4 10 ft USB Cables: Ensures flexibility in any recording environment.
- USB Hub: Enables seamless multi-mic connectivity to one computer.
- Travel Case: Designed for easy portability and on-the-go podcasting.

The MiC Plus Podcast Kit is the perfect choice for those starting out, offering reliable, professional-grade tools without overwhelming complexity. "Our new Podcast Kits address the key challenges faced by podcasters today: complexity and setup time," said Betty Bennett, CEO at Apogee Electronics. "With these all-in-one solutions, podcasters of any experience level can produce high-quality audio without the need for extensive technical knowledge. Whether you want professional-grade results with the HypeMiC or an accessible starting point with the MiC Plus, we've got you covered."

Both kits are powered by Apogee's First Take Software, which automates complex tasks like headphone mixes, stereo outputs, and audio file organization. Simply connect the mics, set the levels, name your file, and hit record - First Take handles the rest.

Podcasting often requires navigating a maze of equipment and software that can overwhelm even seasoned creators. Traditional setups involve analog microphones, preamps, audio interfaces, and complex routing through DAWs - an expensive and time-consuming process that's prone to technical hiccups.

Apogee's Podcast Kits eliminate these obstacles, providing an intuitive, all-in-one solution that delivers professional sound without the steep learning curve. Here's how:

- **No DAW? No Problem:** With First Take Software, creators can skip the complex setup of aggregate devices, DAWs, and custom headphone mixes. Just connect the mics, adjust levels, and start recording. First Take handles everything else, automatically creating stereo and stem mixes for polished results.
- **Everything You Need, in One Case:** Forget sourcing and assembling multiple components. Each kit includes four microphones, extra-long USB cables, a USB hub, and a durable travel case - ready to go wherever you are.
- **Professional Results Without Post-Production:** The HypeMiC Podcast Kit's built-in analog compression delivers polished, broadcast-quality audio straight from the mic, saving time on editing and making it perfect for creators on tight schedules.
- **Accessible for All Creators:** The MiC Plus Podcast Kit offers exceptional audio quality at an approachable price, making it the ideal entry point for those new to podcasting.

With Apogee's Podcast Kits, podcasters can focus on their content - not their gear. Whether you're a beginner launching your first show or a team delivering professional-grade productions, these kits offer everything you need to record, transport, and produce with ease.

The HypeMiC Podcast Kit and MiC Plus Podcast Kit will be available for purchase starting January 23rd, 2025 through Apogee's official website and authorized retailers worldwide.

www.apogeedigital.com