



DPA 2017

Shotgun Microphone

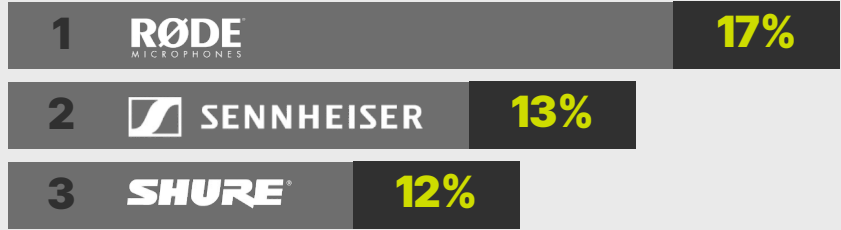
Contents

- 01 **Shotgun market overview**
- 02 **Product overview**
- 03 **Competitor specifications overview**
- 04 **Portfolio fit**
- 05 **How to order**
- 06 **Marketing assets**



Market for shotgun microphones

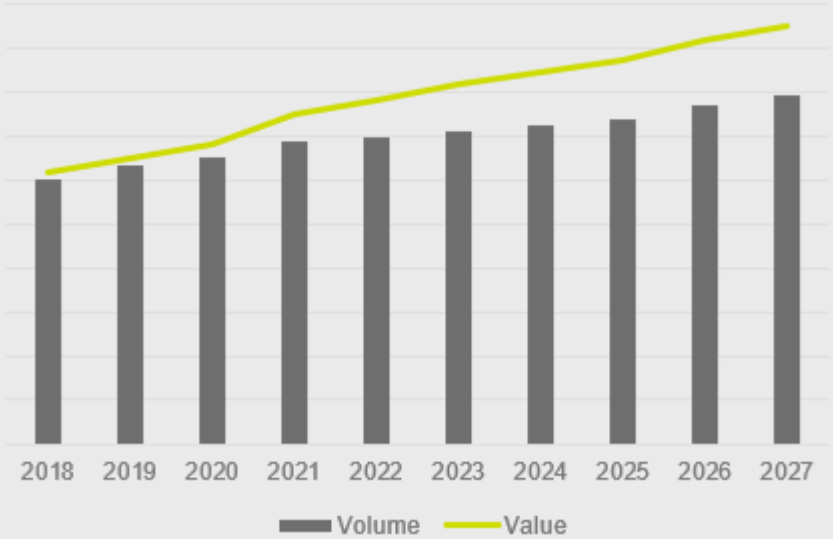
2022 Worldwide Leading Brands % Value



RØDE is the key player in the lower-value, camera-mounted microphone segment, being successful in selling beyond the professional market.

Sennheiser leads in selling to the higher-value broadcast industry.

Worldwide vendor revenue forecast for shotgun microphones



Growth drivers

- Existing users upgrading to better quality products
- Inflationary pressure factors into rising average selling prices

Broadcast application key requirements

- ⦿ Reliability
- ⦿ Simplicity
- ⦿ Durability
- ⦿ Consistency
- ⦿ Clarity



Other applications

- ⦿ Theatre
- ⦿ Location sound
- ⦿ Live events



Target customers

DECISION MAKERS

- ⦿ Audio (A-1) Mixer / Audio Supervisor

CUSTOMERS

- ⦿ Production companies
- ⦿ Broadcast rental companies
- ⦿ Broadcast corporations
- ⦿ Freelance sound engineers

APPLICATIONS

- ⦿ Streaming live sports events
- ⦿ Electronic News Gathering (ENG)
- ⦿ Audience pickup
- ⦿ Theatre
- ⦿ Location sound

