



For Immediate Release

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## Sony Announces New Compact Beamforming Shotgun Microphone ECM-B10



*New Three-in-one Super-directional Microphone's Digital Signal Processing Delivers  
High-quality Sound Collection in a Compact Form Factor*

**SYDNEY, AUSTRALIA – JUNE 15 2022** – Sony Electronics Inc. today introduced a new beamforming shotgun microphone, the [ECM-B10](#). This new microphone features Sony's industry-leading sharp directivity and digital signal processing, known as the ECM-B1M, in a remarkably compact form factor.

### **A Three-in-one Microphone**

The ECM-B10 applies digital signal processing to the sound collected by four high-performance microphone capsules using beamforming technology. This allows the user to customise how the audio is recorded by enhancing the microphone's sensitivity from different directions. The microphone offers three types of directivity in a single product, allowing the user to easily switch between super-directional, unidirectional, and omnidirectional.

When using super-directivity, the microphone collects sound from a narrow field in front and suppresses sound from other directions. The super directivity setting is a great option for interviews, vlogging, and other situations where the range of sound collection is limited to a narrow extent at the front.



The ECM-B10 also offers unidirectional sensitivity that suppresses sound from behind while collecting sound from a wide field in front. This option is perfect for recording conversations between several people.

For additional flexibility, the user can also select omnidirectional sensitivity, which picks up sound equally from all directions and is ideal for recording environmental sounds.

## Crystal Clear Recording

The ECM-B10 offers crystal clear sound collection with effective noise suppression. Using digital signal processing within the microphone itself, the ECM-B10 effectively reduces noise for clearer sound collection and creates a more efficient post-production workflow since less audio edits are required. The ECM-B10 pairs with cameras that are equipped with a MI (Multi Interface) Shoe, either analogue or for best results; with cameras with a digital audio interface<sup>1</sup> to transmit audio directly as a digital signal to deliver high-quality sound recording without degradation. In addition, the microphone's shock and vibration suppressing design effectively suppresses low-frequency vibration noise, while its cable-less design eliminates noise transmitted via cables. The supplied wind screen minimises environmental noises, making it easy to capture crisp audio even when shooting outside.



For additional versatility, the ECM-B10 also includes the following audio settings:

- ATT (attenuator) switch (0/10/20 dB).
- FILTER switch (noise cut / low cut / off)
- AUDIO LEVEL dial with AUTO/MAN (manual) switch
- DIGITAL/ANALOG switch

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<sup>1</sup> The Digital/Analog switch, which switches between digital and analog connections, is factory-set to "Analog". It is recommended that it be switched to "Digital" when connecting to a digital audio interface compatible camera. If the camera has an incompatible analog connection and the ECM-B10 is set to "Digital", a warning is displayed.

## Features to Love

The microphone's compact body provides flexibility and mobility, even when using gimbals and grips. By connecting the ECM-B10 to a camera via the MI Shoe, users can also experience greater shooting flexibility without any cables to interfere with the side flip out screen, and replacement of batteries. Power is supplied directly from the camera to the microphone, so you can continue shooting without worrying about the microphone battery running out.



For detailed setting operation, a comprehensive range of audio settings are available on the back of the microphone. This lets the user check the setting status at a glance, preventing any settings set by accident and provides peace of mind. For added durability, the ECM-B10's design is resistant to dust and moisture<sup>2</sup>, which allows for worry-free outdoor shooting when combined with a similarly dust and moisture resistant body and lens<sup>3</sup>.

## Availability

The new ECM-B10 will be available in Australia from mid July 2022.

SRP: \$399.00 AUD

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<sup>2</sup> Not guaranteed to be 100% dust and moisture proof. Dust or water droplets on the surface of the microphone may interfere with recording and should be wiped off with a clean soft dry cloth before use.

<sup>3</sup> Not guaranteed to be 100% dust and moisture proof.

Exclusive stories and exciting new content shot with the new ECM-B10 and Sony's other imaging products can be found [here](#), a site created to educate and inspire all fans and customers of Sony α - Alpha brand.

For detailed product information, please visit: [here](#)

A product video on the new ECM-B10 can be viewed [HERE](#).

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**About Sony Australia:** Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Alpha digital interchangeable lens cameras and Cyber-shot digital cameras, headphones, Walkman MP3 players and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au](http://www.sony.com.au).

**About Sony mirrorless range:** Sony is the leader in mirrorless technology with 9 Full-Frame and 4 APSC cameras. Complemented with over 60 native E-mount lenses available in Australia. The Alpha mirrorless system gives all creators an unmatched range of creative options.

**About Sony Cinema Line:** Cinema Line is series of professional cameras that have a filmic look, cultivated from Sony's long experience in digital cinema production, and enhanced operability and reliability that responds to the wide variety of creator's high demands. Cinema Line includes the digital cinema cameras VENICE 2 and VENICE, which are highly acclaimed in the feature and episodic production industry, the professional camera FX9, which is popular for documentary and drama production, the grab and shoot style FX6 for diverse content creation, and with the most compact FX3, Sony offers a true line-up of versatile creative tools to all types of visual storytellers.

**About Sony Corporation:** Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>.

**Images:** Product images can be downloaded from the Sony Australia & NZ Flickr site: <https://www.flickr.com/photos/sony-anz/>. For assistance, please contact the Sony team at Adhesive PR at [sony@adhesivepr.com.au](mailto:sony@adhesivepr.com.au)

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