



MV7

Podcast Microphone

The Shure MV7 USB cardioid microphone user guide. Includes specifications and how to set up, update, and troubleshoot the mic.
Version: 5.0 (2024-K)

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MV7

Podcast Microphone

General Description

The Shure MV7 is a professional-quality USB dynamic microphone, ideal for close mic applications that require vocal intelligibility with a balanced tone. The attractive and durable all-metal design features an adjustable yoke that can be mounted onto a variety of microphone stands for flexible placement options. A touch panel user interface provides control of microphone gain, headphone level, monitor mix blend and muting.

Features

Convenient Plug-and-Play Operation

Compatible with Windows and Mac computers. Also compatible with iOS and Android devices with applicable cables. (Cables not provided.)

Note: See <https://www.shure.com/en-US/motiv-compatibility> for information on recommended Android devices.

Voice Isolation Technology

Highly directional cardioid pattern isolates your voice and removes unwanted background noise

Durable, Versatile Design

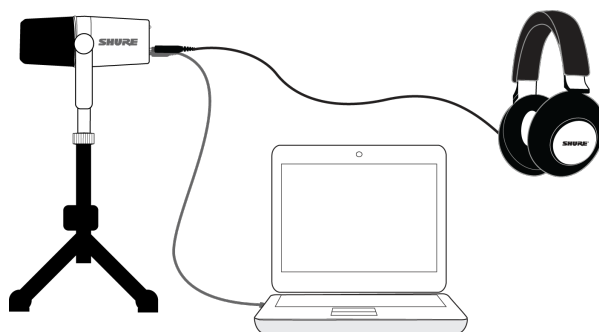
- Hybrid USB/cardioid microphone can be used for digital or analog recording
- Adjust settings with the intuitive touch panel interface
- Rugged, all-metal construction and excellent cartridge protection for outstanding reliability

Simplified Audio Workflow with the MOTIV Mix Application

The MOTIV Mix App offers control over microphone settings and offers easy control over 5 channels of recording, monitoring, mixing and streaming. Adjust EQ, compression, limiter, tone and more.

Connect Your MV7

1. Plug the included Micro-B USB cable into your MV7.
2. Connect the other end of the Micro-B USB cable to your laptop.
3. Plug your headphones into the monitor output.



Quick Setup

1. **Use the correct cable to plug the microphone into your computer.**

The LED panel on the MV7 will pulse when the connection is made.

2. **Download the Mix application at <http://www.shure.com/MOTIVMix>.**

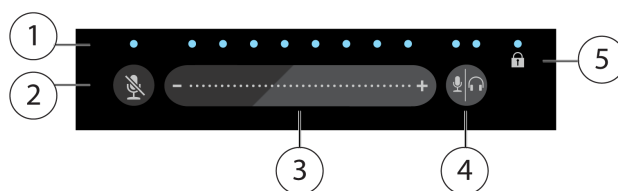
Your computer may request permission to use the external device the first time the app is opened.

3. **Select your microphone from the Sources panel.**

Access customized controls for your MOTIV microphone via the settings gear icon  in MOTIV Mix.

4. **Use Soundcheck to check audio levels and adjust microphone settings.**

Touch Panel Interface



Touch Panel

- ① **LED bar** Displays microphone and headphone level. The LED color indicates which level is being displayed or adjusted.

- **Green:** Microphone level
- **Orange:** Headphone level
- **Green/Orange:** Monitor Mix blend level

- ② **Mute Button** Press to mute and unmute the microphone.

- ③ **Volume Control Slider** Adjust microphone or headphone level by swiping your finger several times up and down the control surface.

④ **Monitor Toggle** Press the mode/headphone button to toggle between microphone (green) and headphone (orange) volume controls. Long press to activate monitor mix controls (both green and orange). Another long press to return to separate microphone and headphone volume controls.

⑤ **Lock Indicator** Displays whether the settings lock is on or off. Settings lock prevents changes to microphone settings from accidental touches. When Lock mode is on, the mic settings screen is grayed out on the app.

Controls

Adjust monitor mix: Press and hold Monitor Toggle for 2 seconds to access monitor mix controls. Swipe left to hear more mic audio (green) or swipe right to hear more playback audio (orange). Press and hold Monitor Toggle to return to separate microphone and headphone volume controls.

Settings lock: Press and hold both Mute and Monitor Toggle for 2 seconds to lock and unlock settings.

Exit Auto Level Mode: Press and hold Mute for 2 seconds

Note: Auto Level Mode can only be enabled through the MOTIV Applications.

LED Behavior

Live meters: Turn your Touch Panel LEDs into a visual volume meter for easy monitoring. If are using Manual mode and notice the level reaches the input meter peak, switch to Auto Level or lower the mic gain.

Night mode: Select the Night mode to lower the brightness of the Touch Panel LEDs from a bright display (Normal) to less bright (Dim). The Night mode display option is ideal for discreet recording in low-light situations.

