



Our Core Value:
Design Innovation
Product Excellence
Satisfied Customers

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MM-89

Available in **December 2010**

Optional mic capsule for wireless handheld transmitters: Q1, 2011

Formosa Sound

MIPRO e-Newsletter

A Letter from CEO

MIPRO, a market-leading wireless microphone brand

In 2010, MIPRO will celebrate its 15 year of anniversary. We have introduced a slew of innovative wireless microphone and portable wireless PA products for both professional and commercial audio markets. Since 2002, MIPRO has been repeatedly nominated for Outstanding Technical Achievement in the Category of Wireless Technology in the TEC awards. In 2008, Gary Kaye, Pro Audio Expert Consultant in USA, stated that MIPRO is one of the 'Top Six New Companies to Watch'.

In recent years, the entry-level wireless microphone markets have been saturated with low-cost products. Even the popular, trusted brands have sacrificed product quality in return for reducing manufacturing costs and replaced with OEM manufacturing in cheaper labor countries. This has resulted in inferior, product reliability issues and eroded the established brand values and their reliability. Upon close scrutinization, these simplified product designs have cut corners by reducing useful functions, features and characteristics. Unfortu-

nately, the final users are paying "premium" prices for "inferior" OEM products!

Today, MIPRO remains Taiwan's largest wireless microphone manufacturer and one the largest in Asia. In 2011, we intend to introduce high-quality, innovative wireless products such as the wide-band ACT-7 series, MTG-100 digital wireless tour guide, Taiwan's first true condenser microphone (MM-89) and portable wireless public system, all at competitive prices and 100% made in Taiwan.

A special thanks to all of our worldwide customers and users for our continued growth. To meet future plant expansions, MIPRO has purchased an additional 10,000 square meters (4,000-square-meter in 2009 & 6,000-square-meter in 2010) of neighboring land and properly. We will continue to work together and closely with our partners to meet challenges ahead and continue to a market leading brand.

K.C. Chang
Oct. 8, 2010

New Product

MM-89 True Condenser

The MIPRO MM-89 is a true condenser vocal microphone ideal for live or studio applications. Shock-mounted capsule provides excellent suppression of touch noise. Highly constant cardioid polar pattern across the entire frequency range with excellent feedback rejection for a rich, detailed, brilliant sound quality.

Key Features:

- A premium quality cardioid hand-held true condenser vocal microphone
- Robust housing construction for demanding conditions of any touring or installation environment
- Rich, Detailed, Brilliant Sound Quality

- Wide frequency response and dynamic sound range characteristics for a transparent, rich reproduction compared with electret condenser microphones.
- Maximum SPL 147 dB
- Shock-mounted capsule provides excellent suppression of touch & vibration noise.
- Highly consistent cardioid directional characteristic offers excellent rear rejection.
- Multi-layer grill protects against impact, "pop" and breath noise.
- The exterior grill can be detached easily for easy maintenance and hygiene practices.
- Natural sound reproduction via its highly stable sensitivity and fast transient response.
- Ideal for live & studio vocals, music instruments and TV & studio broadcasting applications.



Donn Ho joins Mipro as the MD of sales and marketing office for Greater China.

"In this industry, attitude is everything. I always believe in having positive attitudes can be more important than talent. If you are a positive person who gets job done, you will be more likely given a good recognition & recommendation."

Donn Ho joins MIPRO

Due to expansion of the ever fast China market MIPRO has established a sales and marketing office in China and hired a pro audio veteran, Donn Ho, as its managing director to oversee implemented sales strategies for the greater China region: mainland China, Hong Kong and Macau.

Mr. Ho brings an enviable pedigree to the position. Born and raised in Singapore and fluent in English, Chinese Mandarin, Taiwanese, Cantonese and Hakka. Before joining MIPRO, Donn served as the vice president for the past 18 years of a fully-owned Asian office of a world-leading German manufacturer of microphones, headphones and wireless transmission systems. Under his watch, key Asian Pacific countries saw dramatic increases in overall sales.