POSITIONS

- ⦿ Fixed
- ⦿ On boom
- ⦿ On camera
- ⦿ Indoor
- ⦿ Outdoor

2017 Shotgun Microphone



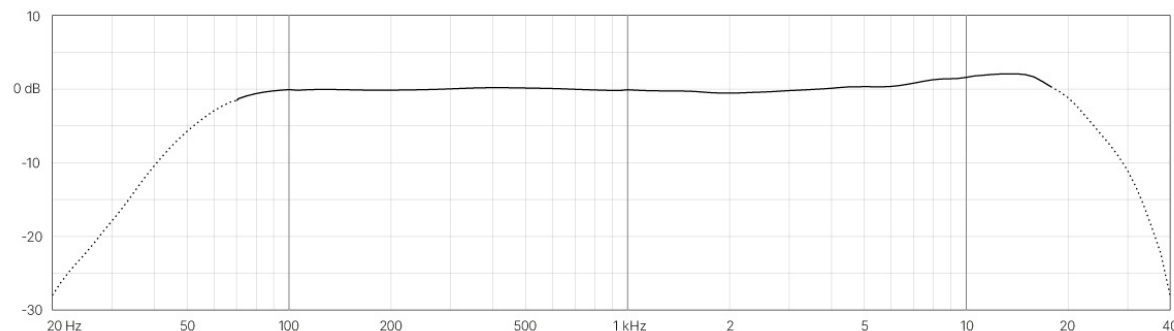
The DNA of DPA

 Clarity

 Consistency

 Durability

Frequency response



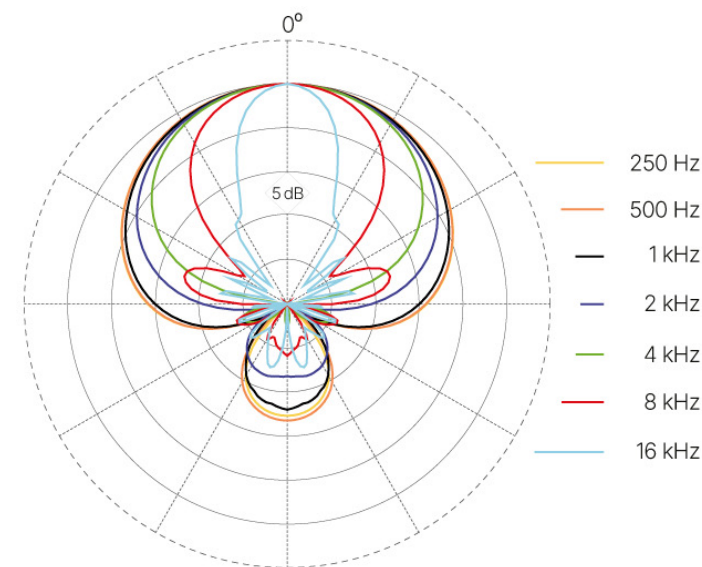
DPA 2017 frequency curve measured at 60 cm (23.6 in)

Effective frequency range, ± 2 dB, at 23.6 in is from 70 Hz - 18 kHz with a smooth 2 dB soft boost at 15 kHz

The frequency curve is intentionally kept **flat/linear**, to allow the sound designer to tailor the sound to the specific application.

A permanent **3rd order low-cut filter** at 60 Hz to eliminate unwanted low frequency noise such as rumble and handling noise. The filter is intentionally placed this low and steep, to **ensure the richness** of the voice, ambience or other sounds.

Polar pattern



Supercardioid at 1 kHz

We have gone the extra mile to make the off-axis rejection as effective as possible and to create an off-axis response that is more uniform and linear than most other similar shotgun mics on the market.

Consistency

- **Extraordinary performance reliability**, both indoor and outdoor, regardless of temperature and humidity.
- **Renowned DPA microphones'** uniformity and reliability in manufacturing ensures minimum variation between the units of the same model, providing similar stellar sound characteristics and performance across all 2017 Shotgun Microphones.



Impressively consistent frequency response independent of the rotation of the microphone around the central axis – thanks to the carefully designed interference tube in combination with the axisymmetric grid.

Clarity

Consistency

Durability

Extraordinary durability



- **Physical robustness:** the technology used for the capsule and the structure protecting it, determines the resistance of the microphone against moisture, temperature changes and mechanical impact.
- **Non-modular design** without moving mechanical parts, with the heavy-duty grid and the best slits pattern is very durable and can withstand mechanical impact without effect on microphone's functionality.

- Designed to perform perfectly and **without interruptions** under persistent **cold or heat** as well as **humid** conditions.
- **Survives exposure to direct rain showers** and dries up quickly to return to perfect operation faster than many other shotgun mics on the market.
- Consistently and easily **withstands and recovers from condensation** phenomenon on par with the most stable shotgun mics on the market.

Key selling points

A professional shotgun microphone that captures authentic sound with high clarity and consistency.



