



UM MICROPHONE SERIES

CONSISTING OF THREE USB MICROPHONES,
TWO MICROPHONE ARMS AND ONE POP FILTER

MARKETING TOOLKIT

DECEMBER 2022

CONFIDENTIAL

CONFIDENTIALITY AGREEMENT

Internal information until official product launch

CHERRY will provide the customer with product information (specifications, images etc.) prior to the official market launch of the new CHERRY product.

This information is subject to a confidentiality agreement which ends with the official market launch on the part of CHERRY.

LET'S INTRODUCE

A new category



Communication brings people together:
As the world's oldest keyboard manufacturer, we at CHERRY have been helping our customers communicate and express themselves for decades.

Now it's time for a different category in our portfolio:
CHERRY UM MICROPHONE SERIES.

CHERRY: Your voice.

DID YOU KNOW?

Some facts



CHERRY launches three different
microphones models:

UM 3.0
UM 6.0 ADVANCED
UM 9.0 PRO RGB

as well as suitable accessories:

UM POP FILTER
MA 3.0 UNI
MA 6.0 UNI USB



CHERRY 

UM 3.0

USB MICROPHONE FOR STREAMING AND OFFICE USE

CONFIDENTIAL

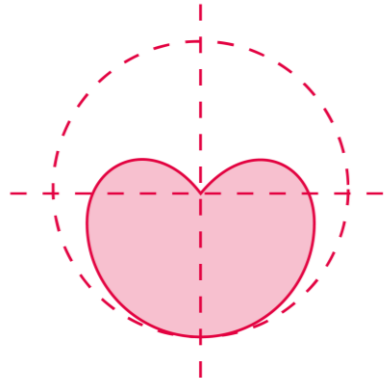
PRODUCT INFORMATION



**USB.
CARDIOID PATTERN.
FIRST-CLASS SOUND.**

KEY FEATURES

Top selling arguments



CARDIOID

The USB microphone picks up sound from the front – perfect for podcasts, streaming, voiceovers, instruments etc.



FIRST-CLASS SOUND

A sampling rate of 96 KHz and 24 bit guarantees clear and detailed voice recordings of a single person



USB MICROPHONE

The condenser microphone has an integrated analog-to-digital converter

MORE FEATURES

All about the product



HEADPHONE JACK

Connect headphones to the microphone easily



VOLUME CONTROL

Located on the back with a design based on the CHERRY mouse wheel, it retain control over the sound of the recordings

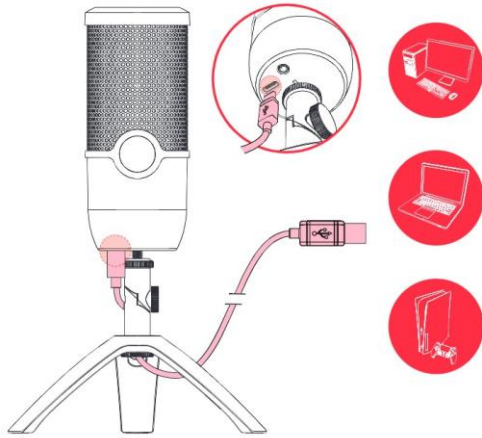


TOUCH MUTE

To avoid accidental recording, all it takes is a touch on the top and the microphone is muted – the LED indicator lights up red

MORE FEATURES

All about the product



COMPATIBILITY

Compatible with
PC, Mac, PS4 or PS5
(Plug & Play via USB cable)



PLUG & PLAY

No time-consuming
assembly or software
installation is required



SOLID METAL STAND

The three-legged design stand
made of solid metal
guarantees stability

MORE FEATURES

All about the product



ATTRACTIVE DESIGN

The attractive design in matte black fits perfectly with CHERRY products in the lower-priced segment



ENVIRONMENT

The CHERRY UM 3.0 is ready to use – right out of its plastic-free packaging

TARGET GROUP

Engineered and designed for

Customers who are willing to spend money on an additional product for his/her work setup. Product can be used private as well as for work environment

Customers for whom operating comfort and design are important

Customers who buy products that are visually appealing at a good price

TYPICAL CUSTOMER:

25+ years old, has an affinity for products with focus on price/design/feature ratio and cares about good sound quality while working



TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

- USB 2.0 or higher
- Windows 10 or higher, Mac OS

APPROVALS:

CE, UKCA, EU RoHS, FCC, KCC, RCM, REACH

SCOPE OF DELIVERY:

- Microphone
- USB cable (250 cm)
- Operating instructions

DETAILS:

- Polar pattern: Cardioid
- Sound pressure level (SPL): 120 db
- Scanning rate: 96 KHz
- Bit rate: 24 bit

ASSETS

PRODUCT PICTURES

The perfect shots

[Link to collection link](#)



LIFESTYLE PICTURES

The perfect shots – in real life

[Link to collection link](#)



LIFESTYLE PICTURES

The perfect shots – in real life

[Link to collection link](#)