Eugene Chen, VP Int'l Sales commented, "We are pleased to welcome Donn to the MIPRO team. We have known him and have admired his business acumen for a long time. He brings a wealth of experience and technical knowledge in

the wireless microphone business. Donn is a well-respected professional and has outstanding track record in managing sales and distribution organizations. His in-depth market knowledge is valuable asset for MIPRO and an ideal match for our regional strategies. Developing the professional digital and analog ACT-series business is a key focus for MIPRO in China. Under his leadership we are confident we will be raising the brand profile even higher with the leading A/V professionals."

"It was a great pleasure to join one of the leading RF microphone manufacturers in this region." says Donn Ho. "In this industry, attitude is everything. I always believe in having positive attitudes can be more important than talent. If you are a positive person who gets job done, you will be more likely given a good recognition & recommendation." "I look forward to working closely with the entire team in Greater China to bring further recognition & success to MIPRO. I am confident of our abilities & assured we shall handle every business opportunities with cultural beliefs and full flexibilities."

MIPRO has named Forerunner Technologies as the company's Filipino distributor

Forerunner Technologies will be responsible for the importation, distribution network and applications support and after sales services of wireless microphone systems, wireless in-ear monitor system and portable ENG receivers.

Established in 1999 and based in Manila, Forerunner Technologies is a leading distributor of Pro-Audio, Lighting and Musical Instruments in the Philippines for such audio brands as Digidesign, Mackie, RCF, Aviom, Nu-mark. It has a strong network of rental/touring and production companies.

Industry veteran, CEO Mario Benipayo mentioned, "MIPRO has long been a well respected RF Microphone brand in the Philippines. Through the years it has

proven itself to be as good & reliable as any of the big name brands. The product line offers an array of solutions for various applications and is priced competitively. More than anything, MIPRO, as a manufacturer, is responsive & supportive of its clients, we are proud to be among its global partners."

Eugene Chen, VP International sales, commented, "We have known Mario and worked favorably with marketing manager, Vincent (Bong) Aycocho, in the past. The company is well-known and offers regular training seminars, technical assistance and provides excellent support to its dealer base. Thus, we seized the opportunity when it presented itself."



Forerunner Technologies CEO, Mario (left 1) and marketing manager, Vincent (right 1) had picture with MIPRO VP Int'l Sales, Eugene Chen (left 2) and Int'l Sale, Anderson Su. (right 2).

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MIPRO seminar in Vietnam

Held from July 21th to 23rd to coincide with the first ever PALME Asia trade show in HCMC, Vietnam. It was organized by **Musicland**, MIPRO's distributor in Vietnam. Seminar is part of an ongoing commitment to support and educate wireless microphone markets around the Asia Pacific region.

The seminar was conducted by MIPRO VP Int'l Sales, Eugene Chen, and international sales, Alex Chang and translated by Vu Bao, managing director of Musicland. Eugene Chen shared with the audience the rock-solid ACT-series success stories worldwide, where sales of the ACT-series increased more than 20 percent over for the first six months for

the same period. Eugene Chen added, we are excited to be back to Vietnam to meet with our customers face-to-face and learn more about the needs of local market.

Focusing on MIPRO company profile and complete range of wireless systems, provided an opportunity for both existing and potential new dealers to learn more about the applications, innovative technology of MIPRO wireless microphone systems. The presentation also provided the chance for dealers to test new wireless systems hands-on in a self-contained, free of the usual time limits and noise restrictions environment.



MIPRO met customers face to face in Vietnam.