Accurate, clean sound from the primary sound source combines effortlessly with **natural sound captured off-axis**



Extraordinary durability, with reinforced construction to perform in challenging environments, including high humidity



Outstanding off-axis rejection for optimal isolation of the desired sound source



Extremely directional pick-up pattern, with an effective interference tube in a compact housing



Easy to set up, position and use in **fixed** positions, on **booms** and on **camera** systems



Low self-noise, for excellent performance in quiet environments or with many open microphones

Key specifications



	2017
Directional pattern	Supercardioid at 1 kHz
Cartridge type	Pre-polarized condenser
Frequency response	20 Hz - 20 kHz
Effective frequency range, at 60 cm (23.6 in), with typ. soft boost at 15 kHz	70 Hz - 18 kHz
Sensitivity, nominal, ± 2 dB at 1 kHz	25 mV/Pa; -32 dB re. 1 V/Pa
Equivalent noise level, A-weighted	Typ. 13 dB(A) re. 20 μ Pa (max. 15 dB(A))
Distortion, THD < 1%	140 dB SPL RMS, 143 dB SPL peak
Max. SPL, THD 10%	148 dB SPL peak
Dynamic range	Typ. 130 dB
Weight	4.06 oz
Microphone diameter	0.75 in
Capsule diameter	0.67 in
Microphone length	7.24 in

Manufacturer specification sheets



	DPA 2017	Sennheiser MKH 416	Audio-Technica BP4073	RODE NTG3
Polar pattern	Supercardioid at 1 kHz	Hypercardioid at low and medium frequency/ Supercardioid/Lobar	Supercardioid	Supercardioid
Capsule	17 mm / 0.67 in	N/A	N/A	12.7 mm / 0.5 in
Frequency range	20 Hz – 20 kHz	40 Hz – 20 kHz	20 Hz – 20 kHz	40 Hz – 20 kHz
Max SPL	1% THD 140 dB SPL RMS (143 dB SPL peak) 10% THD 148 dB SPL peak	130 dB	151 dB	130 dB
Dynamic range	130 dB	117 dB	128 dB	117 dB
Sensitivity	-32 dB re 1 V/Pa 25 mV/Pa +/- 2 dB	-32 dB re 1 V/Pa 25 mV/Pa	-29 dB re 1 V/Pa 35.5 mV/Pa	-30 dB re 1 V/Pa 31.6 mV/Pa +/- 2dB
Equivalent Noise Level (A-Weighted)	13 dB(A)	13 dB(A)	13 dB(A)	13 dB(A)
Weight	4.1 oz	5.8 oz	3.5 oz	5.7 oz
Dimensions	0.75 x 7.2 in	0.75 x 9.8 in	0.8 x 9.2 in	0.75 x 10 in
Street price without VAT	USD 995	USD 999	USD 749	USD 699

2017 winner features

Unique combination of crystal-clear authentic sound and stable, consistent performance under harsh conditions.

Clarity

- **Clear acoustical performance:** the 2017 has more efficient off-axis rejection combined with a more linear off-axis frequency response.
- **With SPL handling of 143 dB, low self-noise of 13 dB(A) and a 130 dB dynamic range,** the 2017 excels where other good shotgun microphones fail.

Consistency

- **Consistency of the performance:** tight control of production tolerances, in combination with the specially-designed axisymmetric grid, offers stable performance day after day.

Durability

- **Simple robust construction** keeps the microphone functioning and on-spec longer than many other shotgun mics.
- **Performs without interruptions in humid conditions.** If exposed to a water shower, recovers quickly and can be put back in action faster than many other shotgun mics.

Other

- **The shorter form factor** makes the 2017 an excellent choice for use on professional cameras.
- With its **total weight of 115 g (4.1 oz)**, the 2017 is light weight compared to other shotgun mics of its type.



DPA shotgun microphones

2017 vs 4017 comparison

2017



4017



VS

Modularity

Due to its modular design, 4017 covers broader application range.

2017 has a fixed capsule.

Frequency response

The 2017 low-cut filter @60 Hz results in an earlier low-end roll-off than in the 4017C.

The MMP-B has a built-in roll-off @ 50 Hz and a switchable first-order roll-off @ 120 Hz allowing more user options.

