



## PRESS RELEASE

### Cloud Microphones unveils the new 44 Passive Ribbon Microphone



Cloud Microphones, makers of the Cloudlifter Mic Activator, expands their microphone line with a new passive version of their popular model 44-A, resurrecting the sound and spirit of the iconic RCA Type 44 ribbon mic. The ribbon motor design remains true to the original 44, handcrafted to the exact specifications first prescribed in the 1930s by RCA; however, everything else has been upgraded using state of the art materials, manufacturing processes and technology. Featuring a gorgeous all-black "midnight" finish, the new passive Cloud 44 faithfully channels the sought-after personality and heritage from the past while incorporating all the robustness and clarity required for today's most demanding recording tasks. In order to provide as much flexibility as possible, each Cloud 44 ships with its own Cloudlifter CL-1 Mic Activator in a matching "midnight edition" black finish, providing the option of instantly converting the 44 to an active ribbon whenever desired. A shock mount is also included.

The Cloud 44 Passive will be available in Q3 2022.

**Cloud 44 NAMM NEWS 2022 Video:** <https://bit.ly/3tgWk1m>

#### Content of this Press Release:

- NEW 44 PASSIVE RIBBON MIC REVEALS THE SOUND OF CLOUD
- RODGER CLOUD ABOUT THE 44 PASSIVE
- PASSIVE OUTPUT
- INCLUDING "MIDNIGHT EDITION" CLOUDLIFTER
- VINTAGE INSPIRED, MODERN MADE
- WHAT'S IN THE BOX
- TECHNICAL SPECIFICATIONS

**Berlin, 14th of June 2022** – Cloud Microphones introduced the 44 Passive Ribbon Microphone at NAMM 2022. The Cloud 44 passive ribbon mic channels the personality & heritage of the past with the clarity & robustness for modern recording. From music legends and today's cutting edge artists to radio stations and Universities, the Cloud 44 delivers that special ribbon mic sound for voice and music.

#### RODGER CLOUD ABOUT THE 44 PASSIVE

"I'm a ribbon mic fanatic, so this represents a major labor of love for me," says Rodger Cloud, the company's founder. "You wouldn't believe the number of times we've been asked to offer a passive version of our flagship 44-A over the past few years, so we couldn't be more excited to introduce this latest addition to our family".

#### Overview

##### Facts

- Cloud Microphones announces 44 Passive Ribbon Microphone
- Passive version of Cloud 44-A Mic
- Inspired by the original 1930's RCA 44
- Figure 8 Polar Pattern
- Max. SPL 138dB
- Output Sensitivity: -28 dBV/Pa
- Including "Midnight Edition CL-1 Cloudlifter
- Including Shockmount
- Handmade in the USA

#### Product name

Cloud 44

#### Brand

Cloud Microphones

#### Distribution

Sound Service GmbH

#### Website

[www.sound-service.eu](http://www.sound-service.eu)  
[www.zoomcorp.com](http://www.zoomcorp.com)

#### Price (estimated MSRP)

2378,81 Euro incl. 19% VAT

#### Availability

Q3 2022

#### Media

**Press download incl. images**

<https://blog.sound-service.eu/press-kits/>

#### Products for review

Please use press contact below!

#### Press contact details

**Sound Service GmbH**

Martin Pohl

Phone: +49 (0) 30 707

130-145

E-mail:

[m.pohl@sound-service.eu](mailto:m.pohl@sound-service.eu)

#### Company contact details

**Sound Service GmbH**

Moriz-Seeler Str. 3

12489 Berlin

+49 (0) 30 707 130-0

E-mail:

[info@sound-service.eu](mailto:info@sound-service.eu)

Web:

[www.sound-service.eu](http://www.sound-service.eu)



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### **PASSIVE OUTPUT**

Whereas the Cloud 44-A is "active" with Cloudlifter circuitry built-in, the Cloud 44 is passive for use on louder sources or when close micing is desired.

### **INCLUDING "MIDNIGHT EDITION" CLOUDLIFTER**

Ships with its own Cloudlifter CL-1 Mic Activator in a matching black finish, providing the option of ultra-clean gain or for use with other ribbon, dynamic, or tube mics.

### **VINTAGE INSPIRED, MODERN MADE**

While the ribbon motor design remains true to the original 1930's RCA 44, everything else has been upgraded using state of the art materials, manufacturing processes and technology

### **WHAT'S IN THE BOX**

- Cloud 44 Passive
- CL-1 Cloudlifter "Midnight Edition"
- Shockmount
- Cover

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### **TECHNICAL SPECIFICATIONS**

- Figure 8 polar pattern, excellent side null rejection
- Frequency Response: 20 Hz to above 20 kHz
- Maximum SPL: 138 + dB SPL above 1 kHz
- Output Sensitivity: -28 dBv/Pa
- Output Impedance (in Ohms): 150 ohms
- Ribbon dimensions: .19" wide, 2.35" long, 1.8 microns thick
- New mount offers 180 degree range of motion
- Internally shock mounted
- 2 year ribbon warranty
- Free limited lifetime warranty on all other parts
- Handmade entirely in the USA
- Recommended Load (in Ohms): 1kohm or greater
- Supply Current: 4mA
- Filter Frequency: 80Hz
- Accessories: cover
- Weight: 0,5kg
- Dimensions (L/W/H): 19,7cm x 7,7cm x 4,5cm

### **About the Company Sound Service European Music Distribution**

Founded in 1983, the Berlin based Sound Service European Music Distribution has been growing steadily from a one-product-distributor (MFB Fricke; the world's first digital drummachine) to one of the major independent german distribution companies for musical instruments recording studio equipment and PA, Lightning and DJ products. Today Sound Service is one of the leading distribution companies in Europe with exclusive distribution rights for a lot of the A-List MI-brands covering most of the countries in Europe.

### **About Cloud Microphones**

Based in Tucson, AZ, Cloud Microphones designs and manufactures beautiful handcrafted ribbon mics and the revolutionary Cloudlifter using parts sourced exclusively in the USA. Cloud is also the recipient of the Presidential "E" and "E Star" Awards in recognition of outstanding contribution to the expansion of US made exports.