

FOR IMMEDIATE RELEASE:



ART INTRODUCING ALL NEW MICROPHONE LINE FOR 2015.

Niagara Falls New York, January 2, 2015 – Applied Research & Technology (ART) entered the microphone market in 2008 with the successful launch of their M Series studio microphone line. In 2015, their revamping the line with the introduction of several new models specifically designed to deliver maximum performance and innovative feature sets at a price point any project studio or home recording enthusiast can appreciate.



Leading the changes for 2015 is the introduction of the C-Series large diaphragm side address studio condenser FET microphones. Available in three versions, the C1 is the entry level cardioid side address condenser, the C2 offers the same sonic character as the C1, but has a two position pad and two position high pass filter. The C3 is a multi-pattern condenser (cardioid, figure-8 and omnidirectional) also with two position pad and roll off. All C-Series mics offer 34mm gold capsules, exceptionally warm sounding FET designs, extremely rugged and secure shockmounts and aluminum carry cases.

The Flagship of the line is the all new ART T4 high performance multi pattern tube microphone. Also using a 34mm gold capsule with an integrated 7025 tube preamp, external power supply, heavy duty shockmount, premium 7-pin XLR cable and aluminum case the T4 is the ideal central microphone for any professional studio.

The ART microphone line update also includes the AR5, the first high performance active ribbon microphone in the ART line, as well as the all new D7 large diaphragm dynamic mic, ideal for powerful vocal tracking, capturing bass amps or for use in broadcast applications.

All models will be shipping early in the first quarter of 2015.

- **C1 Cardioid Condenser – MSRP US\$ 199.00 / \$169.00 MAP**
- **C2 Cardioid Condenser w/ Pad & HPF - MSRP US\$ 259.00 / \$219.00 MAP**
- **C3 Multi-Pattern Condenser w/ & HPF - MSRP US\$ 299.00 / 249.00 MAP**
- **T4 Multi-pattern Tube Microphone– MSRP US\$ 799.00 / \$659.00 MAP**
- **AR5 Active Ribbon Microphone – MSRP US\$ 179.00 / \$149.00 MAP**
- **M6 Stereo – Matched Pencil Condenser Mics – MSRP US\$ 209.00 / \$159.00 MAP**
- **D7 Large Diaphragm Dynamic Microphone – MSRP US\$ 269.00 / \$225.00 MAP**



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For more information, product literature, specifications or product images, go to www.artproaudio.com under News/Press page, or contact via email tmarshall@yorkville.com

ABOUT ART - Applied Research and Technology began producing professional audio signal processing equipment in 1984 after former employees of the original **MXR Innovations** created the company. Since then it has become one of the world's largest signal processing manufacturers, developing and distributing products for the music industry for nearly 30 years. ART was acquired

by **Yorkville Sound** in late 1999 and has offices in Rochester, New York, Niagara Falls, New York with its corporate parent housed in Pickering Ontario, Canada.

ABOUT YORKVILLE – Yorkville Sound has been a manufacturer of PA systems and loudspeakers, Traynor instrument amplifiers, installed audio systems and accessories since its inception in 1963. The company now employs over 250 people in a 150,000 sq ft facility in Pickering Ontario, Canada (a suburb of Toronto).

In addition to its manufacturing capability, Yorkville Sound is an importer and distributor of microphones, and accessories under the **Apex brand** (www.apexelectronics.com) as well as studio effects, signal processors, microphone preamps and accessories under the brand name **Applied Research & Technology** (ART) (www.artproaudio.com) originally based in Rochester New York. Yorkville Sound is also the exclusive distributor of **Hughes & Kettner Amplifiers** for North America; **Epiphone Guitars**, **Gibson Guitars**, **Mapex Drums**, **Los Cabos Drumsticks**, **Line 6**, **Rotosound Strings**, **Dean Markley Strings** as well as **Gallien-Krueger** amplifiers for Canada.

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