ONLINE BANNER SET – COMING SOON

The sizes matter



MARKETING TEXT

Some words about it

Slogan:

USB microphone for streaming and office use

Features:

- Attractive design in matte black
- Three-legged design stand made of solid metal guarantees stability
- First-class sound quality
- Compatible with PC, Mac, PS4 and PS5 (Plug&Play via USB cable)
- Convenient push-to-mute function
- Headphone jack with integrated volume control in CHERRY design

Text:

The high-quality workmanship of the CHERRY UM 3.0 makes it visually striking and is extremely stable thanks to its robust three-legged metal stand. Whether for video calls, streaming sessions or when gaming online – good communication is an all-important element. If you value professional sound and don't want to rely on the built-in microphone in your laptop, headset or webcam, the CHERRY UM 3.0 streaming microphone is the perfect choice. A sampling rate of 96 KHz and 24 bit guarantees clear and detailed voice recordings.

Equipped with a cardioid polar pattern, the USB microphone achieves first-class results when it comes to capturing voice recordings of a single person. It is therefore ideal when streaming, for using in the office or for voice-overs. Unwanted background noise is automatically filtered out, so you can concentrate fully on what you want to record.

In addition, this streaming mic has the added bonus of a practical push-to-mute function that can be conveniently switched on and off. When the LED indicator lights up red, the microphone is muted. To avoid accidental recording, all it takes is a touch and the microphone is muted. If you want to continue recording, tap the mute icon again and the red LED indicator goes off.

The convenient headphone jack makes it easy to connect head-phones to the microphone. The design of the additional volume control for the headphones on the back of the mic is based on the CHERRY mouse wheel, and means you always retain control over the sound of your recordings.

The CHERRY UM 3.0 is ready to use – right out of its plastic-free packaging. No time-consuming assembly or software installation is required. It connects easily to a PC, Mac, PS4 or PS5 via Plug&Play using the included USB cable – set it up, plug it in, and record!



CHERRY 

UM 6.0 ADVANCED

USB MICROPHONE WITH SHOCK MOUNT
FOR STREAMING AND OFFICE USE

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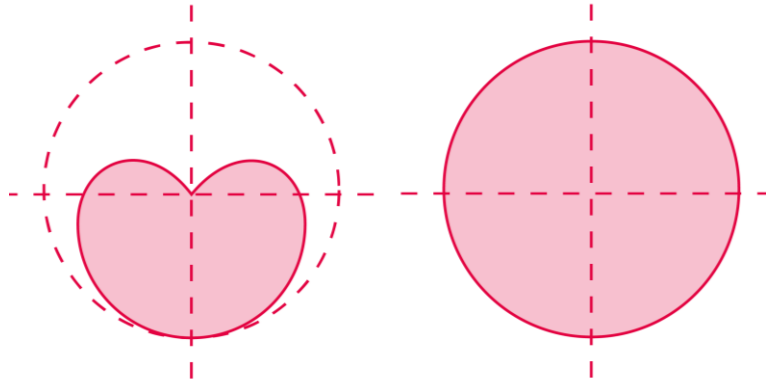
PRODUCT INFORMATION



**ONE SHOCK MOUNT.
TWO POLAR PATTERNS.
AWESOME SOUND.**

KEY FEATURES

Top selling arguments



TWO POLAR PATTERNS

Switch between cardioid and omnidirectional modes at the touch of a button



SHOCK MOUNT

The microphone is completely decoupled from the metal stand by specially-designed rubber bands – clear sound, no unwanted vibrations



USB MICROPHONE

The condenser microphone has an integrated analog-to-digital converter

MORE FEATURES

All about the product



HEADPHONE JACK

Connect headphones to the microphone easily



VOLUME CONTROL

Located on the back with a design based on the CHERRY mouse wheel, it retain control over the sound of the recordings



TOUCH MUTE

To avoid accidental recording, all it takes is a touch on the top and the microphone is muted – the LED indicator lights up red

MORE FEATURES

All about the product



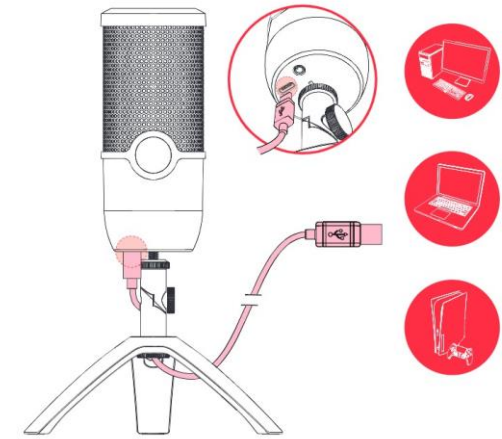
GAIN CONTROL

The gain control at the front adjust the sensitivity of the microphone itself



FIRST-CLASS SOUND

A sampling rate of 96 KHz and 24 bit ensures clear and distinct audio recordings



COMPATIBILITY

Compatible with PC, Mac, PS4 or PS5 (Plug & Play via USB cable)

