Shure MV7I

Shure MV7i Smart Microphone Instruction Manual

Model: MV7I

Introduction   What's in the Box   Features   Setup   Operating the
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1. INTRODUCTION

The Shure MV7i Smart Microphone is a dynamic microphone designed for creators who require high-quality audio for podcasting, music recording, and streaming. It features a dual-diaphragm dynamic element for rich, natural tone and an integrated yoke mount for flexible positioning. The MV7i also provides +60dB of clean gain and 48V phantom power, along with stereo support and dual-channel input for simultaneous recording of vocals and instruments without an external interface. Built with a rugged all-metal design, the MV7i combines professional-grade audio with innovative technology for reliable performance.

2. WHAT'S IN THE BOX

Upon unboxing your Shure MV7i Smart Microphone, you will find the following components:

- 1 Shure MV7i Smart Microphone
- 1 USB-C to USB-C Cable (3 meters)
- 1 Quick Start Guide

Image Description: A flat lay image showing the contents of the Shure MV7i box. It includes the black MV7i microphone, a coiled black USB-C to USB-C cable, and a small Quick Start Guide booklet. All items are neatly arranged within a foam insert inside the product box.

3. KEY FEATURES

- **Broadcast-Quality Audio:** Certified for Open Broadcaster Software (OBS), providing professional audio without additional equipment.
- **Customizable LED Touch Panel:** Features a dual-display LED panel with 16.8 million color options for level display and tap-to-mute functionality, controllable via the MOTIV Mix app.
- **Built-in Noise Reduction:** Voice Isolation Tech and real-time denoise processing minimize room noise, echo, and distractions.
- **Auto Level Mode:** Automatically adjusts microphone output based on speaking volume, distance, and room dynamics for consistent audio.
- **Versatile Connectivity:** Dual-channel recording with XLR/¼" combo input and USB-C output for connection to computers, tablets, or smartphones.
- **Advanced DSP Features:** Configurable via MOTIV Mix Desktop and mobile apps for broadcast-quality audio in various environments.
- **Rugged All-Metal Construction:** Durable design with an adjustable integrated yoke for easy positioning on standard 5/8"-27 threaded stands or booms.

Image Description: A diagram showcasing the Shure MV7i microphone and its key features. Icons and text point to different aspects: Auto Level Mode with SmartGate, Dual-Channel LED Touch Panel with One-Touch Mute Function, Built-in XLR + ¼" Input with +60dB Gain & 48V Phantom Power, DSP Features (Real-Time Denoiser, Digital Popper Stopper, Adjustable Reverb), and the ability to Record 2 Channels to Computer, Tablet or Smartphone.

4. SETUP

4.1 Assembling the Microphone

The Shure MV7i comes with an integrated yoke mount for easy attachment to a microphone stand or boom arm. Ensure the microphone is securely fastened to prevent accidental drops.

Image Description: A black Shure MV7i microphone is shown mounted on a black desktop stand. The microphone is

4.2 Connecting the Microphone

The MV7i offers flexible connectivity options:

