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**Audio-Technica Offers AT8700 Adjustable Boom Arm for Content Creation**

— Boom arm accepts microphones from a wide variety of manufacturers —

*NAB Show, Las Vegas, NV, April 16, 2023* — [Audio-Technica](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html) (booth C4931), a leading innovator in transducer technology for over 60 years, expands its offerings for content creation with the [AT8700](https://www.audio-technica.com/en-us/at8700) Adjustable Microphone Boom Arm. Although engineered generally for A-T’s 20 Series microphones and their use in podcasting, streaming and other modes of content creation, the AT8700 is just as useful for all other microphones and applications requiring a boom arm.

This table-mount boom arm securely attaches to the edge of a desk and features 5/8"-27 thread and heavy-duty suspension allowing full 360-degree rotation, while providing users the ability to place the microphone in the exact position they need when recording, podcasting, streaming, etc. Users can attach their favorite microphone to this professional-quality boom arm to add versatility to their recording or streaming setup and free up space. The unit comes standard with six USB cable clips, six XLR cable clips and a table clamp. Additionally, the AT8700 folds for easy transportation.

“As our 20 Series line of microphones continues to expand and improve, it is important for us to have a boom arm that matches the quality of each of our products, and the AT8700 acts as a premium boom arm solution for content creators and beyond,” stated Gary Boss, Audio-Technica U.S. Marketing Director.

The AT8700 Adjustable Microphone Boom Arm is available at $89.00 U.S. MAP.

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

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Photo file 1: AT8700\_01.JPG

Photo caption 1: Audio-Technica AT8700 Adjustable Microphone Boom Arm

Photo file 2: AT8700\_02.JPG

Photo caption 2: Audio-Technica AT8700 Adjustable Microphone Boom Arm, shown as part of a typical podcaster setup

Photo file 3: AT8700\_03.JPG

Photo caption 3: Audio-Technica AT8700 Adjustable Microphone Boom Arm, shown as part of a typical podcaster setup

Photo file 4: AT8700\_04.JPG

Photo caption 4: Audio-Technica AT8700 Adjustable Microphone Boom Arm, shown as part of a typical podcaster setup

Celebrating 60 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 Alexandra Bischof (*[*abischof@audio-technica.eu*](mailto:abischof@audio-technica.eu)*).*