MORE FEATURES

All about the product



PLUG & PLAY

No time-consuming assembly or software installation is required



SOLID METAL STAND

The three-legged design stand made of solid metal guarantees stability



ATTRACTIVE DESIGN

The attractive design in matte silver fits perfectly with CHERRY products in the mid-priced segment

MORE FEATURES

All about the product



ENVIRONMENT

The CHERRY UM 6.0 ADVANCED is ready to use – right out of its plastic-free packaging

TARGET GROUP

Engineered and designed for

Customers who are willing to spend money on an additional product for his/her work setup. Product can be used private as well as for work environment

Customers for whom operating comfort and mainly design are important. The design needs to fit in the existing stylish setup

Customers who buy products that are highly visually appealing and have features even they are not really needed

TYPICAL CUSTOMER:

30+ years old, has an affinity for products with focus on design, technology and quality and cares about his work / private desk setup



TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

- USB 2.0 or higher
- Windows 10 or higher, Mac OS

APPROVALS:

CE, UKCA, EU RoHS, FCC, KCC, RCM, REACH

SCOPE OF DELIVERY:

- Microphone
- USB cable (250 cm)
- Operating instructions

DETAILS:

- Polar pattern: Cardioid, Omnidirectional
- Sound pressure level (SPL): 120 db
- Scanning rate: 96 KHz
- Bit rate: 24 bit

ASSETS

PRODUCT PICTURES

The perfect shots

[Link to collection link](#)



LIFESTYLE PICTURES

The perfect shots – in real life

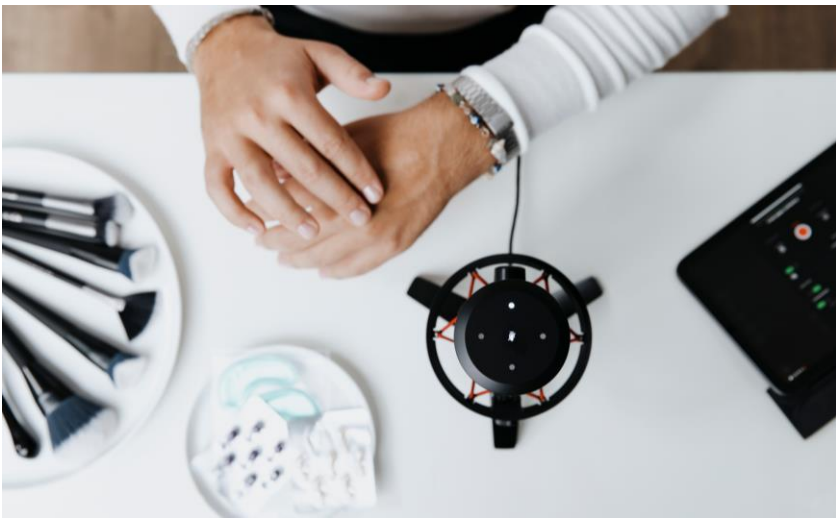
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LIFESTYLE PICTURES

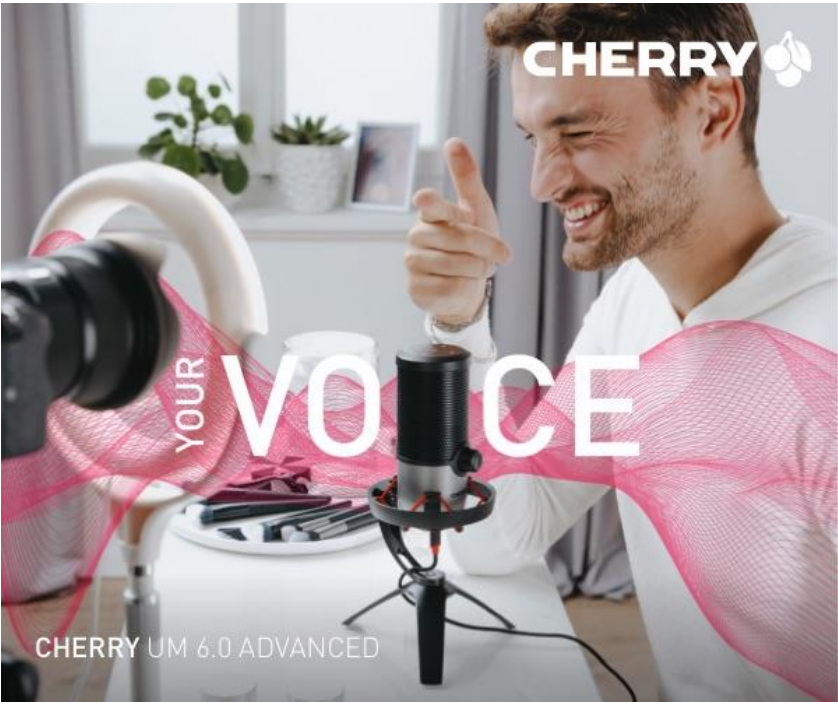
The perfect shots – in real life

[Link to collection link](#)



