

NEW SHURE "555" UNIDYNE CARDIOID UNI-DIRECTIONAL
Dynamic Microphone for Broadcasting and Recording



SHURE

Solves Tough Pick-Up Problems in Broadcasting and Recording.



THE new Shure Cardioid 555 Unidyne Dynamic solves with ease a majority of the problems which have long troubled broadcasting and recording engineers — problems of placement, of sound pick-up and reproduction, in studio and remote applications.

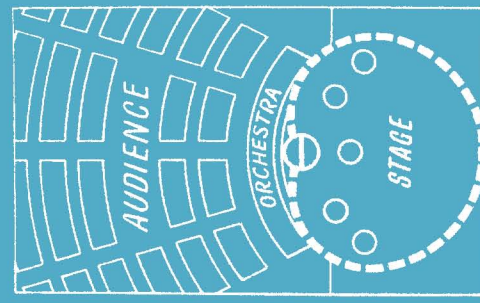
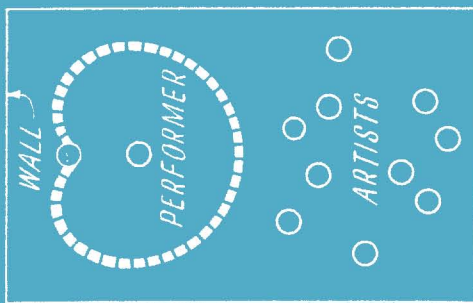
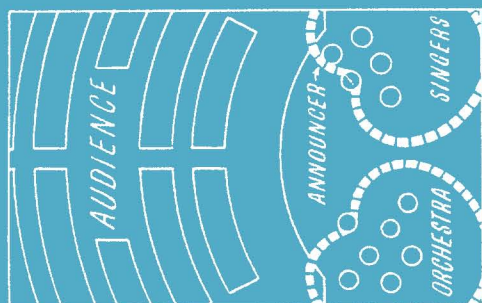
In a new, simple way, through the exclusive Shure *Uniphase* principle*, the 555 Unidyne provides the highly advantageous true cardioid uni-directional pick-up characteristic. It affords wide-angle front-side coverage (both horizontally and vertically) which diminishes sharply to a pronounced dead zone at the rear — gives smooth, wide-range response from 40 to 10,000 cycles with an average front-to-rear discrimination of 12 to 15 db over a wide frequency range.

This true cardioid uni-directional discrimination against sounds coming towards the rear of the microphone *at the useful frequencies* stops the pick-up of unwanted sounds — gives prominence and definition to the direct sound. It gets the sound you want as you want it — and thus provides truly fine reproduction of voice and music. You need only put the 555 to a simple "ear" test to discover how effectively it eliminates troublesome reflections in small studios cuts down reverberation effects in larger studios, reduces crowd and random background noise in theatres,

auditoriums, and other remote applications, indoors and outdoors. It even permits you to place the microphone with its back close to the studio wall without worrying about reflection. All this, of course, facilitates microphone placement, simplifies microphone technique.

In sound reinforcement applications, the Shure 555 is equally effective. It permits close placement of microphone and loud speakers without fear of feedback or objectionable audience noise — permits the performers to stand away from the microphone — enables you to obtain increased volume and better audience coverage.

Our thanks to the Broadcasting and Recording Engineers from Coast to Coast who contributed so willingly to the development of this microphone. Many prominent engineers saw, heard and examined engineering models of the Unidyne during the long year of intensive field research and additional engineering development work which preceded its formal announcement. Their practical criticism and helpful suggestions added to the specialized experience and knowledge of Shure Engineers have made the Shure 555 Broadcast Cardioid Dynamic a better microphone in construction and performance. What they wanted in a high quality broadcast microphone is embodied in the Shure 555.



New Exclusive Shure Uniphase Principle*

Previously, all cardioid uni-directional microphones really consisted of *two* microphones in one. An essentially non-directional pressure-operated element was combined with a bi-directional velocity-operated element to achieve the desired result. The development of the exclusive Shure *Uniphase* principle* made possible for the first time true cardioid unidirectivity in a *single* microphone element. In the *Uniphase* system, sound is made to act not only directly upon the single piston-type diaphragm, but also *indirectly* after undergoing phase-shift in an ingeniously designed internal acoustic network. Sound coming toward the front of the microphone causes the diaphragm to vibrate because the direct and phase-shifted pressures are *additive*, while sound from the rear produces a *subtractive* effect with practically no vibration of the diaphragm.

