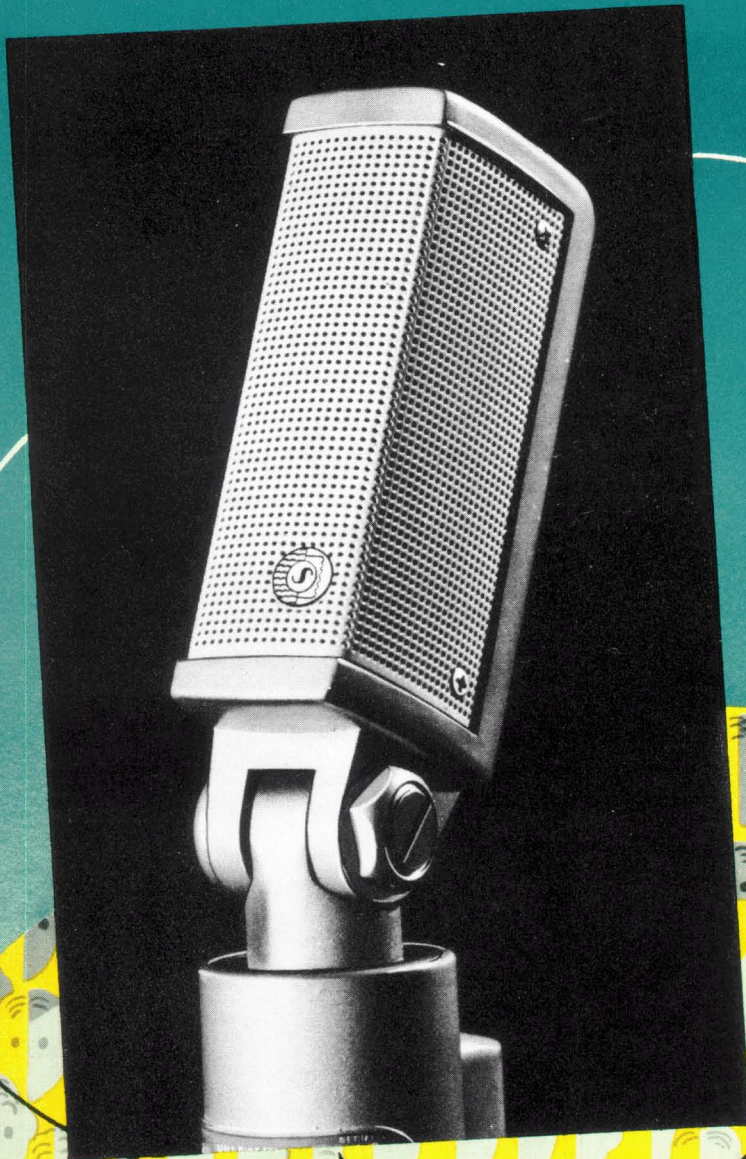


**NEW SHURE**

*Concert*  *Line "333"*

**UNI-DIRECTIONAL  
STUDIO MICROPHONE  
FOR RADIO—TELEVISION  
PROFESSIONAL RECORDING  
MOVIE STUDIOS**



*Catalog No. 33*





# MODEL "333" STUDIO *Concert-Line* MICROPHONE

*A Major Advance in Microphone Development and Design!*

**SHURE**

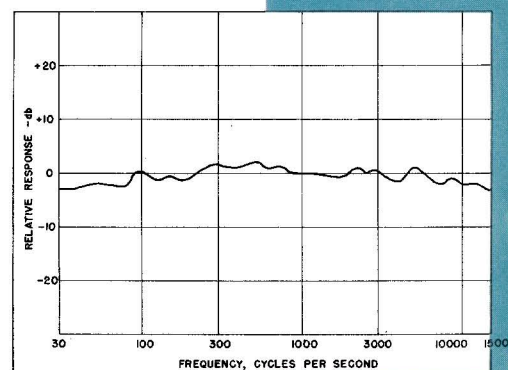
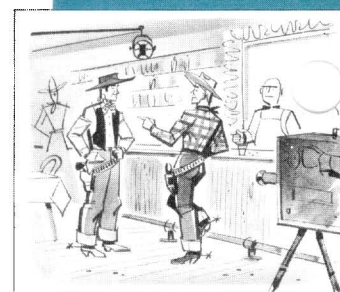
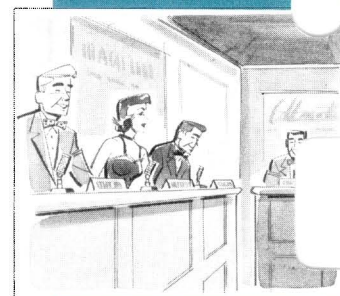
The "333" is the only broadcast microphone with "All Three":

- 1) Smooth, Extended Frequency Response!
- 2) World-Famous Patented "Uniphase" System!
- 3) Small Size, Slim Design, Matchless Beauty!

