

Audio-Technica's New AT2040 Microphone Brings Broadcast-Quality Sound to Podcasters



Audio-Technica, a company with expertise in professional and personal audio technology, introduces the AT2040 Hypercardioid Dynamic Podcast Microphone.

Taking cues from our renowned BP40 professional broadcast microphone, the new AT2040 dynamic microphone brings pro-quality sound, style and all-metal construction to podcasters and other discerning content creators, at a more accessible price.

The highly directional, precision-made hypercardioid pickup keeps the sound focused on your voice and helps to minimise unwanted room noise, ensuring professional-quality broadcasts even from less-than-ideal locations.

To further reduce unwanted noise, the mic features a specially designed, integrated shock mount that dampens shock and vibration that's transmitted through a mic stand, boom or mount.

Additionally, the AT2040's multistage windscreen combines a nonwoven filter with foam mesh to provide superior internal pop filtering, allowing close-up use with exceptional clarity and without annoying pops.

For the best combination of sound quality, robust operation and versatility, the AT2040 has an XLR output that connects to a conventional analog microphone input. This provides easy pairing with everything from multi-input home studio computer interfaces to professional mixing consoles.



Rounded off with rugged, all-metal construction and a sonic signature built upon Audio-Technica's six decades of audio expertise, the AT2040 truly offers creators professional performance at an affordable price.

Included with the microphone is a pivoting stand mount, 5/8"-27 to 3/8"-16 threaded adapter, and a soft protective pouch.

The Audio-Technica AT2040 will be available from 29th July 2021. The price is £89.

www.audio-technica.com