Here's what some of the top TV audio engineers told us this dramatic new microphone can do:

reach* two to six times the distance of cardioid types
reach with ambient noise and reverberation pickup reduced to one third that of cardioid types
reach that greatly improves audio "Presence"
reach that allows the use of wider-angle camera shots
reach that frequently eliminates the necessity of pre-recording
separation of vocalist and band, controlled to a degree never before possible
reduction of critical audio feedback problems
substitution of the 642 for bulky parabolic microphones, with better band pickup on football remotes
improved signal-to-noise ratio due to extremely high level output

For the first time extreme directivity, and wide range and highest output have been combined in one microphone. Unlike any other microphone available, the new E-V Model 642 allows new camera and sound techniques to improve production quality and lower production costs.

The 642 is so different we urge you to try it yourself in your studio. If you have problems with sound, this new working tool may well provide the answer. Your franchised E-V Broadcast distributor will soon be stocking this amazing new microphone. Why not arrange TODAY for your own test of the new Electro-Voice 642?

Write Dept. V, Buchanan, Michigan for complete literature.

ELECTRO-VOICE, INC., Buchanan, Michigan