

BLUE ONLINE

Blue also has an all-encompassing online presence at www.bluemicro.com. Virtually



fig 4.1

Home sweet home

anything and everything Blue can be found here, from detailed overviews and specs on each Blue product to downloadable manuals, reviews, news, user forums and more. You can even locate the Blue Authorized Retailer near you, whether you live in Des Moines, Iowa or Buenos Aires, Argentina.

KHZ PHD

2006 will see the arrival of *Blue Univers/ty*, the latest in Blue's ongoing commitment to sharing information about microphone usage, as well as recording techniques and theory. Initially launched as a classroom-oriented online tutorial on Blue's website, Blue U will eventually be hosted as a live in-store experience held at various authorized Blue retailers around the US and Canada.



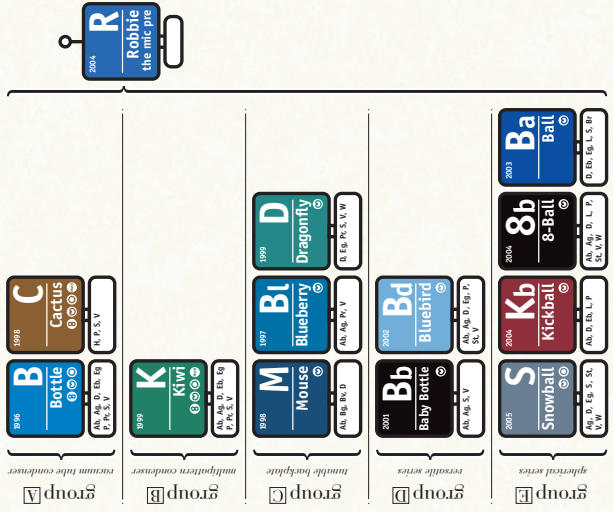
fig 4.2

Enroll at Blue U and find out just what it says on the crest!

THE WILD BLUE YONDER

What next? Well, we're not content to rest on our laurels, so it should come as no surprise that we're already listening ahead to the next ten years — and beyond. The Snowball, our revolutionary plug 'n play USB mic, has just been released to wide acclaim, while the exciting new Cardinal and Raven microphones, developed jointly with audio legend

THE ELEMENTS OF BLUE[™]



The pig named the mic — and Robbie, for the pig — played its role in the group (although it was page 2.5).

MIC APPS ABBR. KEY

A handy guide to the microphone models from our vintage microphones

Ab	Acoustic Bass	L	Live Use
Ag	Acoustic Guitar	P	Piano
B	Bass	Pe	Permutation
Bb	Bass Drum	S	Stomach
Bd	Bass Drum	St	Stomach
Ed	Electric Bass	V	Vocals
Eg	Electric Guitar	W	Woodwinds
H	Home		

to make sure you get the most out of our products, and the most out of your music.

Electro-Voice, have just arrived on the scene to rave reviews. Plus, we have even more cool and intriguing products ready to set the world on its ear in 2006, all of which will continue to keep Blue in the forefront of audio innovation and design. So remember, when it comes to the newest advances in sound and technology, you'll hear it here first.



fig 4.3

The Snowball, our new USB mic — Mac or PC compatible

Step up to the mic.



Microphones

A DECADE OF BLUE[™]



fig. 00.1

Still going strong: The Bottle, introduced in 1996

It began with a love of sound and a passion for quality — simple things from the heart. Starting with a single microphone, Blue has grown into a family of precision recording tools that go far beyond the sum of their parts; each mic brings out that indescribable note where imagination and technology combine to create a sound as individual as you are. Unique. One-of-a-kind. You.

As we celebrate our first ten years, we invite you to look inside and see what we're all about. Discover what inspires our artistic vision. Meet the people behind the mics. And follow the path of our mics from idea to reality. So, count to ten, turn the page and join the celebration. If you think the first ten years were amazing, wait 'til you see the next decade.



STEP UP TO THE MIC

The founding principal behind the establishment of Blue was simple: raise the bar for excellence and innovation in the field of microphone design and technology. Beginning with our flagship Bottle microphone, we have always strived to create the best (and most unique) recording tools, incorporating our 13 proprietary condenser capsule designs. Every Blue microphone, from our top-of-the-line mics to our budget-minded Ball series, reflects our dedication to this goal.

In an age of indistinguishable, cookie-cutter mics, Blue stands apart from the crowd, both inside and out. Blue mics look and sound different because they are different; our patented designs and Class A discrete circuitry are on the leading edge of current microphone theory and technology. Each mic in Blue's lineup has been engineered with a sonic signature designed to address specific recording needs and each is the finest in its class. Even more, Blue mics cover a wide range of price points, so that anyone can afford the best, no matter what their recording budget.

Today, we continue to develop new and exciting products that push the envelope and set the industry standard as the finest recording tools heard 'round the world.

BLUES IN THE NIGHT

Blue began in 1995 as the vision of a pair of audio industry veterans whose unique and varied skills and backgrounds had a distinct effect on shaping Blue's unconventional approach to design and manufacturing. Blue, LLC co-founder, Skipper Wise, combined his experience as an accomplished musician and producer with co-founder Martins Saulespuren's



fig. 21
A few of Blue's numerous patents



WHAT'RE THEY DOING IN THERE?

Perhaps the most often-asked question we receive is, "How do you guys come up with this stuff?" As with anything of great quality, the answer is that it's part inspiration and a lot of perspiration!

All Blue products begin with the needs of the recording artist in mind, often in the form of feedback directly from our users (yes, we actually *listen* to our audience!); we then set out to design and build a product that exceeds all our expectations. Generally, the forms of our mics follow their functions, but our design inspiration comes from many sources: from music and the arts to elements of nature and science — even elements of pop culture filter in. In short, everything from Gershwin to Godzilla feeds our imaginations, often popping into our heads from, well, out of the blue.

Then begins a long process of sketches, schematics, plans and prototypes. Each mic goes through an exhaustive series of tests, revisions and more tests until it finally arrives at its ideal sound.



fig. 3-1
Precision machining of Blue components in California

fig. 3-2, left

Blue's lineup. Left to right: Tubbie the mic, Bottle, Caricos, Kiri, Mouse, Blueberry, Dragonfly, Bluebird, Baby Bottle, S-Ball, Snowball, Kickball & Ball

All of our microphones are machined and hand-assembled in the United States and Latvia, with the care and eye to detail of master craftsmen, and all of our products are made with the highest-quality parts and materials available. Yes, it's a time-consuming process, but we wouldn't



fig. 3-3

One of Blue's thirteen hand-assembled proprietary capsule designs



fig. 3-4

Bottle Cap assembly in Westlake Village, California

have it any other way. The end result is an object not only of great beauty, but also one of the finest engineered and sonically pure recording tools available anywhere, built to last a lifetime.



fig. 3-5

All Blue microphones are one-of-a-kind pieces, carefully tuned and tested for a lifetime of use

A BRIEF HISTORY OF THE MICROPHONE

With apologies to historians and tech geeks everywhere.