Here is a truly fine microphone created for discriminating users for the most exacting professional requirements. Here indeed is a major advance in microphone development and design! This small, ultra-cardioid, ribbon microphone is highly recommended for TV Studios, Movie Studios, Radio Stations, and Professional Recording Studios. Here is performance never before achieved in such a small and slender microphone. Here is matchless beauty and striking design to appeal to professionals and high-fidelity enthusiasts who traditionally demand the finest! The small size and slim design make the "333" ideal for high-quality installations where the microphone will be seen—where it must reflect the dignity, prestige and quality of the setting in which it is used. Interview and Panel Shows are typical of TV studio use where desk microphones are needed and placed in a position of prominence, yet must remain as unobtrusive as possible. The "slim-trim" form of the "333" admirably fills the need for a small microphone. Its striking design places the Concert-Line "333" in a class by itself, for here indeed is a microphone of surpassing beauty!

From 30 to 15,000 c.p.s., the frequency response of the Concert-Line "333" is smooth and peak-free, plus or minus 2½ db. Here is a response which provides faithful reproduction of voice and music—a response unsurpassed by any other broadcast microphone, regardless of type, size or cost. The exacting specifications of the "333" call for quality-control procedures of a high order, so that each unit possesses the same fine, superlative quality. Here is production uniformity never excelled and seldom equalled!

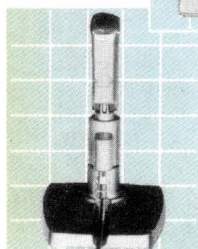
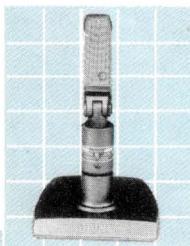
The world famous, patented Shure "Uniphase" acoustic system is a single-unit system which provides the true uni-directional characteristic of the microphone. The "333" has a wide-angle pickup at the front of the unit, but becomes increasingly less sensitive at the sides of the microphone, and is relatively "dead" at the rear. The ultra-cardioid polar pattern has two "nulls" at the rear instead of the single "null" found in the regular cardioid. This means that the Concert-Line "333" reduces the pickup of random noise energy by 73%—prevents the pickup of moving props, scuffling feet and moving "dollies" so common in Movie, TV and Radio Studios when conventional broadcast microphones are used.



IMPEDANCE TABLE		OUTPUT LEVEL	
L-35-50 ohms		58 db below 1 Milliwatt	per 10 microbar signal
M-150-250 ohms		58 db below 1 Milliwatt	per 10 microbar signal
H-High		56 db below 1 volt	per microbar

MODEL	LIST PRICE
"333"	\$250.00

Model S33—modern, stable, sturdy desk stand specially designed for use with Shure Studio Microphones. Model S33 List Price \$15.00



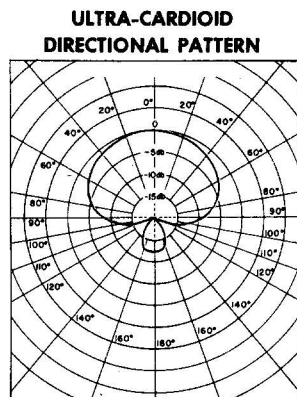
Back view of microphone on desk stand showing slotted design for neat placement of microphone cable.