ONLINE BANNER SET – COMING SOON

The sizes matter



MARKETING TEXT

Some words about it

Slogan:

USB microphone with shock mount for streaming and office use

Features:

- High-quality design in matte silver
- Three-legged design stand made of solid metal with integrated vibration damper
- Two different polar patterns for detailed voice recordings: cardioid and omnidirectional
- Gain control for adjusting microphone sensitivity
- Compatible with PC, Mac, PS4 and PS5 (Plug&Play via USB cable)
- Convenient push-to-mute function
- Headphone jack with integrated volume control in CHERRY design
- Shock-mount function for first-class sound quality without unwanted background noise or vibrations

MARKETING TEXT

Some words about it

Text:

With its high-quality workmanship and appealing look, the CHERRY UM 6.0 ADVANCED is truly eye-catching in any gaming setup or office. The three-legged stand of the USB microphone is made entirely of metal and thus provides a firm and stable platform at all times.

The integrated shock mount function ensures clear sound: Un-wanted vibrations that can be caused by the desk wobbling or when typing on a keyboard are perfectly insulated by specially-designed rubber bands, as the microphone is completely decoupled from the metal stand.

Benefit from impressive sound and detailed audio during streaming, video calls in the office or gaming: The CHERRY UM 6.0 ADVANCED USB microphone offers two different polar patterns. This allows you to switch between cardioid and omnidirectional modes at the touch of a button. In omni mode, the sound is no longer only captured from the front, but from all sides of the mic. This means that the microphone is particularly suitable for video conferences as well as podcasts with several people. A sampling rate of 96 KHz and 24 bit ensures clear and distinct audio recordings.

Furthermore, the USB mic scores highly with a practical gain control on the front, which can be used to adjust the sensitivity of the mic itself. A higher microphone sensitivity is advantageous, for example, if you want to record sounds that are quieter and/or further away.

The CHERRY UM 6.0 ADVANCED has both a headphone jack and a useful push-to-mute function that allows you to mute the microphone with just one touch. Not only does this help you avoid accidental recordings, but it also makes it easier to step back from the action, especially during a video conference with several people, without disturbing the participants.

The CHERRY UM 6.0 ADVANCED connects to a PC, laptop, Mac, or console in seconds via the included USB cable and is ready to record immediately. An added bonus: The packaging includes no plastic at all. Unpack, plug in, and record!



UM 9.0 PRO RGB

USB MICROPHONE WITH IMPRESSIVE RGB ILLUMINATION
FOR STREAMING AND GAMING

CONFIDENTIAL

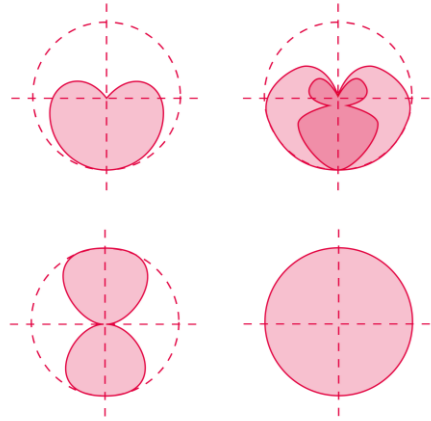
PRODUCT INFORMATION



**FOUR POLAR PATTERNS &
A WHOLE RANGE OF
RGB ILLUMINATION.**

KEY FEATURES

Top selling arguments



FOUR POLAR PATTERNS

Switch between cardioid, omnidirectional, bidirectional and stereo modes at the touch of a button



RGB LIGHTING

Color accents are provided by choosing different RGB color effects or single colors (incl. matching control colors) at the touch of a button



SHOCK MOUNT

The microphone is completely decoupled from the metal stand by specially-designed rubber bands – clear sound, no unwanted vibrations

MORE FEATURES

All about the product



USB MICROPHONE

The condenser microphone has an integrated analog-to-digital converter



HEADPHONE JACK

Connect headphones to the microphone easily



VOLUME CONTROL

Located on the back with a design based on the CHERRY mouse wheel, it retain control over the sound of the recordings

MORE FEATURES

All about the product



TOUCH MUTE

To avoid accidental recording, all it takes is a touch on the top and the microphone is muted – the LED indicator lights up red



GAIN CONTROL

The gain control at the front adjust the sensitivity of the microphone itself

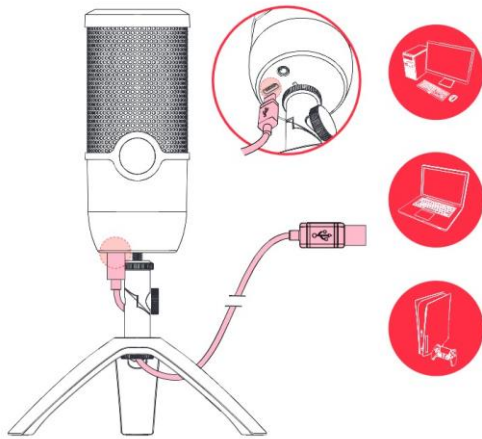


FIRST-CLASS SOUND

A sampling rate of 192 KHz and 24 bit ensures clear and distinct audio recordings

MORE FEATURES

All about the product



COMPATIBILITY

Compatible with
PC, Mac, PS4 or PS5
(Plug & Play via USB cable)



PLUG & PLAY

No time-consuming
assembly or software
installation is required



SOLID METAL STAND

The three-legged design stand
made of solid metal
guarantees stability

MORE FEATURES

All about the product



ATTRACTIVE DESIGN

The attractive design in matte cooper look fits perfectly with CHERRY products in the higher-priced segment



ENVIRONMENT

The CHERRY UM 9.0 PRO RGB is ready to use – right out of its plastic-free packaging

TARGET GROUP

Engineered and designed for

Customers who are willing to spend money on an additional product for his/her Gaming setup. Mainly used for streaming and gaming sessions

Customers for whom operating comfort and mainly design are important. The design needs to fit in the existing stylish Gaming setup

Customers who buy products that are highly visually appealing and have features even they are not really needed

TYPICAL CUSTOMER:

18+ years old, has an affinity for products with focus on gaming
RGB is a cool feature even it won't be used always



TECHNICAL DATA

Having a look at the details

SYSTEM REQUIREMENTS:

- USB 2.0 or higher
- Windows 10 or higher, Mac OS

APPROVALS:

CE, UKCA, EU RoHS, FCC, KCC, RCM, REACH

SCOPE OF DELIVERY:

- Microphone
- USB cable (250 cm)
- Operating instructions

DETAILS:

- Polar pattern:
Cardioid, Bidirectional, Omnidirectional, Stereo
- Sound pressure level (SPL): 122 db
- Scanning rate: 192 KHz
- Bit rate: 24 bit

ASSETS

PRODUCT PICTURES

The perfect shots

[Link to collection link](#)



LIFESTYLE PICTURES

The perfect shots – in real life

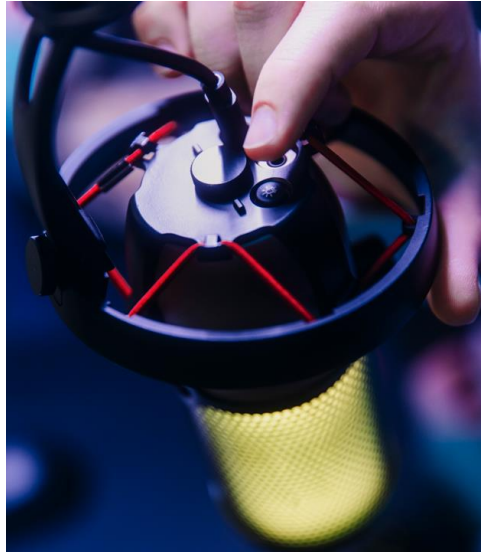
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LIFESTYLE PICTURES

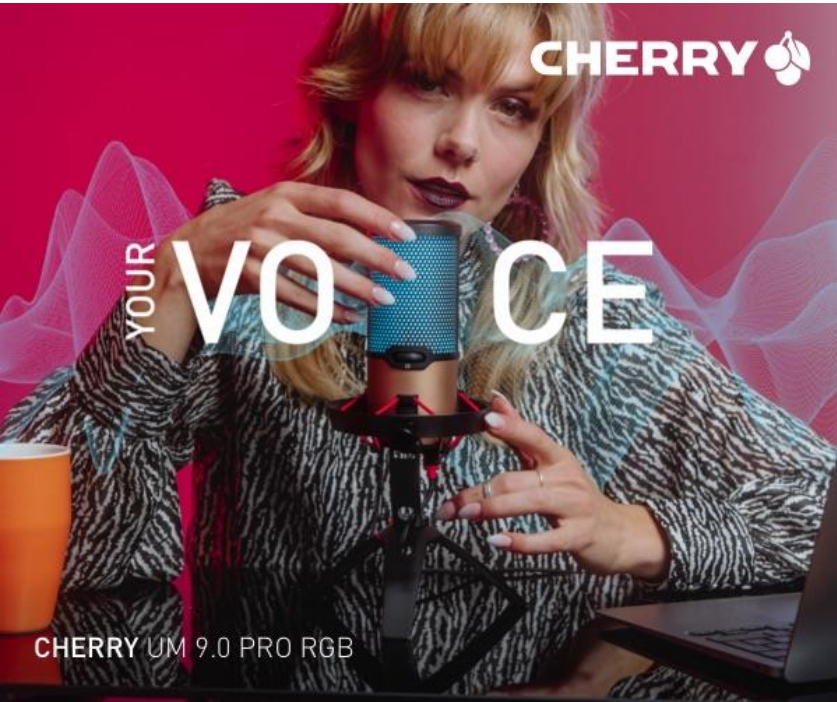
The perfect shots – in real life

[Link to collection link](#)



ONLINE BANNER SET – COMING SOON

The sizes matter



MARKETING TEXT

Some words about it

Slogan:

USB microphone with impressive RGB illumination for streaming and gaming

Features:

- Elegant design in matte copper look
- Three-legged design stand made of solid metal with integrated vibration damper
- Versatile thanks to four different polar patterns: cardioid, omnidirectional, bidirectional and stereo
- Impressive RGB lighting for an intense gaming or streaming setup
- Gain control for adjusting microphone sensitivity
- Compatible with PC, Mac, PS4 and PS5 (Plug&Play via USB cable)
- Convenient push-to-mute function
- Headphone jack with integrated volume control in CHERRY design
- Shock-mount function for first-class sound quality without unwanted background noise or vibrations

Text:

The CHERRY UM 9.0 PRO RGB not only has an extremely stable three-legged base made of solid metal, but also makes a striking visual impact: matte black is combined with tasteful copper, making the professional USB microphone extremely eye-catching.

The sophisticated shock-mount function ensures interference-free recordings: Unwanted vibrations or background noise are perfectly insulated by specially-designed rubber bands, as the microphone is completely decoupled from the metal stand.

Whether you want to record a podcast, hold a video conference with several people, participate in a streaming or gaming session, or conduct a face-to-face interview, the CHERRY UM 9.0 PRO RGB has you covered in any situation. Four different polar patterns are available, allowing you to perfectly match the microphone to the appropriate environment and your specific needs – as versatile as the demands of your everyday entertainment or work life. Thanks to its 192 KHz and 24 bit sampling rate, crystal-clear and professional sound recordings are guaranteed at all times.

Colorful accents are provided by the microphone's impressive RGB illumination. With the UM 9.0 PRO RGB, you can choose between different RGB color effects, single colors or unlit at the touch of a button – so you can design your workspace just the way you like it. The push-to-mute function allows you to mute the microphone with a quick touch. This is visualized by the powerful red RGB lighting and a red LED indicator. If you want to continue re-cording, tap the mute icon again and the red LED indicator goes off.

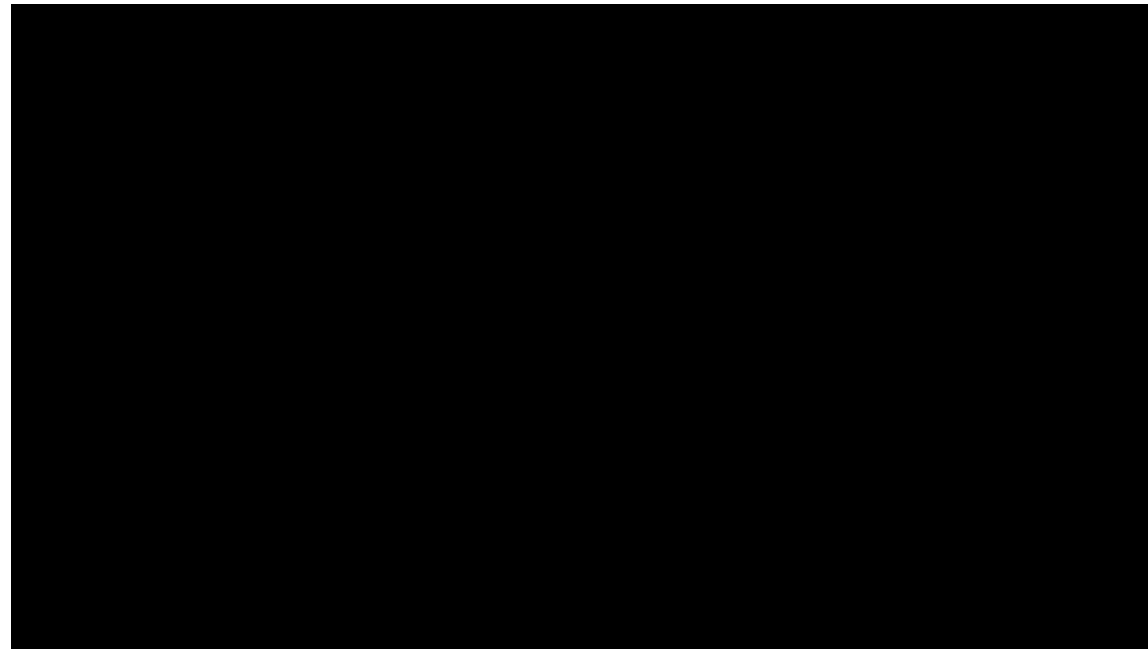
ASSETS FOR ALL

PRODUCT VIDEOS

It's all about the show

[Link to
collection link](#)

TRAILER



PRODUCT VIDEOS

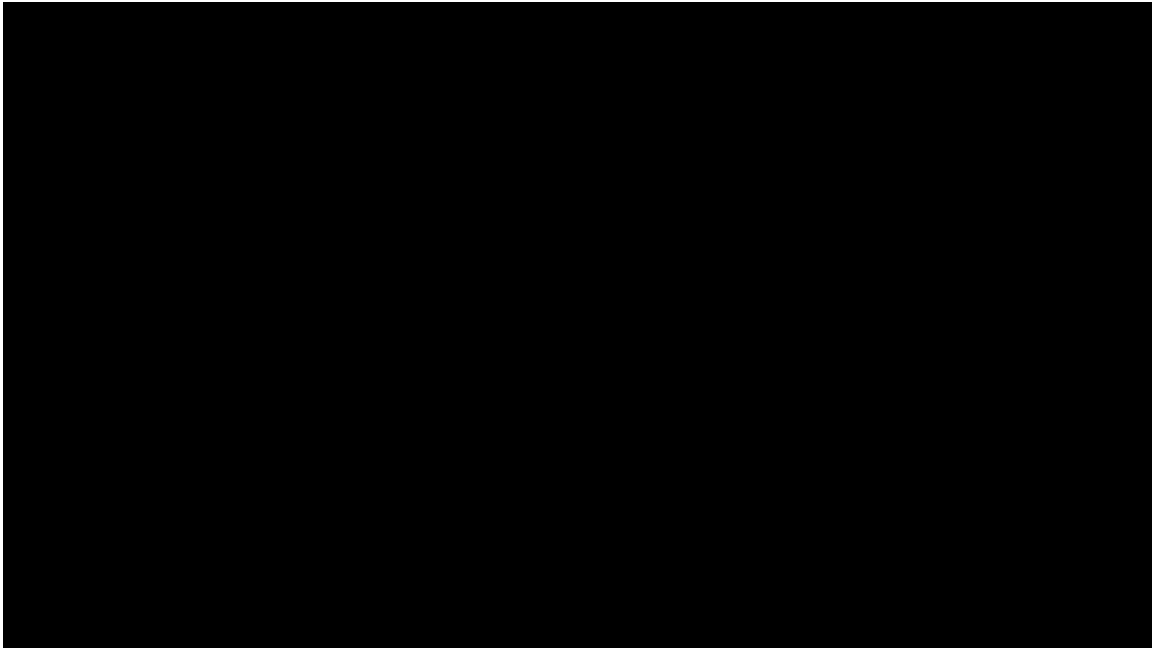
Features related

[Link to collection link](#)

TOUCH MUTE



POLAR PATTERN



THE BIG FAMILY

CHERRY MICROPHONE SERIES

The big family



UM 3.0



UM 6.0 ADVANCED



UM 9.0 PRO RGB



UM POP FILTER



MA 3.0 UNI



MA 6.0 UNI USB

UM POP FILTER

Key features



REDUCE PLOSIVE SOUND

Filters out plosive sounds that are noticeable as pops or hisses when pronouncing letters such as P, T, and K



SIMPLE ATTACHEMENT

Attaching between the microphone and the stand, then tighten with the help of a small knob



COMPATIBILITY

Can be attached to any of the three CHERRY UM MICROPHONE SERIES

UM POP FILTER

Product pictures

[Link to collection link](#)



UM POP FILTER

Marketing text

Slogan:

Protective filter for clear voice recordings with CHERRY UM microphones

Features:

- Filters out plosive sounds that are noticeable as pops or hisses when pronouncing letters such as P, T, and K
- Less post-production of recordings required
- Perfect supplement to the USB microphones in the CHERRY UM MIC SERIES
- Assembly is child's play: Simply tighten using a small knob
- Protects the microphone capsule from moisture, thereby ensuring a longer service life

Text:

A pop filter is essential to reduce plosive sounds when pronouncing words with P, T or K, for example. The CHERRY UM POP FILTER helps you to not only spend less time and effort in the post-production of audio recordings, but also protects the capsule of the microphone from moisture caused by saliva, keeping it intact for longer.

The CHERRY UM POP FILTER was designed to meet the exact requirements of the CHERRY UM MIC SERIES (CHERRY UM 3.0, CHERRY UM 6.0 ADVANCED, CHERRY UM 9.0 PRO RGB) and can therefore be attached without any problem to any of the three microphones: Simply attach it between the microphone and the stand and tighten with the help of a small knob – and you're ready to start recording. The sleek design does not detract from the elegant look of the microphone.

MA 3.0 UNI

Key features



SWIVEL ARM

The sturdy aluminum arm can be positioned ideally at any angle



UNIVERSAL

Supports not only the CHERRY UM MICROPHONE SERIES, but also a wide range of USB microphones



PERFECTLY EQUIPPED

Includes a 3/8" threaded connector and 5/8" adapter – max. load of up to 1.5 kg

MA 3.0 UNI

Product pictures

[Link to collection link](#)



MA 3.0 UNI

Marketing text

Slogan:

Adjustable and universal microphone arm for more space to work

Features:

- Stable microphone arm made of aluminum in classic black with table clamp (up to 60 mm)
- Swivel arm means the microphone can be positioned ideally at any angle
- Maximum load of up to 1.5 kg
- 3/8" threaded connector with extra 3/8"-to-5/8" adapter included
- Suitable for universal use: Not only supports CHERRY UM MICROPHONE SERIES microphones, but also a wide range of USB microphones

Text:

If you only intend to record a podcast or make a video call, it is usually sufficient to simply place the microphone on your desk. However, if you are dealing with situations where you need to use the keyboard and/or mouse at the same time as speaking, it is important to have enough space to move. In situations like these, the CHERRY MA 3.0 UNI microphone holder is a good choice.

Thanks to its sturdy aluminum swivel arm, the angle of the microphone arm can be freely adjusted, and the microphone can thus be optimally positioned. The classic black design of the arm and the high-quality workmanship complete the package.

And the microphone arm is not called "UNI" for nothing – not only does it support the microphones of the CHERRY UM MICROPHONE SERIES, but also a variety of USB microphones and is therefore universal. The CHERRY MA 3.0 UNI has both a 3/8" threaded connector and 5/8" adapter included. With a net weight of 1,294 g, it is capable of carrying microphones weighing up to 1.5 kg.

In addition, there is a practical cable slot in which both standard XLR and USB cables can be easily hidden. Simply attached to the desk using a clamp, the MA 3.0 UNI mic arm takes up very little space and ensures that the microphone remains stable and securely in place!

MA 6.0 UNI USB

Key features



BUILD-IN USB HUB

USB hub with two ports (5V/2A) provides connectivity for multiple USB devices – four cables are included: USB-A to USB-B, mini-USB, micro-USB and USB-C



SWIVEL ARM

The sturdy aluminum arm can be positioned ideally at any angle and attached via a table clamp – 2.5 m USB cable routed inside



UNIVERSAL

Supports not only the CHERRY UM MICROPHONE SERIES, but also a wide range of USB microphones

MA 6.0 UNI USB

Product pictures



[Link to collection link](#)



MA 6.0 UNI USB

Marketing text

Slogan:

Multifunctional and universal microphone arm with integrated USB hub

Features:

- Extremely stable microphone arm made of aluminum in classic black with table clamp (up to 60 mm)
- Swivel arm allows set-up at any angle
- Built-in USB hub with two ports (5V/2A) provides connectivity for multiple USB devices
- 2.5 m USB cable integrated
- 3/8" threaded connector with extra 3/8"-to-5/8" adapter included
- Maximum load of up to 800 g
- Four connection cables included: USB-A to USB-B, mini-USB, micro-USB and USB-C

Text:

A microphone arm provides you with the space necessary to be able to speak into the microphone while actively using the mouse and/or keyboard. For this reason, the CHERRY MA 6.0 UNI USB is especially recommended for live streams, gaming videos or video conferences. It is made entirely of aluminum and can be conveniently attached via a table clamp. Thanks to its joints, the microphone holder can be easily adjusted, and the microphone optimally positioned.

The "UNI" addition speaks for itself and clarifies how universally the microphone arm can be used: A variety of USB microphones are compatible with the arm, not just microphones from the CHERRY UM MICROPHONE SERIES. The existing 3/8" threaded connection can be easily extended with the included 5/8" adapter. With a net weight of 1,015 g, the mic arm stably holds USB microphones of up to 800 g in position.

Furthermore, the arm has a built-in USB hub with two ports (5V/2A). This allows another device to also be connected in addition to the USB microphone. On top of that, a total of four connection cables are included with the CHERRY MIC ARM 6.0 UNI USB, which means you are well equipped for all eventualities: USB-A to USB-B, mini-USB, micro-USB and USB-C

With the CHERRY MA 6.0 UNI USB, tangled cables are a thing of the past. A 2.5 m USB cable has been routed inside the arm, which means you can keep your workspace tidy at all times.

AT A GLANCE

OVERVIEW SKUS

At a glance

	Product name	Order number	Housing color	Polar pattern	UVP excl. VAT (European price)
1	CHERRY UM 3.0	JA-0700	Black	Cardioid	67,22€
2	CHERRY UM 6.0 ADVANCED	JA-0710	Silver/black	Cardioid/ Omnidirectional	92,43€
3	CHERRY UM 9.0 PRO RGB	JA-0720	Black/copper	Cardioid/ Omnidirectional/ Bidirectional/ Stereo	126,04€
4	CHERRY UM POP FILTER	JA-0750	Black	/	16,80€
5	CHERRY MA 3.0 UNI	JA-0800	Black	/	67,22€
6	CHERRY MA 6.0 UNI USB	JA-0850	Black	/	84,03€

CHERRY 

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