- **USB-C Connection:** Use the provided USB-C to USB-C cable to connect the microphone directly to your computer, tablet, or smartphone. This provides both power and audio signal.
- **XLR Input:** For professional setups, connect an XLR microphone or a ¼" instrument cable to the combo input on the MV7i. The MV7i provides +60dB of gain and 48V phantom power for connected devices.
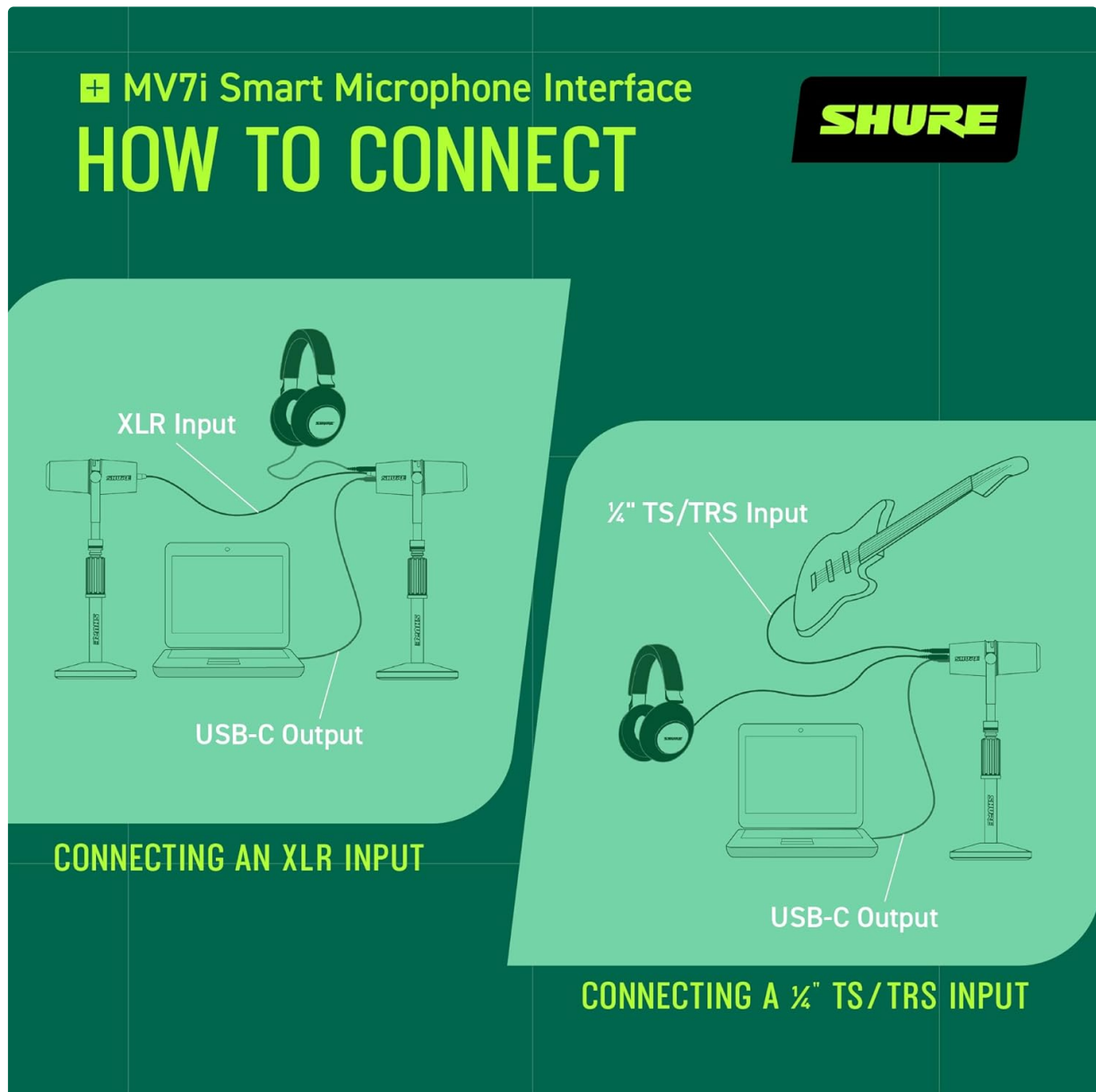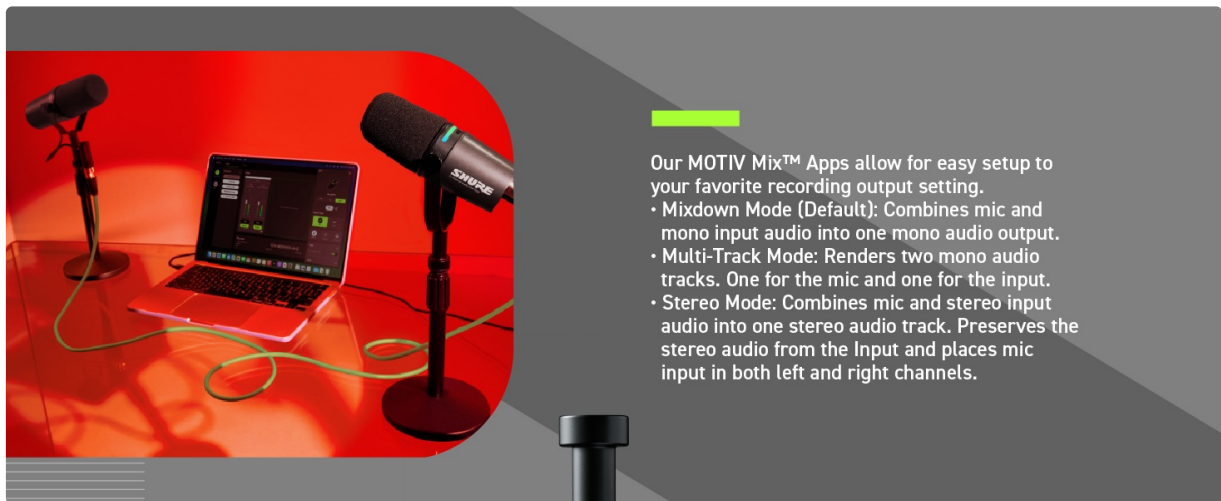

Image Description: A diagram illustrating two connection scenarios for the Shure MV7i. On the left, an XLR microphone is connected to the MV7i's XLR input, and the MV7i is connected to a laptop via USB-C. On the right, a guitar is connected to the MV7i's ¼" TS/TRS input, and the MV7i is connected to a laptop via USB-C. Both setups show headphones connected to the MV7i for monitoring.

Image Description: A close-up view of the rear of the Shure MV7i microphone, clearly showing the input and output ports. These include a headphone jack, an XLR/¼" combo input, and a USB-C port.

4.3 Installing the MOTIV Mix App

For advanced control and customization, download the MOTIV Mix Desktop app for Windows/macOS or the MOTIV mobile apps for iOS/Android. The app allows you to configure DSP features, adjust gain, and manage audio settings.