Sensitivity

Slightly higher sensitivity for the 2017: 25 mV/Pa; -32 dB re. 1 V/Pa

4017: 19 mV/Pa; -34.4 dB re. 1 V/Pa

Housing construction

Thicker housing / heavier weight for the 2017: 4.1 oz

4017B: 2.65 oz

4017C: 2.57 oz

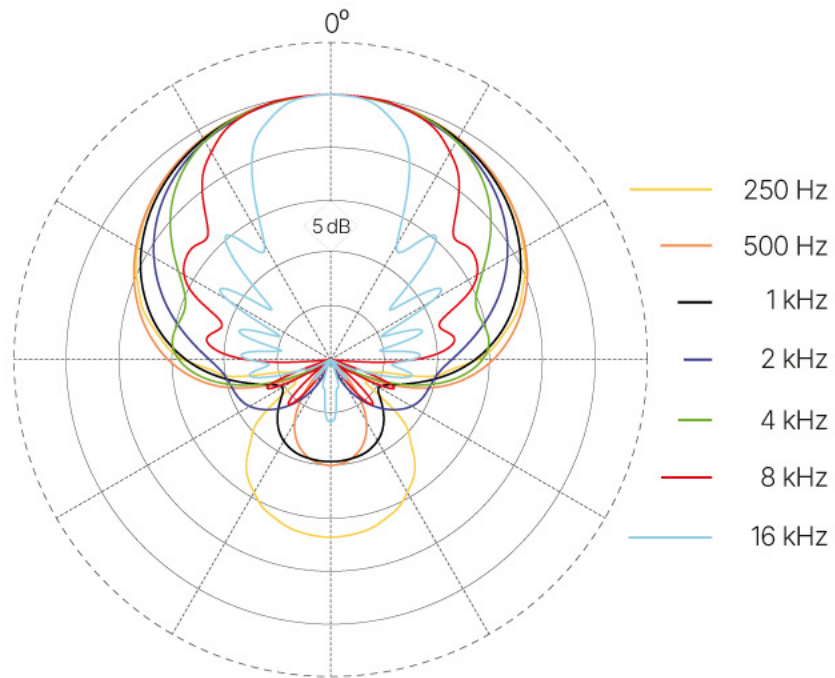
Application

The 2017 is best for broadcast due to its simplicity.

The 4017 is best for feature film due to its flexibility.

