

# SONY

## Press Release

### Sony Launches 3.5 mm Plug-in Power Compatible Lavalier Microphone ECM-L1



*Boasting high quality sound performance, reliability and wide range of connectivity cultivated through professional audio technology*

**Hong Kong, September 10, 2024** – Sony today announced the [ECM-L1](#), a lavalier microphone that supports 3.5 mm plug-in power, a product of Sony’s time-tested audio technology. This unit was developed based on the ECM-77 series, which have been highly regarded for many years by professionals, including broadcasting studios and production companies.

ECM-L1 achieves high-quality sound pickup performance ensuring every word and nuance is captured with precision, as well as high reliability for extended use periods, all cultivated through Sony’s experience in professional audio technology. In addition, it supports plug-in power and can be seamlessly integrated to a wide range of devices equipped with a 3.5 mm microphone input terminal<sup>1</sup> making it extremely versatile. Thanks to its pin microphone design, it can be worn discretely around the speaker’s collar or shirt for a professional appearance on camera whilst still picking up sound clearly, making it ideal for interviews, documentaries, drama shoots, vlogging and livestreams.



In recent years, with the increase in the number of creators producing video content, there has been a growing appetite to improve sound quality. By expanding its microphone line-up, Sony continues to support high-quality audio recording in a variety of situations.

## High-quality sound pickup performance cultivated through professional audio technology



The ECM-L1 was developed based on the ECM-77 series, which has been used for many years by broadcasting stations and other organisations. The capsule's fixed electrode plate is made of a rigid ceramic. Its superior vibration properties deliver excellent sound quality with good rise time and high resolution. In addition, the microphone capsule is covered with a machined brass exterior to suppress unnecessary external resonance, enabling clear, crisp sound pickup. In addition, the high-purity OFC (oxygen-free copper) cable reduces audio transmission loss without compromising high sound quality.



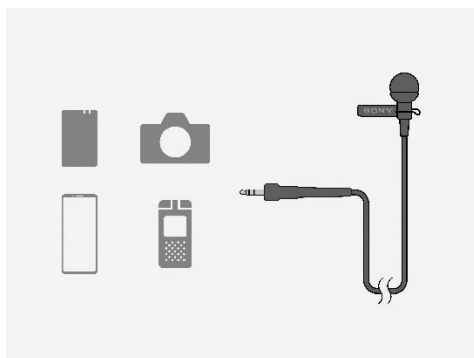
## High reliability so you can focus on recording

A durable brass housing protects the microphone so that it holds up against wear and tear, even under rough usage at shooting sites. In addition, the 2.2 mm diameter cable is resistant to breakage and a locking ring<sup>2</sup> is used at the connection point with the recording device to prevent the connector from accidentally coming loose.

Two types of windscreens are included to reduce wind and pop noise: metal and faux fur. For a more discreet aesthetic you can select the metal option, or depending on the shooting scenario, the additional wind noise reduction of the faux fur option is available.



## Plug-in power support for a wide range of connectivity



The ECM-L1 lavalier microphone has plug-in power, where power is supplied from the connected device. It can be connected<sup>1</sup> to a wide range of devices equipped with a 3.5 mm microphone input terminal, such as cameras, smartphones, wireless microphones, IC recorders, and computers, enabling high-quality audio recording to suit the many types of use cases.

### Availability

The new **ECM-L1** will be available from 26 September 2024 at HK\$2,160 at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers.

A product video on the new ECM-L1 can be viewed [here](#).

For detailed product information about ECM-L1, please visit [here](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

### About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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<sup>1</sup> The ECM-L1 has a 3.5 mm mini plug (3-pin). Compatibility with all products is not guaranteed. A commercially available conversion adapter may be required. Please refer to each manufacturer's specifications for compatibility

<sup>2</sup> Available when connecting to a device that supports locking ring.