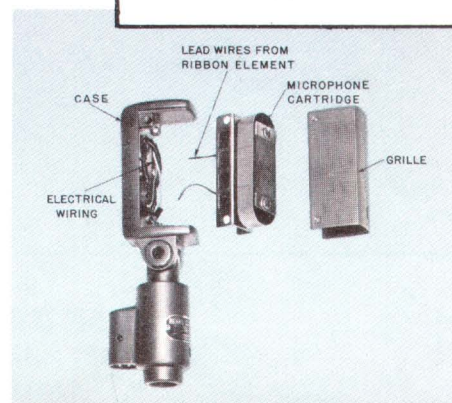
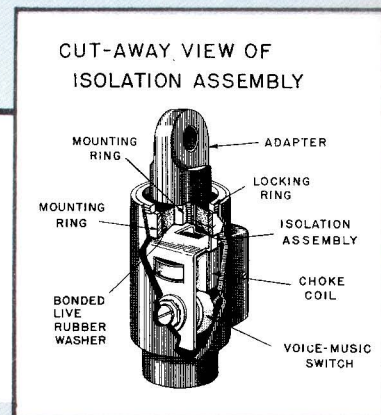
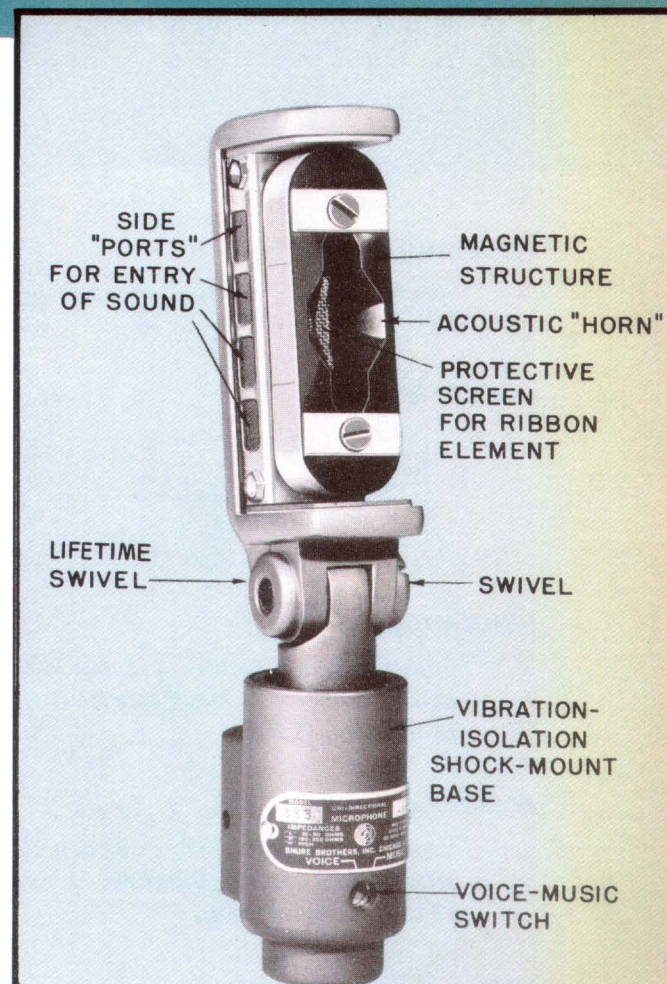
# The Features that make the *Concert Line* "333" Outstanding in its Overall Performance...

**Operating Data:** The Model "333" is a slender, compact Uni-directional Microphone. A horn-loaded ribbon transducer (coupled with a newly-designed phase-shifting network) provides an Ultra-Cardioid uni-directional characteristic which gives highly satisfactory operation under adverse acoustic conditions. It permits placement of the microphone at a distance from the performer 92% greater than is possible with non-directional (omni-directional) microphones! *The Model "333" reduces reverberation, reflection and pickup of undesired random sounds by 73%, thus minimizing disturbing studio noises often heard in telecasting, and radio broadcasting.* The sound is received through hundreds of tiny apertures in the acoustically streamlined external grille which filters out wind, blast and breath noises. The extended, smooth frequency response and the attending faithful reproduction are largely due to a sensitive, horn-loaded, aluminum ribbon carefully suspended between the poles of the magnetic structure. The use of high efficiency, magnetic materials and specially designed magnetic circuits has made it possible to achieve maximum operating efficiency in such a small microphone. The microphone is ruggedly built to withstand hard usage and is unaffected by temperature and humidity variations.

"Ultra-Cardioid" describes the polar characteristic. This polar characteristic resembles a cardioid, but is more directional. There is a wide, useful pickup angle at the front of the microphone, and two "nulls" at the rear, instead of the single one found in a regular cardioid. The Model "333" provides these characteristics over a broad range of frequencies. In broadcasting and recording this type of polar characteristic enables you to point the back of the microphone at unwanted noises, thus giving interference-free pickup of desired sound. Reverberation energy is decreased approximately 73%.

