

Sony India Launches a Professional XLR Shotgun Microphone

Category: Business

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Sony India announces the launch of its latest professional audio innovation, the ECM-778, a high-resolution shotgun microphone designed for filmmakers, content creators, and studios seeking crystal-clear sound in a compact and lightweight form. Ideal for film, OTT, documentary, and studio productions, the ECM-778 adapts seamlessly to various audio recording environments. Despite its compact 176 mm length and 102 g weight, the ECM-778 delivers sharp directivity and precise sound capture thanks to its newly developed microphone capsule, brass acoustic tube and optimized electronic circuitry. These components ensure clear high frequencies, stable mid-lows, and consistent performance across varying distances and setups. It is designed for professional versatility, the microphone can be mounted on boom poles or cameras using the included holder and adapter, and it supports devices with XLR terminals. A built-in low-cut filter reduces unwanted bass noise, while included foam and fur wind screens optimize performance indoors or in windy outdoor conditions. The machined aluminium exterior enhances durability and reduces unwanted vibration and electrical noise, while the use

of film capacitors and metal film resistors further improves audio fidelity and power stability.



ECM-778

Key Features of the ECM-778 Shotgun Microphone

Clear and Precise Sound Capture

- **Clear High Frequencies and Stable Mid-Low Range:** The newly developed microphone capsule, precision-machined brass acoustic tube, and electronic circuit board work together to deliver clear high frequencies without unwanted resonance and stable mid-low frequencies. With high-resolution support capturing frequencies beyond the audible range of 20 kHz, it enables clear and spatially expansive audio recording of voices, ambient sounds, nature sounds, musical instruments, and more.
- **Sharp Directivity for Targeted Sound Capture:** A precise acoustic tube design using sound wave interference effects consistently suppresses sound from the sides and rear across the entire frequency range. This characteristic achieves sharp forward directivity, clearly capturing desired sound while effectively reducing surrounding noise.
- **Consistent Sound Quality Across Various Recording Distances:** The combination of a microphone capsule capable of capturing subtle sounds and high-frequency

vibrations with a precision-machined brass acoustic tube delivers consistent sound quality across various recording environments, whether mounted on a boom pole, on-camera, or in studio setups with varying distances from subjects.

- **Circuit Design for Sound Quality and Noise Suppression:** Film capacitors and metal film resistors are used in the signal path to achieve clear sound quality. Conductive polymer aluminium solid capacitors in the power circuit combine miniaturization with high capacity to ensure a stable power supply. Additionally, the machined aluminum exterior suppresses external vibrations and electrical noise, enabling high-precision audio recording.

Superior Portability through Compact and Lightweight Design

The microphone achieves a compact size of 176 mm in length by miniaturizing the acoustic tube and electronic circuit board while keeping high sound quality. Its design supports boom use with exceptional mobility, ideal for capturing clean audio in restricted environments. When mounted on top of cameras, it minimizes intrusion into the frame. Weighing just 102 g thanks to its machined aluminium exterior and compact design, it improves operability when attached to boom poles and stays easy to handle during extended use. When mounted on cameras with XLR terminals, it minimizes the burden on camera operation, enhancing mobility on set and accommodating various recording scenarios.

Reliability and Versatility for Various Environments

- **Low-Cut Switch to Reduce Unwanted Bass Noise:** The built-in low-cut switch effectively reduces wind noise and vibration when activated, enabling clear and easy-to-hear audio recordings.
- **Two Types of Wind Screens Included:** The foam-type wind screen is lightweight and easy to handle, suitable for

indoor use or environments with minimal wind. The fur-type wind screen offers superior wind protection, ideal for outdoor use or windy conditions. Using the right wind screen for different environments ensures clear audio recording under various conditions.

- **Durability and Reliability:** Designed with professional use environments in mind, it keeps reliable and stable performance under various conditions.

Price and Availability:

Model	Best Buy (in INR)	Availability Date
Microphone ECM-778	98,990/-	04th August 2025

The microphone is available across Sony retail stores – Sony Center and Sony Exclusive, www.ShopatSC.com portal, major electronic stores and other e-commerce portals in India.

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