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CLOUD MICROPHONES MAKE NAMM DEBUT

New finishes, RoHS compliance added to line of premium ribbon mics

ANAHEIM, CA, January 14, 2010—Handcrafted in the US, Cloud's JRS-34 product group combines the best attributes of vintage and modern technologies to create a lineup of high-quality ribbon microphones ideally suited for music and vocalists. Three models are now available in total, and will be introduced at this year's NAMM in a variety of active and passive configurations offering RoHS compliance as well as a new choice of finishes.

The series of mics starts with the JRS-34, which features a black, non-reflective powder coat finish perfect for on-camera use. Accented with a silver logo, the phantom-powered, active circuit mic is joined in the line by the passive JRS-34-P, which is grey with nickel screens and a silver logo. As further complement, a special edition chrome model—the JRS-34-SPE—is offered with either active or passive circuitry. All models are fully RoHS compliant with the exception of the chrome; users can expect output performance gains of 20 dB with active circuitry.

Designed in collaboration with Stephen Sank, these new Cloud ribbon mics were given the model number prefix JRS in homage to the late Jon R. Sank, Stephen Sank's father (1934-1998). Known for his work with RCA that produced legendary microphones such as the BK-11 and BK-10A, the senior Sank succeeded RCA's Harry Olson as the guiding force behind the company's continuing development of ribbon microphones, taking the technology even further along an evolutionary path responsible for the introduction of products still highly prized and sought after today.

Having studied alongside his father since the age of 10, Stephen Sank's efforts in conjunction with Cloud build upon this same legacy. Each JRS-34 ribbon is cut, corrugated, and installed by hand in precisely the same fashion as prescribed by Olson. New ideas expand the performance capabilities of the blueprint as well, bringing the design into the 21st century with the addition of audio transformers by CineMag Inc., neodymium magnets, active JFET circuitry, and more.

Assembled entirely at Cloud's headquarters and manufacturing facility in Tucson, Arizona, the JRS-34 line of ribbon mics is fabricated using parts and materials supplied exclusively by US companies, many operating on a local level. On display at NAMM in Hall E, booth #1855, the suggested retail price for each of the microphones is \$1799 (active), and \$1499 (passive).

From Cloud Microphones, LLC, 45 W. Ventura Street, Tucson, AZ USA 85705-5546, 520-829-4164, www.cloudmicrophones.com.

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