Gospel singer Vanessa Chen endorses MIPRO

MIPRO is proud to bring Vanessa Chen (also known as Si-En) into the family as an official endorser. Vanessa is a multi-talented, fast-rising star with heavenly voice. Despite her young age, Vanessa has been a contemporary Christian music artist for 12 years and served as lead singer of Joshua Band since 2000. As an active singer and composer of contemporary Christian music, she has recorded more than 20 gospel albums which included 11 albums with Joshua Band. Vanessa is not only productive but also brilliant for having issued and created more than 10 gospel songs. "Her ravishing vocal and confident looks are her strong traits. We felt our wireless condenser microphone matches well with her brilliant, detailed voice. We are also in the process of custom-made a specific handheld transmitter microphone for her upcoming concerts." said Eugene, VP of International Sales.

Vanessa doesn't limit herself to writing music. She loves worship & praise sing-spirations, and participates in charity, having been show guest of many grand

worship and public ceremonies, such as *Great Passion, Great Nation* (2007, Korea), *Taipei FrankLin Graham Festival* (2008, Taiwan), *Catch The Revival Fire* (2009, Indonesia), *CCTV Chinese New Year Gala* (2008, China), *Beijing Olympic theme song* (2008, China), and *River of Life Foundation Charity Concert* (2009, San Francisco). "I'm mightily impressed with the brand new MM-89 true condenser microphone. It has a very natural superb feedback rejection, sounds great and goes well with my voice." Vanessa added, "It's a honor to endorse MIPRO, a local Taiwanese fame brand, and I feel proud to say that we come from Taiwan!"



Vanessa Chen (Si-En)

JOIN US ON FACEBOOK



Facebook has become the most used social media website, an ideal interface between you and MIPRO! We have begun to share our press releases, product news, trade shows, events and artists endorsements on-line. MIPRO Page welcomes distribution partners, A/V dealers, audio professionals and users to join us. We hope MIPRO Page will be a platform for mutual discussions among all interested parties. You can share your questions or provide solutions here and get construction feedback in return.

Spread the news around and start the link here:

<http://www.facebook.com/wireless.microwhones>

We look forward to adding existing/potential users, fans and friends and sharing your opinions and creative ideas!



1Malaysia Bersama Rakyat Melaka

1Malaysia is intended to provide a free and open forum to discuss the things that matter deeply to Malaysians as a Nation.

Malaysia Campaign sends clear signals with MIPRO

Malaysia: Malaysia's Prime Minister Datuk Seri Najib Tun Razak launched the "1Malaysia Bersama Rakyat Melaka" programme in Malacca on 4h February 2010 during his official visit to Malacca state.

The event was held in Cakung Coast, and the organisers worked hard to get the stage and installations ready for the meet along the beach area, regardless of direct hot sun. The coastal area is a favourite haunt for the local community to enjoy fresh air during the evenings, and the atmosphere was vibrant when an estimated 50,000 people, regardless of age and race turned up for the 1Malaysia Campaign activities.

"Rarely is the ceremony held at the Coast Cakung and we, the people of Malacca are honored to receive the visit of the Prime Minister," said one of the attendees.

Besides the launching of the 1Malaysia programme, the "Program Mesra Rakyat" was also held from 5th to 7th February, opposite the Dataran Graha Makmur, Malacca.

Among the activities were the 1Malaysia Exhibition, 'RTM Turun Padang', 'Senam Seni 1Malaysia', Orang Asli band, air brush art demonstration and exhibition, cultural performances and a display of various photographs of the Melaka people.

The programme and activities sought to ensure that the 1Malaysia concept

reached out widely to the people and raised the awareness, understanding and support for the concept. 1Malaysia is intended to provide a free and open forum to discuss the things that matter deeply to Malaysians as a Nation.

The sound reinforcement uses 3 sets of MIPRO **ACT-52** UHF Dual Channel Diversity Receiver and wireless microphone systems, 2 sets of **ACT-707** UHF Four Channel True Diversity Receiver and wireless microphone systems, 1 piece of **AD-707** UHF 4-Channel Antenna Divider System, for up to four UHF diversity receivers and 2 pieces of **AT-90R** UHF Wideband Active Directional Antenna (Active Log Periodic Dipole Array Antenna).