The practical advantages of the *Uniphase* principle over the two-unit system are: (1) *Economy*. The Unidyne employs only *one* microphone unit and thus costs far less than any other cardioid uni-directional microphone of comparable quality. (2) *Ruggedness*. The Unidyne uses no ribbons or delicate moving parts. Internal spring suspension and cushioning system enable the unit to withstand severe mechanical shocks in handling without damage to the microphone element. (See illustration at top right.)

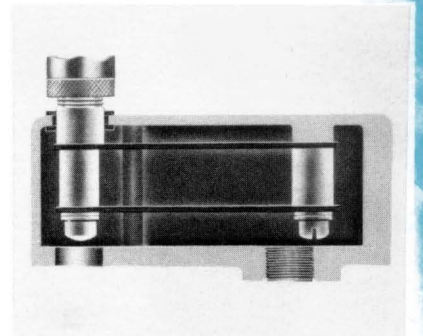
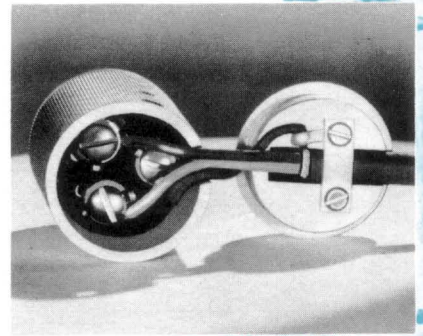
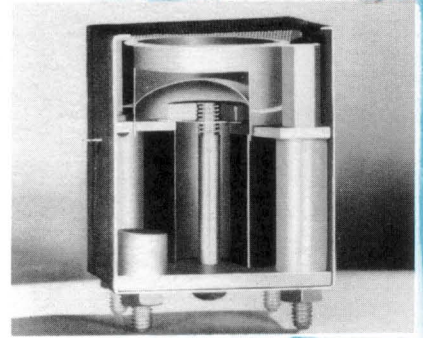
The Shure 555 is functionally designed in the modern manner, beautifully streamlined and finished in satin chrome. Construction is rugged throughout. Employs a specially-suspended double wind-screened moving-coil system. Very satisfactory for outdoor pick-up as well as for indoor remote and studio use. Stainless steel elements are used in the acoustic network for permanence. The moving-coil assembly is supported in the case by a damped spring system. A built-in flexible rubber-cushioning unit between the case and the mounting fixture provides effective transverse vibration isolation. The microphone tilts forward as well as rearward through an angle of 150 degrees. Standard $\frac{1}{8}$ "-27 thread fits all Shure mounting accessories. Easily adapted, of course, to fit stands with other threads. Screw terminals for output (balanced-to-ground) are readily accessible by removing threaded bottom. (See illustration at center right.)

A New Idea in Vibration Isolation

On the stand mounting illustrated at the left and in the constructional view at the lower right is shown an entirely new isolation unit developed by Shure Engineers. This new Shure A32A Elastic Isolation Unit is designed as an accessory for use with the Shure 555 Microphone when mounted on a floor stand. It gives very compliant axial support, forms a mechanical filter which effectively suppresses (by as much as 15 db) vibrations transmitted through the stand. Though not essential to the satisfactory performance of the Shure 555 Microphone under average conditions, the new A32A Elastic Isolation Unit is recommended where excessive vibration conditions exist. The offset design is strikingly modern in appearance, with matching satin chrome finish. $\frac{1}{8}$ "-27 thread facilitates attachment or removal.

Try the new Shure 555 Cardioid Broadcast Unidyne in the studio or on remote pick-up. Discover for yourself how much its performance means to you. Compare it — then look at the price.

**Shure Patents Pending.*



SHURE

New! — Shure Series "555" Broadcast Unidyne True Cardioid Uni-Directional Dynamic Microphones and Mounting Accessories



The Shure 555 Broadcast Unidyne Cardioid Microphone is available in 35-50 ohm and 200-250 ohm models. It is equipped with 18" stub of rubber-covered two-conductor shielded cable, trimmed on free end for attachment of user's connector plug. Stub may easily be replaced by longer length of cable if desired. $\frac{5}{8}$ "-27 thread. Case dimensions: $4\frac{1}{2}$ " high, $3\frac{1}{4}$ " wide, $3\frac{1}{2}$ " deep. Height overall, including built-in isolation mounting fixture, 8". Net weight $2\frac{3}{4}$ lbs. Shipping weight $4\frac{1}{2}$ lbs. Does not include accessories listed below.

