

## PRESS RELEASE

# GRAS Launches the Most Cost-efficient Production Line Microphone in the Market

***New miniature production line microphone from GRAS is the first with revolutionary EQset™ technology, which translates into cost efficiency, ease of use and reduced risk of measurement error.***

**HOLTE, DENMARK, 15 February, 2023:** [GRAS Sound & Vibration](#), part of Axiometrix Solutions, a global leader in test and measurement solutions, is today releasing a new production line microphone aimed at increasing efficiency and improving test accuracy in the consumer audio and telecom space.

The new GRAS EQ 40PM EQset™ Miniature Production Line Microphone is a 20 kHz pressure microphone with a dynamic range of 30 dB (A) to 120 dB SPL (<3% THD), and importantly, the first microphone to include EQset technology—a revolutionary new advancement that guarantees **fixed sensitivity and a flat response curve across all frequencies** in every EQ 40PM microphone, **out of the box**.

GRAS EQ 40PM is an industry-standard size (a 34-mm long ¼" microphone) production line microphone. But with the EQset capabilities and unmatched environmental stability, this microphone will benefit any production line and is especially appealing for entry level test settings with a focus on cost efficiency.

EQset provides each EQ 40PM with a uniformly fixed sensitivity and flat curve. This “equalization” of every EQ 40PM reduces measurement uncertainty and greatly simplifies microphone setup, monitoring, and replacement, and eliminates correction when setting up new production lines and replacing microphones on existing lines. The simplification of setup and other tasks also saves time, not only for the setup itself, but also for operator training. There is, however one additional benefit that outshines the time savings: EQ 40PM with EQset all but eliminates the inherent risk of false passes and false failures on production lines.

An additional cost benefit of the uniformly fixed sensitivity and flat response curve of each EQ 40PM is that, because there is no need to make individual corrections for each microphone, there is no need to store that correction information via TEDS. This enables EQ 40PM production line microphones to be used effectively with systems based on audio sound cards using 48 V phantom power as well as any CCP-based system already in use, so there is no need for price-prohibitive new equipment or retooling of existing CCP-based systems.

Yet another benefit of GRAS EQ 40PM with EQset is higher environmental stability as compared to other production line microphones. The new EQ 40PM design reduces sensitivity variation to such an extent that, when used in typical production line conditions, compensation is completely unnecessary—further reducing the time needed for calculations and corrections and the associated risk of false passes and failures.

According to Rémi Guastavino, Director of Product Management at GRAS Sound & Vibration: “By introducing EQset technology, we are proving our commitment to constantly seek new, cost-efficient and highly accurate testing solutions across the world. Innovation is at our heart and EQset is only our latest step—the market can expect more to come from GRAS in the near future.”

EQset and the EQ 40PM have already had overwhelming feedback after presentations to many acoustic and production experts in selected industries.

[GRASacoustics.com/EQSET](https://GRASacoustics.com/EQSET).



#### ABOUT GRAS SOUND & VIBRATION:

GRAS is a worldwide leader in the sound and vibration industry. We develop and manufacture state-of-the-art measurement microphones and related equipment for industries where acoustic measuring accuracy and repeatability are of the utmost importance. This includes applications and solutions for customers within the fields of aerospace, automotive, audiology, consumer electronics and other highly demanding industries. GRAS microphones are designed to live up to the high quality, durability, and accuracy that our customers have come to expect, trust and require.

GRAS Sound & Vibration is represented through subsidiaries and distributors in more than 40 countries and is part of Axiometrix Solutions, a leading test solutions provider comprised of globally recognized measurement brands, including Audio Precision, and imc test and measurement.

Read more at [www.GRASacoustics.com](https://www.GRASacoustics.com)