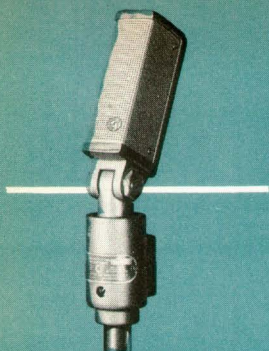


In high-quality Public Address, feedback-free reproduction is assured at volume levels which would cause considerable feedback with conventional semi-directional or omni-directional microphones.



**EXPLODED VIEW  
OF SHURE  
CONCERT-LINE  
"333" STUDIO  
UNIDIRECTIONAL  
MICROPHONE**





# Technical Data and General Information about the "333" *Concert* *Line* Ultra-Cardioid Studio Microphone

## **FREQUENCY RESPONSE:**

Essentially flat and uniform from 30 to 15,000 c.p.s.—plus or minus 2½ db.

## **OUTPUT LEVEL:**

IMPEDANCE TABLE	OUTPUT LEVEL
L—35-50 ohms	58 db below 1 Milliwatt per 10 microbar signal
M—150-250 ohms	58 db below 1 Milliwatt per 10 microbar signal
H—High	56 db below 1 volt per microbar

## **IMPEDANCE:**

Equipped with a Multi-Impedance Switch, furnishing a choice of three impedances—L-low, M-medium, H-high.

## **POLAR PATTERN:**

Uni-Directional for 73% reduction of pickup of undesired sounds. Response at rear down 12 to 20 db from front.

## **CASE:**

Durable die-cast with combination non-reflecting "Grayje" enamel case with beige grill.

## **SWIVEL:**

New, improved, self-adjusting "positive action" lifetime swivel permits tilting the head 45° forward and 70° backward.

## **SHOCK MOUNT:**

Special vibration isolation unit of live rubber construction.  
(See internal structure on page 3.)

## **CABLE CONNECTOR:**

Equipped with Cannon XL-3-11 connector.

## **CABLE:**

20 ft. Broadcast 2-conductor shielded cable.

## **STAND THREAD:**

Standard ⅝"-27.

## **STAND COUPLERS:**

Adapters for ½" pipe thread or ⅝"-24 thread available upon request at no extra charge.

## **SWITCHES:**

Voice-Music Switch.  
Multi-Impedance Switch.

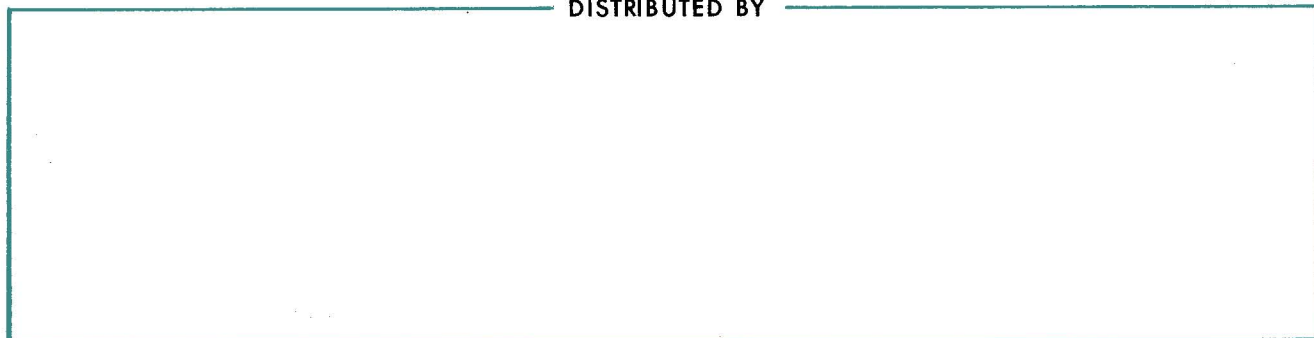
## **DIMENSIONS:**

3-11/16" high; 1-7/32" wide; 1-7/8" deep.

## **WEIGHT:**

Net weight 1½ lb.; packaged weight 4 lbs.

DISTRIBUTED BY



**SHURE BROTHERS, INC.**

225 WEST HURON STREET—CHICAGO 10, ILLINOIS  
CABLE ADDRESS: SHUREMICRO