

STAR OF STAGE AND STUDIO.

You see it everywhere. In small clubs and 100,000 seat stadiums. Used by legendary performers and the latest up-and-comers. The renowned Shure SM57 is a fixture in the music business.

What you may not have seen are the thousands of SM57s at work behind the scenes in professional recording studios around the world. In fact, you'll probably find it in more studios than any other mic.

Not surprising. The unidirectional dynamic SM57 has set the industry standard by defining the way instruments should sound. Which is why it's used by any serious musician or recording professional.

Its warm, clean sound along with its carefully contoured presence rise make it ideal for a wide range of instrument miking applications, particularly guitar amplifiers and drums. The SM57 features a uniform cardioid pick-up pattern that isolates the main sound source and minimizes background noise.

Most remarkably, the SM57 does it all for a price that's well within reach of any musician.

Whether you're in the studio or on the stage, this is one piece of equipment you can't live without.

To find the world standard SM57, just visit your Shure dealer.



SM57

SHURE Incorporated Web Address: <http://www.shure.com>
222 Hartrey Avenue, Evanston, IL 60202-3696, U.S.A.
Phone: 847-866-2200 Fax: 847-866-2279
In Europe, Phone: 49-7131-72140 Fax: 49-7131-721414
In Asia, Phone: 852-2893-4290 Fax: 852-2893-4055
Elsewhere, Phone: 847-866-2200 Fax: 847-866-2585

SHURE®

THE ONE.

SM58



The Shure SM58 needs no introduction: It's the world's "number one" microphone – the one that serious vocalists refuse to perform without.

But the SM58 is more than just a microphone. It's an extension of you as a musician. Every time you pick it up, you get a sense of comfort and confidence. It's the way a microphone should feel.

And it's the way a microphone should sound. The SM58 delivers the brightened mid-range and bass rolloff that are perfectly tailored for vocals, providing that critical link between you and your audience.

And with its legendary durability, you'll understand why it's been the industry standard for three decades.

It sets the standard for value, as well. Professional musicians who could easily afford any mic in the world, routinely choose the SM58 over microphones that cost several times more.

To experience the first sensation of a great performance, visit your Shure dealer.

Major Category: The Mic

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