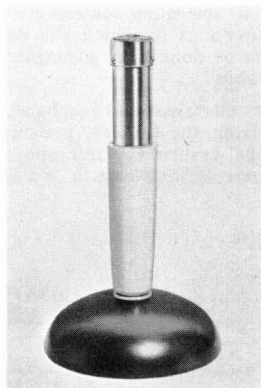


SHURE**MICROPHONES AND ELECTRONIC COMPONENTS**

AREA CODE 312/328-9000 • CABLE SHUREMICRO

MODELS 777, 777A, 777S AND 777SA "SLIM-X"**OMNIDIRECTIONAL CRYSTAL MICROPHONES**

MODEL 777
With Molded Stand Adapter
on S38B Desk Stand



MODEL 777
With A25B Swivel Adapter
on S38B Desk Stand



MODEL 777S
As a
Hand Held Unit

General: Model "777" series microphones are pressure-operated, diaphragm type crystal microphones. The crystal used is a Bimorph, Rochelle Salt unit. The crystal has been specially moisture-proofed to provide protection against damage due to prolonged exposure at high humidity.

Applications: Model "777" series microphones are designed for voice and music reproduction and are ideal for recording on tape, wire or disc; fixed or mobile public address systems; call systems; amateur communications; and similar uses. These microphones are especially suitable for those applications involving partial or complete concealment. When used vertically (microphone pointing straight up), the performers may be placed all around the microphone without frequency discrimination. The "777" series microphones are rugged units and are recommended for use where good quality is required at low cost.

When used with a lavalier cord the "777" series is ideal for public speakers and lecturers; teachers and instructors; demonstrators; and all similar applications where freedom of both hands is necessary. The cord clips easily to the microphone, can be easily fastened around the wearer's neck, and readily removed.

Operation: No polarizing voltage is required for crystal microphones.

Crystal microphones may be seriously damaged if accidentally connected to loud speaker or power supply outlets carrying high voltage. Check your connections carefully.

Crystal microphones should not be used or kept in places where the temperature exceeds 125°F. They should not be exposed to the rays of the sun in very hot weather for any considerable length of time—or left in closed automobiles parked in the sun during hot weather, as the temperature inside the automobile may easily build up to over 125°F. and permanently damage the crystal.

(Over)

When used near a radio transmitter, use the minimum length of cable consistent with placement requirements. Careful grounding of the cable shield is advisable.

Connections: The Inner or "hot" conductor of the cable should be connected to the grid of the first tube in the amplifier across a load resistance of 5 megohms. Input resistance as low as 1 megohm may be used, if necessary, but higher values are recommended because of better low-frequency response obtained. The shield should be connected to the amplifier chassis or ground. The shield, chassis or amplifier ground should be securely grounded to a water pipe or similar ground to prevent shock hazard during operation of the amplifying system. The cable may be lengthened if desired; low capacity shielded microphone cable should be used for this purpose.

Important: Shure Microphone Cables are selected after exhaustive tests to insure superior performance in microphones because of low capacities, superior shielding properties and unusually long life under severe use.

Cables with plastic insulation should not be subjected to excessive soldering-iron heat. Carefully clean and tin the conductors and the connections to which the conductors are to be soldered. The soldering operation can then be done with a minimum of heat, thereby avoiding any possibility of damage to the cable.

Guarantee: Each microphone is guaranteed to be free from electrical and mechanical defects for a period of one year from date of shipment from the factory, provided all instructions are complied with fully. In case of damage, return the microphone to the factory for repairs. Our guarantee is voided if the microphone case is opened.

License Notice: Shure patents issued or pending.

FURNISHED ACCESSORIES

MODELS 777 and 777S	
Stand Adapter	65A102
Lavalier Assembly	A22L
MODELS 777A and 777SA	
Swivel Adapter	A25B
Desk Stand	S38B
Lavalier Assembly	A22L

OPTIONAL ACCESSORIES

"Quick" Disconnect Isolation Adapter	A45
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REPLACEMENT COMPONENTS

Cable and Plug Assembly	C58
Crystal Cartridge	99A186A

SPECIFICATIONS

Frequency Response: 60 to 10,000 Hertz.

Polar Pattern: Omnidirectional.

Impedance: High (Recommended load impedance 1 to 5 megohms)

Voltage Sensitivity: 1.05 millivolt r.m.s. per microbar at end of 7 foot (2.1 m) cable across 1 to 5 megohms at 1,000 Hertz (this is equivalent to 59.5 db below one volt per microbar). E.I.A. Microphone Rating Gm (Sensitivity) —162.0 db.

Cable: Detachable 7 foot (2.1 m) rubber-covered, single-conductor, shielded cable with Amphenol MC1F plug for attaching cable to microphone.

Stand Adapter Thread: $\frac{5}{8}$ "-27

Dimensions: Length, overall (with adapter) 7 inches (177.8 mm). Length, overall (microphone only) $4\frac{3}{8}$ inches (111.1 mm). Body Diameter 1 inch (25.4 mm).

Finish: Satin Chrome.

Switch: Models 777S and 777SA only. Built-in "ON-OFF" switch to control microphone circuit. Press-to-talk locking or non-locking action.

Weight: Net 6 ounces (170.1 g), Packaged 1 lb. (453.6 g).