To reduce antenna installation clutter and increase the receiving range and efficiency, the organisers used one AD-707 to operate the 3 sets of UHF diversity receivers. AT-90R is chosen as it is waterproof and ideal for outdoor use, to reduce signal loss in big outdoor events.

MIPRO's Automatic Channel Targeting wireless systems are chosen for its ease of operation, with just two press of the buttons in sequence to find an open, available frequency and the transmitter will lock in on the selected frequency. The organisers are very pleased with the powerful and clear sound quality, without the need to worry about distortion, interference and signal loss issues. The MIPRO equipment are supplied by **M/s Meditec Trader Pte Ltd.**

Shenyang Music & Performing Arts Academy Pang Long expert class graduation ceremony

China: Shenyang Music & Performing Arts Academy is an art institution in Northeast China with long history and the glorious tradition. With many performing arts groups and frequent international music and cultural exchanges and cooperation, Shenyang Music & Performing Arts Academy is a very active institution of music.

There are adequate teaching and training room and facilities, which equipped a variety of recording and sound equipment with well-known brand. Theatre adopted a typical slope ladder design. The stands divided into two levels, which can hold about two thousand people.



MIPRO ACT-747 shines in front of the stage

The main sound system is 8 sets of MIPRO **ACT-747** Quad-Channel True Diversity Receiver and antennas, assembled MIPRO **MI-808** Stereo Wireless In-ear Monitoring System, which can support large-scale performances. 8 sets of ACT-747 has 32 channels in total, and two bands 7A and 7C in each set and 107 frequencies in each band are preset, and can manually set other preset external frequency, up to 960 frequencies at maximum. 4 sets of receiver use one antenna divider system, and assemble **AT-90** UHF Wide-band Dual Directional Antenna, which can improve the antenna gain of 17 dB, and increasing the distance to receive signals and improve the quality of transmission. In addition, the bright and color VFD display on the receiver clearly shows the receiver operating functions and settings of various parameters.

In June, Pang Long expert class held

MIPRO-Uncut

Philippines: July 2, 2010, the fifth install of the biennial fashion extravaganza in the Philippines was held at the Araneta Coliseum by Bench Clothing and Lifestyle Co.. This year, it is dubbed as "Uncut: A Bold Look At The Future". The show's theme underlies Bench's 23rd anniversary this year as well as its goals to become a global brand for the next decade. To achieve this theme, a massive stage was set up with large video screens and two pedestals with hydraulic lifts flanking the main entrance.

"Uncut" features the latest designs of the clothing brand's jeans and underwear lines. The collections to be featured in the show is the result of the collaborative efforts between Bench, on the one end, and new Filipino designers who made it to the international fashion scene, on the other. It is a testament to the fact that together with these designers, Bench has gone global.

the first graduation ceremony. Pang Long led all graduate students and gave a wonderful performance and released the latest double album "I will be here", which is the best achievement of his teaching. This two albums, Pang Long himself as the producer, are a collection of 24 original works sang by Pang Long and his students.

The major contributor to the success of this show is MU-89, the latest product of MIPRO. It is a distinctive True Condenser Microphone Capsule Module design from MIPRO, who utilizes advanced electronic components to overcome the traditional bottleneck. An intelligent suspension design eliminates vibrations and touch noises from the microphone in performer's hand, ensuring original voice can be reproduced naturally. MU-89 provides wider frequency response and a clear, bright sound quality, and so that it's top equipment for vocal live performance.

Over a hundred male models, 50 female models, 70 dancers were booked for the show, not including the hottest actors and celebrities of Philippines that also graced the catwalk of the most awaited fashion show of the year.

