**FOR IMMEDIATE RELEASE**

**Sony Contact:**

Caitlin Davis

[caitlin.davis@sony.com](mailto:caitlin.davis@sony.com)

**Sony Electronics Launches High-Resolution Shotgun Microphone, ECM-778, with Superior Sound Quality and Compact Design**

*The Durable and Reliable New Option Optimized for Production Can Be Used on Boom Poles and with Compatible Cameras to Achieve Cinematic Sound*

**SAN DIEGO, July 9, 2025 –** Sony Electronics Inc. is adding the ECM-778 shotgun microphone to its lineup of professional audio solutions. The premium new model is designed for content production where audio quality is paramount, such as films, dramas, and documentaries. The flagship mono high-resolution microphone delivers immersive, high-quality audio recordings. The microphone offers versatile mounting options and can be fixed to a boom pole by using the supplied microphone holder and stand adapter[[1]](#endnote-2), attached to compatible cameras[[2]](#endnote-3), or used in studio setups, adapting easily to various audio recording environments requiring cinematic sound.

**Premium Craftsmanship for Targeted Sound Capture**

The ECM-778 features a newly developed microphone capsule, a precision-machined brass acoustic tube, and a specifically designed electronic circuit board for superior sound quality, providing clear high frequencies and stable mid-low ranges. With high-resolution support capturing frequencies beyond the audible range of 20 kHz, the microphone provides clear and spatially expansive audio recording of voices, ambient sounds, nature sounds, musical instruments, and more.

**Compact Build for Ease of Use**

With a compact size of approximately 6.93 inches (176 mm) in length and weight of roughly 3.6 ounces (102 g), the ECM-778 achieves excellent forward directivity and clearly captures desired sound while effectively reducing surrounding noise, providing greater user flexibility when recording in confined spaces.

In a boom setup, the size of the microphone offers excellent mobility, allowing for closer positioning to performers for clearer sound capture. Its lightweight machined aluminum exterior is also a benefit when mounted on top of cameras, promoting operability, mobility and minimizing intrusion.

**Broad Compatibility**

The microphone provides seamless compatibility with external audio input devices, recording equipment, and camera systems equipped with XLR terminals, including Sony’s Cinema Line and Alpha mirrorless interchangeable lens camerasii, thereby supporting a wide range of video production and audio recording environments.

**Consistent, Precise Sound Quality**

Film capacitors and metal film resistors are used in the signal path to achieve clear sound quality. Conductive polymer aluminium solid capacitors in the power circuit combine miniaturization with high capacity to ensure a stable power supply. Additionally, the machined aluminum exterior suppresses external vibrations and electrical noise, enabling high-precision audio recording.

**Durability, Reliability, and Versatility**

The microphone’s robust machined aluminum exterior and structure support reliable and stable professional performance under various conditions.

The microphone also comes with two lightweight foam-type wind screens, which offer superior wind protection indoors or in the elements, ensuring options for differing use cases and environments. Additionally, all the microphones’ accessories – including wind screens – can be neatly stored in the durable hard-sided case, which is included with the microphone.

A low-cut switch reduces unwanted bass noise, as well as wind and vibration, further enabling clear, easy to hear audio.

**Collaboration with Film Sound Engineers**

During the development and design of the ECM-778, Sony continues to collaborate with sound engineers in film production to create purpose-built products that incorporate professional feedback and directly address industry needs.

Mr. Kenichi Fujimoto, Sound Engineer and winner of the Japan Academy Film Prize for Best Sound Recording (2012, 2015), commented, “We recording engineers forge our sonic preferences over years, recording and listening to countless projects with a vast array of microphones, starting from our days as assistants. When we step into the lead role, we choose the mic that perfectly matches our cultivated taste. Right now, this is the single best choice available. In filmmaking, the shotgun mic for dialogue is the most critical tool—it's the axis around which everything else turns. The ECM-778 is that new axis. It strikes an exceptional balance with its length and weight. Its clarity and solid core deliver a palpable sound pressure, and it provides that 'little something' that has always been missing in other microphones. It is, simply put, a microphone that lets you create a truly cinematic sound.”

**Pricing and Availability**

The ECM-778 microphone is expected to be available near the end of summer 2025 for approximately $1,199.99 USD and $1,699.99 CAD. It will be sold directly through Sony and at a variety of Sony’s authorized dealers throughout North America.

A product video can be viewed here: <https://youtu.be/8VUuH5oN69s>

For detailed product information, please visit: <https://electronics.sony.com/imaging/imaging-accessories/all-accessories/p/ecm778>

Exclusive stories and exciting new content related to the ECM-778 and Sony's other imaging products can be found at [www.alphauniverse.com](http://www.alphauniverse.com/), a site created to inform, educate, and inspire content creators.

###

**About Sony Electronics Inc.**

Sony Electronics is a subsidiary of Sony Corporation of America and an affiliate of Sony Group Corporation, one of the most comprehensive entertainment companies in the world, with a portfolio that encompasses electronics, music, motion pictures, mobile, gaming, robotics and financial services. Headquartered in San Diego, California, Sony Electronics is a leader in electronics for the consumer and professional markets. Operations include research and development, engineering, sales, marketing, distribution and customer service. Sony Electronics creates products that innovate and inspire generations, such as the award-winning Alpha Interchangeable Lens Cameras and revolutionary high-resolution audio products. Sony is also a leading manufacturer of end-to-end solutions from 4K professional broadcast and A/V equipment to industry leading 4K and 8K Ultra HD TVs. Visit <https://www.sony.com/news> for more information.

1. The stand adapter is available in two thread standards: 'PF1/2 (male) ⇔ W3/8 inch (female)' or 'PF1/2 (male) ⇔ NS5/8 inch (female) [↑](#endnote-ref-2)
2. Compatible with Cinema Line and Alpha mirrorless interchangeable lens cameras with XLR microphone inputs (requires attachment of XLR adapter kit accessory) [↑](#endnote-ref-3)