Model 555A. Microphone. For 35-50 ohm circuits. Code: **Rudid.**

List Price\$60

Model 555B. Microphone. For 200-250 ohm circuits. Code: **Rudif.**

List Price\$60

High Impedance Model 555C can be furnished on special order at the same price.

Model A32A. Elastic Isolation Unit. New, advanced development. For use with Shure 555 Microphones when mounted on floor stand. Extremely effective against vibrations transmitted through the stand. Recommended where excessive vibration conditions exist. Modern, unique, offset design. Satin chrome finish. $\frac{5}{8}$ "-27 thread for easy attachment or removal. Has thumb screw operated cable clamp for strain relief. Case Dimensions: $1\frac{1}{8}$ " high, 2" wide, $4\frac{3}{8}$ " long. Net weight 1 lb., 10 oz. Shipping weight, 2 lbs.

Code: **Rudib.** List Price\$15

Model S36A. Streamlined Desk Mount. Functionally new — beautifully streamlined. Ideal height for desk or rostrum. Stable support for microphone. Adapters available for most microphones. Finished in Iridescent Gray. Base $2\frac{1}{2}$ " high, 5" wide, 7" long. Net weight: 1 lb. Shipping weight $1\frac{3}{4}$ lbs. Code: **Rusef.**

List Price\$3.50

Model S510A. New Broadcast Heavyweight Floor Stand. Designed for *both* beauty and utility. Not only forms an easily adjusted dependable support, but also contributes directly to better microphone performance. Extra-heavy, non-vibrating large-diameter tubings are employed for rigidity and freedom from noise. Heavyweight 3-leg base has a low center of gravity, literally hugs the floor, and provides firm footing on uneven surfaces. Pure gum rubber base isolation in conjunction with the weight of the base gives helpful attenuation of floor vibrations. Legs are shaped to cover minimum area, thus giving maximum floor space for artists. Low construction makes it possible to place legs under chairs, desks, etc. when necessary in crowded quarters. Quick, positive, foolproof, friction-lock permits instant, smooth, stable adjustment. Special "free wheeling" mounting screw with $\frac{5}{8}$ "-27 male thread provides for easy attachment or removal of microphone. $\frac{1}{2}$ " pipe thread on outside of inner tubing (adapts stand to RCA microphones). $\frac{5}{8}$ "-24 machine thread on inside of inner tubing (adapts stand to Western Electric microphones). The tubing assembly may easily be dismantled from base. Height adjustable from 45" to 79". Leg spread $16\frac{1}{2}$ ". Diameter of tubings: outer $1\frac{1}{4}$ "; inner $1\frac{3}{8}$ ". Tubing finished in Satin Chrome; base finished in Baked Enamel. Net weight of tubing assembly $6\frac{1}{2}$ lbs. Net weight of base $22\frac{1}{2}$ lbs. Shipping weight 32 lbs. Code: **Rusop.**

List Price\$42.50

Model A72A. Call-Letter Plate. Attractive cast-aluminum call-letter plate for Shure 555 Microphones. Fits on the case of the microphones easily and snugly. Makes call letters visible from all four sides, with practically no effect on directional characteristics of microphone. (Lettering can easily be applied by user.) Satin and black finish. Dimensions: $7\frac{3}{8}$ " high, $6\frac{3}{8}$ " wide, $1\frac{1}{2}$ " deep. Net weight $6\frac{1}{2}$ oz. Shipping weight 12 oz. Code: **Rudic.**

List Price\$10

Model A35A. Suspension Adapter. For overhead suspension. Provides two loops for non-twisting support. $\frac{5}{8}$ "-27 thread. Dimensions: 5" long, $1\frac{1}{8}$ " high, $\frac{3}{4}$ " wide. Net weight 4 oz. Shipping weight 6 oz. Chrome Plated finish. Code: **Rudem.**

List Price\$1.50



GUARANTEE: Every Shure Product is guaranteed to be free from electrical and mechanical defects for one year from date of shipment from the factory, provided all instructions are complied with fully.

SHURE PATENTS PENDING

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SHURE BROTHERS • 225 W. HURON ST. • CHICAGO, U. S. A. • CABLE: SHUREMICRO
DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES