

## Shure MV7+ £269

As **Chris Corfield** discovers, Shure's latest is an evolution, if not a revolution, in premium podcasting mics

**CONTACT** WHO: Shure **WEB:** [shure.com](https://www.shure.com) **KEY FEATURES** Podcast and streaming microphone with hybrid USB/XLR outputs and onboard DSP



**T**he MV7+ podcasting microphone is the latest addition to Shure's lineup of audio equipment, tailored specifically for content creators, podcasters and streamers. One of the standout features of the MV7+ is its hybrid connectivity, offering both XLR and USB-C outputs. This dual connectivity allows the microphone to be used in various setups, from professional studios to simple home recording environments, making it incredibly versatile.

The mic's design also sees significant improvements, including a sleek all-metal form factor, an extended foam windscreen for better plosive protection, and a customisable multicolour LED touch panel for intuitive control over gain, monitoring levels, and mute functions.

Shure has also integrated advanced DSP features into the MV7+, such as real-time denoising and a digital pop filter, which work together to ensure clear and professional-quality audio even in challenging environments. An improved Auto-Level mode adjusts the microphone's gain based on the user's distance and volume, optimising audio levels dynamically. It should be said that these features were only available when using the mic in USB-C mode, however. Additionally, the ShurePlus MOTIV app provides extensive control over sound settings, allowing users to fine-tune their audio with ease.

### Hybrid connectivity

Compared to competitors like the Audio Technica AT2020USB+ and the Rode PodMic, the Shure MV7+ offers several distinct advantages. The hybrid XLR and USB-C connectivity sets it apart, providing greater flexibility and future-proofing against technological advancements. In terms of build quality, while the AT2020USB+ and PodMic are also well-constructed, the MV7+'s touch panel and customisable LED indicators add a modern touch that enhances user experience and control.

The MV7+ excels in sound isolation and clarity. I started by testing the MV7+ in perhaps its most obvious setting, which is to record voice tracks for a set of voiceover



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commissions. The additional features you unlock by connecting directly via USB make the MV7+ worth the admission price alone. Auto-level, digital pop filtering and even the option to add reverb to the speech track meant the final recordings were already pretty much ready to use. For speed and simplicity, allied with high-quality audio recordings, the MV7+ is high-on as good as it gets in the price bracket.

To test its streaming capabilities, again powered by USB, I used the mic for a series of video calls. One of the features Shure has pushed is the auto-level mode, which adjusts gain and level settings in relation to your proximity to the mic.

In theory, this means that the gentle movements the user makes towards and away from the microphone – often without realising – wouldn't affect the dynamics of the sound at the other end. I'm happy to report this worked flawlessly, with my subjects on the

other end of the call reporting a steady, well-balanced sound even in spite of me looking fairly ridiculous while carrying out the tests.

### Solid performer

The Shure MV7+ is a formidable choice for podcasters and content creators looking for a high-quality, versatile microphone. While it comes at a slightly more premium price, the investment is justified by its performance and flexibility. **FM**

## FM VERDICT

# 8.3

**Finesses the original to deliver one of the most versatile, feature-laden mics for podcasting, streaming and recording**

### THE PROS AND CONS

+

Rock-solid build quality

**MOTIV app unlocks a tonne of useful features**

We even grew to like the RGB

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No base included in basic package

**Pricier than similar alternatives**