The grand show utilized MIPRO ACT wireless microphone systems. The performers had to sing and display the Bench attire on them at the same time. Specified to meet the requirements, the main system includes 2 units of **ACT-707D** Dual True Diversity Receivers, 4 units of **ACT-707TM** Bodypack Transmitters, and 4 units of **MU-55HNS** Headworn Microphones. The equipments provider, **RS Lights and Sounds**, chose MIPRO ACT series for its reliability. True diversity system ensures maximum RF quality and invisible skin-colored headworn microphones are fit particularly for this kind of professional live shows. At that gleeful night, MIPRO's products successfully transmitted a clear, "uncut" signal for the "Uncut" show.



Pang Long expert class gave a wonderful performance to celebrate their graduation

At that gleeful night, MIPRO's products successfully transmitted a clear, "uncut" signal for the "Uncut" show



The Bench Denim and Underwear Show 2010



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WELCOME TO SUBMIT

The Sound Corner is reserved for audio professionals. Your successful installation stories and experiences are highly welcome.

Celia Chen, Marketing Coordinator
celia@mipro.com.tw

Vincent (Bong) Aycocho added, "In the touring and production applications, MIPRO is so SIMPLE to use. You can Mix and Match freely! All of their frequencies are compatible across all models and series, allowing maximum flexibility and ease of use."

"Philippine is a fast-growing country and has a vibrant entertainment sector," remarked Eugene Chen, "We're excited to welcome Forerunner Technologies into the MIPRO family, and we're confident that this is the beginning of a long and mutually supportive relationship."

FIND US WITH SKYPE CALLS

MIPRO Skype Name: mipromipro

Taiwan Time Zone: UTC/GMT +8 hours

Same time zone as Hong Kong, Singapore, Beijing, Shanghai, Guangzhou, Shenzhen,

No daylight saving time in Taiwan

Business Hours: 8:30 - 17:30; Monday - Friday

We would love to hear from our distribution partners.

THE SOUND CORNER

By Bob Wong

In the eyes of normal consumers, MIPRO might seem to be just another brand choice for wireless microphone system but to us, the so-called professionals who are make a living from wireless technology, MIPRO is a life-saver.

The MIPRO ACT-707 Wireless Receivers in our store have served us 6 years by now. They have supported at least 100 Theatre performances of 20-30 sweating actors by now. The amazing thing is that the sweat could only affect the lavalier mics (a type of microphone we use to paste on the face or along the hairline for most comfort on the actors, without suffering loss in amplification level) and not the transmitter pack. Most transmitter packs were sent to the clinic for physical damages caused by inadequate handling.

The ACT-707 quad channel rack is especially useful due to its versatility. We have 3 rack cases which contains four receivers and one distributor and the configuration served well as a professional Theatre Show System. When we have touring school shows which only requires 4 Wireless mics and mobility, we rack a quad channel receiver into a lightweight SKB case then hit the road. We also have one of these quad channels racked in a flight case which contains a mixer, cd player and amplifiers, making it a mobile sound system.

ACT-707 is really easy to use. Most of the crew could understand how the system works after working with it a few times. And, allowing them to monitor every channel directly from the receiver has helped them trouble-shooting in many situations.

We always use this product with the utmost trust and confidence.



Bob Wong, seasoned sound engineer from Singapore

MIPRO ACT-707 are used in:

Lasalle: Into the Woods (2008)
Biennale (2008)
River Festival: Legenda Singapura (2008)
Chestnuts: Chesty Nutty Bang Bang! (2008)
A Nation In Concert: Wish Upon a Sea Star(2008)
Vagina Monologue (2008)
It's My Life (2008)
Butler (2009)
If There're Seasons (2009)
River Festival: A River Romance (2009)
Own Time Own Target (2009)
DES Dance Musical:
Butterfly Dreams (2009)
Beauty & the Beast (2009)
Chestnuts does Christmas:
Like a Hard Candy Virgin (2009)
Liao Zhai Rocks (2010)
From a Jack to a King (2010)
Full Monty (2010)