



## **sE Electronics Press Release**

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# **Award-winning sE2200a smashes through 15,000 sales**

**In just three years the sE2200a has become the condenser mic of choice in studios around the world and has picked up countless awards along the way. When it came out the press said it set a new standard in sound quality and style, and now its set a new sales standard, smashing through the 15,000 mark...**

Since arriving on the scene in 2004 sE's 2200a condenser mic has taken the recording world by storm. After some incredible magazine reviews and awards the mic has now found a home in thousands of studios, from semi-pro project set-ups right up to amazing facilities like Real World Studios. It won the prestigious Music Industries Association Award for Best Studio Condenser microphone in both 2004 and 2006 and has now set a new sales benchmark, smashing through the 15,000 sales mark.

sE MD James Young says: "the phenomenal success of the 2200a is completely down to the fact that this is the only high quality, boutique style, hand-built product available at mass market prices. This isn't just another OEM faceless mic but an expertly designed product built by skilled engineers. The reviews we've had, open factory tours to all areas of production to press, and the praise from end users really do prove that we are leading the way when it comes to professional microphones and audio technology."

"What I'm most proud of is that we've achieved this level of quality, not just in the mic and its performance, but in its packaging and delivery to market. While other manufacturers are cutting corners like mad, dropping flight cases for card boxes and charging extra for proper shock mounts, we have continuously sought to find ways of improving all aspects of the final product for our end

users... and we've done all of this without using OEM, but while simultaneously giving our employees a proper wage and good standard of living, which is a very rare thing in our industry.”

### **What the recording world are saying**

*“I particularly like the tone of the SE2200a – it's hard to find another mic in the same price range that could ever deliver a better performance,”* **Real World Studio's** senior sound engineer **Marco Migliari** on the facility's recent sE purchases

*“There's a really pleasing amount of body to the 2200a and we often don't put any EQ on it at all – it often doesn't need any!”* **Somethin' Else's Barry Gardner** on recording **Amy Winehouse** with the 2200a.

### **What the press are saying**

*“An impressive, great sounding mic that will capture sound beautifully – Platinum Award”* **Future Music** magazine

*“A new standard for sound quality and style – 9/10 Music tech Recommended”* **Music Tech** magazine

*“Ludicrously priced and a mic that can really do the job”* **Music Mart** magazine