

Sennheiser wants to improve the audio quality of customers' smartphone videos with the Memory Mic-- a Bluetooth device the company claims recordss "broadcast quality" sound.



The Memory Mic clips on clothing magnetically, and records up to 4 hours of audio. It pairs with smartphones via Bluetooth, and continues recording even if it loses connection with the phone. The phone still continues recording ambient sound, and once a recording is done the user can sync both audio streams and video via companion app.

The company adds the microphone carries a "high quality" condenser capsule and "unique" technology, while the housing is both lightweight and rugged. It also suggests a number of uses, including the recording of children's adventures, shooting a concert with audio capturing the whole stage or simply creating a cooking show for YouTube.

The Memory Mic is available now.

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