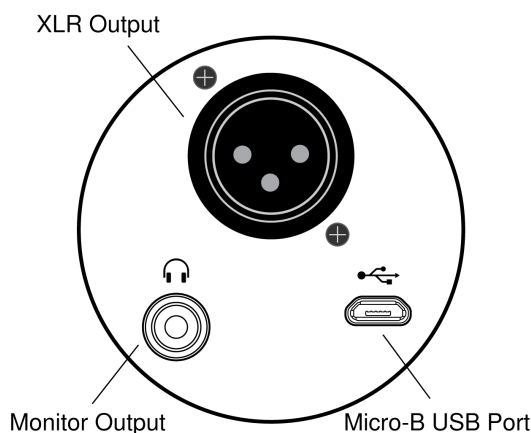
Access the Live meters and Night mode toggles by going to **Settings > LED Behavior** in the MOTIV app settings tab.

Note: For information on dB values related to the Touch Panel slider, see the Touch Panel Values table in the Specifications appendix.

The MV7 Microphone

The MV7 features a dynamic capsule with a cardioid pattern, which uses Voice Isolation Technology to pick up sound directly in front of the microphone.

MV7 Outputs



- **Passive XLR output:** Connect to XLR mixers and interfaces.

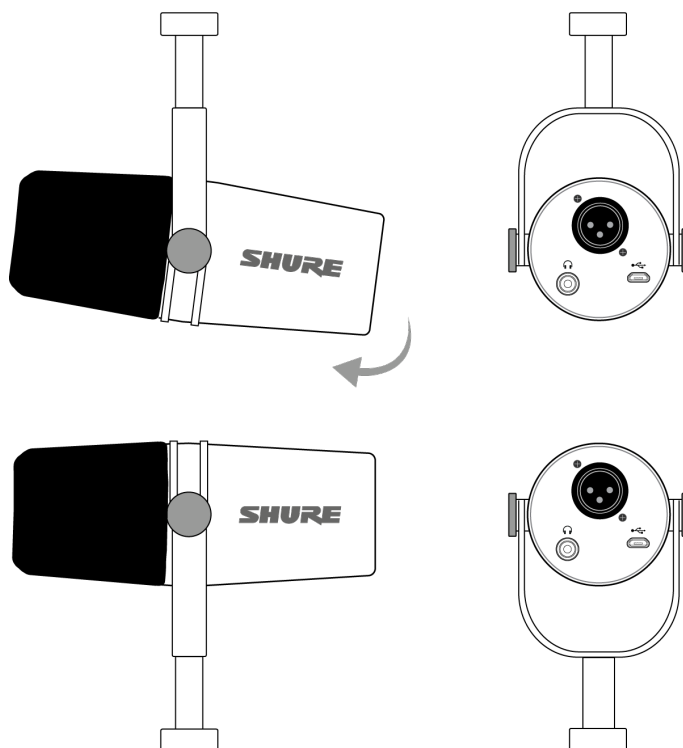
Note: XLR audio is not affected by software settings.

- **3.5mm monitor output:** Connect to headphones and earphones
- **Micro-B USB:** Use the included USB-A and USB-C cable to connect to your computer

Mounting Instructions

The MV7 microphone comes equipped with a 5/8"-27 threaded mount, the thread size most commonly found on microphone stands. This mount can be used with a microphone stand or hung from a boom. Some stands may require an adapter, which is not provided.

Note: Be very careful not to unloosen the screws all the way.



To easily flip the microphone orientation, loosen the screws and rotate 180 degrees.

Windscreen

The windscreen offers maximum protection from plosives and creates a warmer, more intimate sound for speech applications, like podcasting and gaming.

MV7 Tips

Control your Levels

To ensure consistent volume levels, determine the microphone placement that works best for you and maintain that distance. Record several practice tests to determine the spot where your voice sounds best and background sounds are minimized.

Use Lock Mode to Lock In Your Sound

When you've tested your audio and have found the settings that sound great, press and hold both Mute and Monitor Toggle for 2 seconds to lock and prevent accidental adjustment and ensure that your audio remains consistent.

Monitor Your Sound

To hear your audio, plug headphones into the headphone output on your MOTIV device.

Three Ways to Use Your MV7 Podcast Microphone

How to Avoid Plosives When Recording

Using the MV7 for Video Calls

How to Set Up the MV7 as an Aggregate Device in an iOS DAW

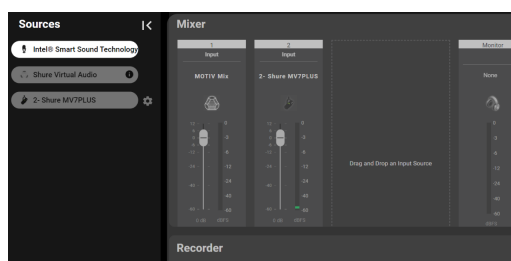
The MOTIV Mix Recording App

Use the MOTIV Mix recording app to quickly adjust microphone settings and be ready to record. The device stores the most recently used settings for quick setup.