4017C

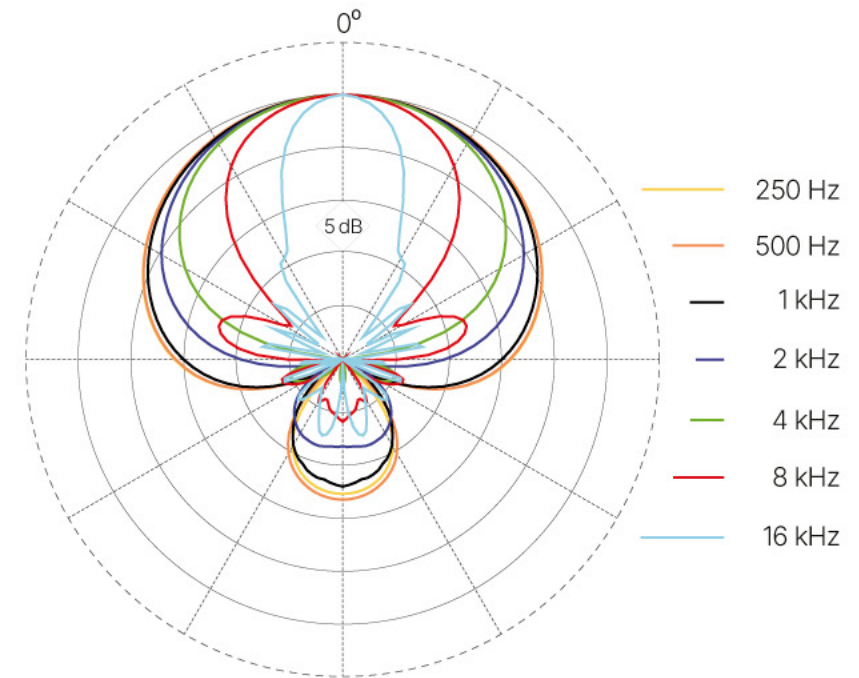
Polar pattern



Maximized uniform frequency response for natural sound

2017

Polar pattern



Maximized rejections at higher frequencies for optimized performance

Specification comparison



	2017	4017C
Directional pattern	Supercardioid at 1 kHz	Supercardioid, lobe-shaped
Principle of operation	Pressure gradient, with interference tube	Pressure gradient, with interference tube
Cartridge type	Pre-polarized condenser	Pre-polarized condenser
Frequency response	20 Hz - 20 kHz, permanent third order high pass filter at 60 Hz	20 Hz - 20 kHz, permanent third order high pass filter at 50 Hz
Effective frequency range, ±2 dB	70 Hz to 18 kHz at 60 cm (23.6 in), with typ. 2 dB soft boost at 15 kHz	40 Hz - 18 kHz at 60 cm (23.6 in) with typ. 3 dB soft boost at 15 kHz
Sensitivity, nominal, ±2 dB at 1 kHz	25 mV/Pa; -32 dB re. 1 V/Pa	19 mV/Pa; -34.4 dB zre. 1 V/Pa
Equivalent noise level, A-weighted	Typ. 13 dB(A) re. 20 µPa (max. 15 dB(A))	Typ. 13 dB(A) re. 20 µPa (max. 15 dB(A))
Distortion, THD < 1%	140 dB SPL RMS, 143 dB SPL peak	134 dB SPL RMS, 137 dB SPL peak
Dynamic range	Typ. 130 dB	Typ. 124 dB
Max. SPL, THD 10%	148 dB SPL peak	146 dB SPL peak
Rated output impedance	60 Ω	100 Ω
Minimum load impedance	2 kΩ	2 kΩ
Cable drive capability	100 m (328 ft)	100 m (328 ft)
Output balance principle	Impedance balancing with Active Drive	Impedance balancing with Active Drive
Common mode rejection ratio (CMRR)	>60 dB	> 50 dB
Power supply (for full performance)	P48 (Phantom Power)	P48 (Phantom Power)
Current consumption	1.8 mA	2.8 mA
Connector	XLR-3M. Pin 1: shield, Pin 2: signal + phase, Pin 3: - phase	XLR-3M. Pin 1: shield, Pin 2: signal + phase, Pin 3: signal - phase
Color	Black	Matte black
Weight	4.1 oz	2.57 oz
Microphone diameter	0.75 in	0.75 in
Capsule diameter	0.67 in	0.75 in
Microphone length	7.24 in	6 in
Maximum output voltage, RMS	8.7 V (21 dBu)	4.5 V
Polarity	+V at pin 2 for positive sound pressure	+V at pin 2 for positive sound pressure
Temperature range	-40°F to 113°F	-40°F to 113°F
Relative humidity (RH)	Up to 90 %	Up to 90 %
Modularity	No	Yes



DLS4000

Location Sound Microphone Kit

Location Sound Microphone Kit

A black plastic toolbox is shown open, revealing a foam-lined interior. The tools are organized in a grid-like pattern. The top row includes a long probe, a small black component, a coiled cable, and a circular probe. The middle row features a coiled cable, a small black component, a coiled cable, and a circular probe. The bottom row contains a coiled cable, a small black component, a coiled cable, and a circular probe. The tools are primarily black and yellow, with some silver-colored components. The toolbox has a black handle and a latch on the right side.





Accessories

for 2017

Accessories for 2017

Can be purchased where you normally buy Rycote, BBI and Cinela products.
Not available for purchase via DPA.

Category	Brand	Product name	Product code
	Rycote	10cm SGM Foam (19/22)	103108
Slip-on wind protection			
	Bubble Bee Industries	Windkiller Short Haired S	BBI-WKS-S
		Windkiller S	BBI-WK-S
		Spacer Bubble S	BBI-SB-S
	Rycote	12cm Super-Softie (19/22)	033201
		10cm Classic-Softie (19/22)	033022
		10cm Short Fur Softie (19/22)	034359
		Softie-Lite 19	031103
Windshield			
	Rycote	Nano Shield Kit NS3-CB	RYC086303
		Modular Windshield WS 3 Kit	086002
		Cyclone Windshield Kit, Medium	089102
	Cinela	tbc PIANI-1 PIANISSIMO WINDSHIELD W- XLR 3-PIN	
Shock mounts			
	Rycote	INV-Lite 19	041136
		InVision 7HG MKIII	041118
		InVision INV-6 Heavy	041117
Camera shock mounts			
	Rycote	InVision Video Hot Shoe	042901
		InVision Video 1/4" Adaptor	042902
		InVision Softie Lyre Mount CCA	037306
		InVision Softie Lyre Mount MHR	037324

What's in the box

- 2017 Microphone
- UA0691 Microphone Holder
- UA0073 Foam Windscreen
- S-DKF0011 Zip Pouch



Spare parts for 2017

DUA0073 Foam Windscreen



S-DKF0011 Zip Pouch



UA0961 Microphone Holder





Official launch

Thursday,
October 12,
16:00 (4 PM) CET

How to order

2017 – Available from today

Product ID	EAN	Recommended Retail Price without Tax
2017 Shotgun Microphone	5713055023621	\$ 995
DUA0073 Foam Windscreen	5713055004651	\$ 24
UA0961 Microphone Holder	5713055001759	\$ 140
S-DKF0011 – Zip Pouch	5713055008741	\$ 15

DLS4000 – Already on the market

DLS4000 Location Sound Microphone Kit*	5713055023645	\$ 22,740
---	---------------	-----------

**25 days' lead time*

Marketing assets



Images

Advertisement

Product page

Landing pages

Newsletter

Press release

Product management

Sound samples 

Product video 

 Ready by October 12

DOWNLOAD

A black DPA microphone is mounted on a stand, angled diagonally across the frame. The microphone has a long, cylindrical body with a series of horizontal slots near the top and a circular grille at the bottom. The stand is also black and has a small DPA logo on its arm. The background is a dark, out-of-focus grey.

Thank you