

Contact: [**Clyne Media, Inc.**](http://www.clynemedia.com/audiotechnica/)

Tel: (615) 662-1616

Fax: (615) 662-1636

**Audio-Technica Launches the BP898 (Cardioid) and BP899 (Omnidirectional) Subminiature Condenser Lavalier Microphones**

— These microphones’ wide dynamic range and tolerance for high sound pressure levels ensures intelligible, natural-sounding audio that’s ideal for use by stage and television talent, lecturers, and worship leaders —

*Stow, OH, November 2, 2021* — [Audio-Technica](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html), a leading innovator in transducer technology for over 50 years, is introducing the low-profile [BP898](https://www.audio-technica.com/en-us/bp898) Subminiature Cardioid Condenser Lavalier Microphone and [BP899](https://www.audio-technica.com/en-us/bp899) Subminiature Omnidirectional Condenser Lavalier Microphone. Direct replacements and upgrades to the existing AT898 and AT899, the new BP898 and BP899 are available in a number of different terminations (for wired or wireless use) that suit them to the entire range of lavalier mic applications. The BP898 is available in five black-finished models, all with permanently attached cables and varying termination and power configurations. The BP899 is available in a total of 17 different models, all with permanently attached cables, varying termination and power configurations, with most available in two available sensitivities and black or theater beige finishes.

Both microphones’ wide dynamic range and tolerance for high sound pressure levels ensures intelligible, natural-sounding audio that’s ideal for use by stage and television talent, lecturers, and worship leaders, and the low-profile design (a mere 5.3 mm in diameter) is ideal for applications requiring minimum visibility.

If up-close, directional miking is needed, the BP898 with cardioid capsule is recommended. The directionality of the BP898 cardioid element has a pronounced proximity effect when used at close range, enhancing the user’s voice. If the mic needs to be used at a greater distance or a less focused pickup is desired, the BP899 with an omnidirectional capsule is recommended.

The BP899 features an open-diaphragm design for maximum frequency response with protective mesh that repels sweat and other moisture and lasting performance. It includes a resonance cap that can be applied to the mic for greater intelligibility and to direct sweat and moisture away. The BP899 is also available in low-sensitivity versions, for dynamic theater performances or other high-SPL applications.

Building on the performance of the successful existing AT898 and AT899 lavalier mics, the BP898 and BP899 offer significant upgrades, including higher quality cable-build (the urethane elastomer cable with a double-spiral shield wire provides ultimate flexibility, strength, and resistance to abrasion and moisture, and the signal line of the cable employs a high-durability CuSn [copper and tin] alloy that greatly enhances corrosion resistance and increases longevity); improved connectors that better resist moisture; an included clothing clip (with 16 distinct angle adjustments over 360°) and two strain relief points for easy cable routing and isolation from mechanical noise; and two new included windscreens that snap onto the mic, each featuring a clasp that keeps the windscreen secured to the microphone. The microphones’ capsules are fitted into a rugged metal housing to shield the electronic circuitry from external electromagnetic noise. Both mics are RoHS compliant.

The Audio-Technica BP898 (Cardioid) and BP899 (Omnidirectional) Subminiature Condenser Lavalier Microphones are now available with U.S. MSRP pricing ranging from $179 to $289.

For more information, please visit [www.audio-technica.com](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html).

*…ends 499 words*

Photo file 1: BP898\_BP899\_Group.JPG

Photo caption 1: Audio-Technica BP898 Subminiature Cardioid Condenser Lavalier Microphones and BP899 Subminiature Omnidirectional Condenser Lavalier Microphones, shown with different available terminations

Photo file 2: BP898cH.JPG

Photo caption 2: Audio-Technica BP898cH Subminiature Cardioid Condenser Lavalier Microphone, shown with “cH” termination: a 55-inch (1.4 m) permanently attached cable terminated with a screw-down 4-pin connector for use with Audio-Technica cH-style body-pack wireless transmitters

Photo file 3: BP899cH\_TH.JPG

Photo caption 3: Audio-Technica BP899cH-TH Subminiature Omnidirectional Condenser Lavalier Microphone in theater beige, shown with “cH” termination: a 55-inch (1.4 m) permanently attached cable terminated with a screw-down 4-pin connector for use with Audio-Technica cH-style body-pack wireless transmitters

Click here for [BP898](https://www.audio-technica.com/en-us/bp898) and [BP899](https://www.audio-technica.com/en-us/bp899) product profiles with downloadable high-res photos.

See more here:

* Audio-Technica Promotional [Video](http://youtu.be/NWNLAU3wr2Y): “Always Listening to the Music That Moves Us”
* Audio for Video Techniques [Videos](https://youtu.be/OJmmMC1KywE?list=PLSY8LG6gVbQSXUWAM_P-uAYL9rpnrk2in)
* Recording Techniques [Videos](http://www.youtube.com/playlist?list=PLSY8LG6gVbQQgAGM8rZYWR-rUOtAK3m4N)
* Drum Miking Techniques [Videos](http://www.youtube.com/playlist?list=PLSY8LG6gVbQSNUyvQWjnmizxojTciZXDw)
* Additional [News Releases](http://www.audio-technica.com/cgi-bin/wordlink.pl?url=/cgi-bin/map_set_lang.pl?redir=/cgi-bin/product_search/press/press.pl)

[](https://www.facebook.com/AudioTechnicaUSA) [](https://twitter.com/USAudioTechnica) [](http://www.youtube.com/user/AudioTechnicaUSA) [](http://www.linkedin.com/company/audio-technica) [](http://www.pinterest.com/audiotechnicaus/) [](http://instagram.com/audiotechnicausa)

Celebrating over 50 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and turntables for the audio industry.

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.**com*](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html)

*— For further information regarding product availability and pricing in Europe, contact Rebecca Ward (*[*press@audio-technica.co.uk*](mailto:press@audio-technica.co.uk)*).*