

# Two-Part Harmony.



## Bluebird

### Technical Data

|                                  |                                   |
|----------------------------------|-----------------------------------|
| Acoustical Operating Principal   | Pressure Gradient                 |
| Directional Pattern              | Cardioid                          |
| Frequency Response               | 20Hz — 20kHz                      |
| Sensitivity (1kHz into 2.5kΩ)    | 27mV/Pa                           |
| Rated Impedance                  | 50Ω                               |
| Rated Load Impedance             | Not less than 1 kΩ                |
| Noise Level A-weighted (IEC 651) | Not more than 7.5dB               |
| Max Output (1% THD into 2.5kΩ)   | 12dBV = 3.1V                      |
| Max SPL (0.5% THD into 2.5kΩ)    | 138dB                             |
| Dynamic Range (2.5kΩ load)       | 130dB                             |
| Supply Voltage (IEC 268-15)      | +48V phantom power<br>(+35V min.) |
| Current Draw (typical ai +48V)   | 1.8mA                             |

WESTLAKE VILLAGE, CA — OCTOBER 1, 2003 — **Blue Microphones** and **Digidesign**, two of the pro audio industry's most respected and innovative manufacturers, proudly announce the launch of a new bundling partnership, featuring the new **Bluebird** microphone. The Bluebird, manufactured by Blue and tailored to fit the needs of the Digidesign end user, will be available only as part of future Digidesign product bundles. Both companies recognize each others' unique positions within the marketplace and believe this synergistic alliance will deliver unprecedented value to their end users worldwide. The Bluebird mic will also be featured in Focusrite bundles in North America, where Digidesign is Focusrite's exclusive distributor.

The Bluebird is designed to deliver the same high-quality, no-compromise audio that Blue users have come to expect. It is a large-diaphragm cardioid condenser, utilizing Blue's renowned capsule technology and Class-A discrete circuit. In a departure from its normally application-specific designs, Blue engineered the Bluebird to be as versatile as possible, with applications ranging from vocals to electric and acoustic guitars, close-miking of drums, drum overheads, percussion, piano, horns, strings, and any other application where crystal-clear sound quality and detail is of the utmost concern. In addition to the microphone itself, the Bluebird bundle also includes the Bluebird Accessory Pak — Blue's high-definition 22-AWG Blueberry mic cable, a specially designed shock mount, the BirdCage, and a metal mesh pop filter, the BirdNest.

According to Digidesign Strategic Alliances Manager Dino Virella, "Our philosophy has always been to provide as many of the tools that today's musician, producer, DJ or creative person needs at a very competitive price. To that end, we've aligned ourselves with other state-of-the-art manufacturers whenever we explore new ground — like microphones — to bring our users the very best in design, technology and value. To create this bundle we've partnered with Blue Microphones, one of the hottest and most innovative companies in the audio industry. With the Bluebird mic, our users benefit from the expertise of two leaders in their respective fields working together to bring you a microphone that has exceptional sound quality, cutting-edge design and superior craftsmanship. This partnership is the culmination of the highly successful Blue Mic/Focusrite bundles distributed by Digidesign. We're very excited to bundle such a high-quality microphone with our extensive product offerings. I have no doubt that this unique partnership will provide all Digidesign/Focusrite end users with a top-notch recording experience."

Blue is equally pleased about partnering with an industry leader like Digidesign. Skipper Wise, Blue President and founder, says of the joint effort, "The Bluebird is completely different from our other models. This was our first opportunity to really encompass all of our award-winning sounds into a single mic that we know Digidesign and Focusrite users will appreciate. We know that no one thing can be all things for all people, but the Bluebird is as close to realizing that goal as anyone has ever come. Digidesign is recognized as the standard-bearer for audio recording and mixing technologies. Their no-compromise approach to technology development and continual product improvement has earned them a well-deserved reputation among audio and visual professionals as the first and last word in production quality. This was a very easy decision for us — the way we look at it is like, 'who *wouldn't* want to engineer for The Beatles?'"



Microphones

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