Our MOTIV Mix™ Apps allow for easy setup to your favorite recording output setting.
• Mixdown Mode (Default): Combines mic and mono input audio into one mono audio output.
• Multi-Track Mode: Renders two mono audio tracks. One for the mic and one for the input.
• Stereo Mode: Combines mic and stereo input audio into one stereo audio track. Preserves the stereo audio from the Input and places mic input in both left and right channels.

Image Description: A screenshot of the Shure MOTIV Mix app interface on a computer screen. The app displays various audio settings and controls, including input sources, mixer channels, and options for gain, tone, denoiser, and popper stopper.

Your browser does not support the video tag.

Video Description: This video demonstrates the setup process for the Shure Broadcast 1 Boom Arm, which is compatible with the MV7i microphone. It shows how to attach the boom arm to a desk, install the microphone, and manage cables for a clean and functional setup.

5. OPERATING THE MICROPHONE

5.1 Basic Operation

Once connected, the MV7i is ready for use. For optimal sound, position the microphone close to your sound source. The integrated LED touch panel allows for quick adjustments:

- **Tap-to-Mute:** Touch the LED panel to instantly mute or unmute the microphone.
- **Volume Control:** Adjust the headphone monitoring volume directly from the panel.

Image Description: A close-up of the Shure MV7i microphone's LED touch panel, showing it illuminated with a green and blue gradient. The panel displays audio levels and serves as a touch interface for controls like mute.

5.2 Using the MOTIV Mix App

The MOTIV Mix app provides comprehensive control over your MV7i:

- **Auto Level Mode:** Enable SmartGate to automatically adjust mic gain based on distance, volume, and room dynamics.
- **Real-time Denoiser:** Activate to remove unwanted background noise from speech. Turn off for singing or acoustic instruments.
- **Digital Popper Stopper:** Reduces plosives (loud pops from certain consonants). Optimized for speech, best turned off for instruments.
- **Tone Adjustment:** Customize the microphone's tone from dark to natural to bright.
- **Monitor Mix:** Adjust the balance between microphone input and playback audio in your headphones.
- **Recording Modes:** Choose between Mixdown (combines mic and mono input into one mono audio output), Multi-Track (renders two mono audio tracks), or Stereo Mode (combines mic and stereo input into one stereo audio track).

Image Description: A screenshot of the Shure MOTIV Mix app displaying various recording output settings. Options for Mixdown Mode, Multi-Track Mode, and Stereo Mode are visible, allowing users to configure how their audio channels are processed.

6. SPECIFICATIONS

Feature	Detail
Model Name	MV7I
Brand	Shure

Feature	Detail
Connectivity Technology	USB-C (output), XLR, ¼" (input)
Connector Type	USB Type-C
Special Feature	On-board Audio Interface
Compatible Devices	Personal Computer, Smartphone
Polar Pattern	Unidirectional
Item Weight	1 pounds (16 ounces)
Product Dimensions	14.85 x 9.05 x 6.55 inches
Material	Metal
Power Source	Corded Electric
Signal-to-Noise Ratio	60 dB
Number of Channels	2
Frequency Response	16000 Hz
Hardware Platform	Windows 10+ (8GB RAM, 20%+ disk space), MacOS 12+ (8GB RAM, 20%+ disk space), iOS 16+ (USB-C devices only), Android 12+

7. MAINTENANCE

To ensure the longevity and optimal performance of your Shure MV7i Smart Microphone, follow these maintenance guidelines:

- **Cleaning:** Use a soft, dry cloth to wipe down the microphone body. Avoid using harsh chemicals or abrasive materials that could damage the finish.
- **Storage:** When not in use, store the microphone in a clean, dry place, preferably in its original packaging or a protective case, to prevent dust accumulation and physical damage.
- **Cable Care:** Handle the USB-C cable with care. Avoid sharp bends or excessive pulling that could damage the connectors or internal wiring.
- **Environmental Conditions:** Avoid exposing the microphone to extreme temperatures, high humidity, or direct sunlight for extended periods.

8. TROUBLESHOOTING

If you encounter issues with your Shure MV7i, try the following steps:

- **No Audio Output:**

  - Ensure the microphone is securely connected via USB-C or that the XLR/¼" input device is properly connected and powered.
  - Check the volume levels on the microphone's touch panel and within your computer/device's audio settings.
  - Verify that the microphone is not muted (check the LED panel).
  - Confirm that the correct input device (Shure MV7i) is selected in your recording software or operating system's sound settings.

- **Poor Audio Quality/Background Noise:**

  - Ensure the microphone is positioned close to the sound source.
  - Activate "Voice Isolation Tech" and "Real-time Denoiser" in the MOTIV Mix app.
  - Adjust the "Tone" setting in the MOTIV Mix app to suit your voice and environment.
  - Check for any loose connections or damaged cables.

- **App Connectivity Issues:**

  - Ensure your device meets the minimum hardware platform requirements (Windows 10+, MacOS 12+, iOS 16+, Android 12+).
  - Restart the MOTIV Mix app and/or your connected device.
  - Check for any available firmware updates for your MV7i via the MOTIV Mix app.