



## PRESS RELEASE

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### **Klover Products and Sound Shark Audio to Showcase Long-Range Microphone at NAB 2017**

**JANESVILLE, WI USA** (April 6, 2017) – [Klover Products, Inc.](#) will showcase its unique line of long-range microphones at the [2017 National Association of Broadcasters \(NAB\) annual show](#) in Las Vegas, Nevada, April 24-27, 2017, Booth C6841.

The custom-engineered Klover parabolic microphones utilize the same technology that television networks use to pick up the on-field sounds of professional sports. In fact, [Klover Products](#) developed and manufactured the parabolic microphones capable of capturing audio at up to 500 feet that are currently used throughout the sports world, including at two recent Super Bowls, several Major League Baseball (MLB) payoffs and the World Series. Klover Products' smallest unit, just nine inches in diameter, has also been used for NBA playoff games and NCAA basketball tournaments. [Sound Shark Audio](#), the consumer products division of Klover Products, produces a consumer version of this small parabolic mic, capable of capturing audio from up to 50 feet that is widely used by wedding videographers, nature enthusiasts, indie producers and other audio-visual professionals seeking an affordable alternative to the Klover MiK<sup>®</sup> line.

During NAB 2017, Emmy-winning videographer and [BeTerrific](#) CEO [Michael Artsis](#) will be using the Sound Shark<sup>®</sup> in his mobile studio to conduct live interviews with key industry change-makers. Artsis plans to stream from the NAB floor, demonstrating how the Sound Shark mic can capture audio even in the most challenging of settings with abundant ambient noise.

Artsis and BeTerrific Media first partnered with Sound Shark at the 2017 Consumer Electronics Show (CES) in January, where they operated a live mobile studio from Central Hall in the Las Vegas Convention Center as an official media partner of CES. "We used the Sound Shark for audio. Sound Shark is a parabolic mic for DSLRs and all sorts of other cameras, that allows you *not* to use a lav or a headset mic and still get decent audio in loud environments, cancelling out and rejecting all the audio behind it, just like they use on NFL fields and major league baseball sidelines," said Artsis.

The portable Sound Shark can capture normal conversations from up to 50 feet or more, providing approximately the same signal level at 30 feet as a standard microphone would at five feet from the same source. Since the Sound Shark does not need to be attached to the video subject to achieve the same quality, it is easier to use and avoids the hassle of managing additional cables or unattractive lapel mics and bulging mic packs.

The Sound Shark's long range also eliminates the need for a boom, and the boom operator, in most instances. Additionally, thanks to its small size, the Sound Shark mic can be mounted directly to a video camera using the hot shoe mount. The hot shoe adapter can also be removed, allowing for mounting to a light stand, Magic Arm or anything with a 1/4-20 thread.

Klover Products will be demonstrating that their small parabolic microphones reject ambient noise better than a shotgun mic within the loud convention hall. Preconceptions about small parabolic microphones will be tested, too, as they demonstrate the mic's ability to capture a wide range of frequencies.

Visit Booth C6841 at NAB 2017, or <http://kloverproducts.com/> and <https://soundsharkaudio.com/>, to learn more about Klover and Sound Shark products. Not yet registered for NAB? Visit the [Klover blog](#) to learn how to secure a free attendance code.

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***About Klover Products and Sound Shark Audio***

Founded in 2012, [Klover Products, Inc.](#) produces safe, high-performance and flexible long-range microphones that are used by the NFL, NBA, NCAA, MLB, CFL and other professional sports broadcasting and audio-visual professionals. The consumer products division of Klover Products, Inc., [Sound Shark Audio](#), manufactures affordable microphones that are utilized by video professional worldwide to capture exceptional and precise sound from short- and long-range distances without the use of attached lapel or mic packs. Both Klover and Sound Shark products are manufactured in the United States. Visit <http://kloverproducts.com/> and <https://soundsharkaudio.com/> and to learn more.