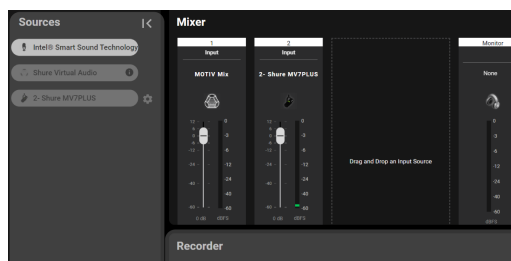
Note: MOTIV Mix allows for a maximum of 5 input sources.

MOTIV Mix Layout

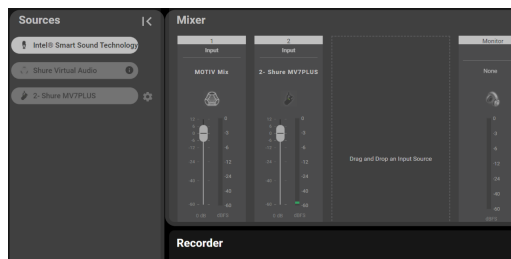
MOTIV Mix is divided into three main sections.



The Sources column where all available audio sources are listed.



Drag and drop your audio sources into the Mixer to control levels of individual sources as well as the monitor and main volume levels.



And the Recorder which displays file information, a recording timeline and the Start/Stop record button.

Preset Modes

MOTIV Mix has three digital signal processing (DSP) presets designed to enhance any application. Record speakers for podcasts or livestreams with Speech mode, capture singers with Singing mode, or record instruments with Instrument mode.

Each mode enables or disables DSP settings to fit your application. Any selected presets will remain enabled when the mic is turned off or restarted.

Speech mode configures the mic and connected inputs to optimize the sound of speech for podcasts, streaming, and other spoken applications. Speech mode enables the following features:

- Auto-Level Mode
- Real-time Denoiser
- Popper Stopper
- Smart Gate

Speech mode is enabled by default for the microphone and connected XLR inputs.

Singing mode optimizes the mic and connected inputs for singing. Singing mode enables the following features:

- Popper Stopper

Auto-Level Mode, Real-time Denoiser, and Smart Gate are turned off in Singing mode. Enabling these features for singing applications may result in audio artifacts in the recording.

Instrument mode preserves the raw sound of recorded instruments. No DSP features are enabled in Instrument mode. Enabling DSP features when recording instruments may result in audio artifacts in the recording. By default, Instrument mode is enabled for connected ¼" TRS inputs.

Digital Signal Processing (DSP) Settings

- **Smart Gate:** Automatically focuses on the primary speaker to keep their voice in the forefront.

Note: Smart Gate is designed specifically for speech applications, like podcasting or livestreaming. Using Smart Gate for singing or instrumental recordings may result in artifacts in the recording.

- **Reverb:** Add studio, plate, or hall reverb to the output. Adjust the intensity of the reverb with the slider.

Audio Output Modes

In MOTIV Mix, choose between three audio output modes depending on your application: Mixdown, Tracking, and Stereo. Select an output mode in the mic settings tab. The default audio output mode is Mixdown mode.

- **Mixdown mode** routes both the microphone and the connected input to a mono channel output. Mixdown mode is the default setting when connected to an XLR input

- **Tracking mode** sets the mic and a connected input to their own stereo channel in the recording. In Tracking mode, audio recorded with the mic is routed to the right channel and audio recorded with a connected XLR or ¼" TRS input is routed to the left channel.
- **Stereo mode** is available for setups that include a ¼" TRS connection. In Stereo mode, the microphone will route to left and right outputs and the ¼" TRS connection will route left audio to left outputs and right audio to right outputs.

Shure Virtual Audio (VAD)

The Shure Virtual Audio Driver creates a virtual audio device within the operating system that can be used to send and receive audio from a variety of sources into and out of MOTIV Mix. For example, route audio to this virtual sound card from the OS itself or from music apps such as Apple Music and Spotify into a VAD channel to use in your live stream or podcast. This audio can then be mixed with audio from connected external sources, like USB microphones, USB interfaces and audio devices and then output to external speakers or a DAW or recording system. The VAD allows the mixing and routing of internal and external signals into and out of MOTIV Mix for mixing control across all audio sources.

Windows (virtual USB audio device):

1. In the Sources panel, tap MOTIV Mix to add the Virtual Audio Device input channel to the mixer.
2. Tap the Settings cog at the bottom right of this channel.
3. In the panel that appears, tap Open Sound Settings to open Windows Sound Settings.
4. In Windows Sound Settings, find the app audio source that you will use to route audio into MOTIV Mix. Assign the app output to MOTIV Mix Input from the drop down menu.

Audio from your selected app should be audible in MOTIV Mix.

Sending all computer audio to a MOTIV Mix input: Assign MOTIV Mix Input as your computer's audio output device. Windows Start menu > Settings > System > Sound > Output or tap the speaker icon in the taskbar and select MOTIV Mix Input. In MOTIV Mix, add the Virtual Audio Device (MOTIV Mix under Sources) to your Mixer.

Mac (Core Audio virtual device): Open System Preferences > Sound > Output and select MOTIV Mix. This will route all computer audio to the MOTIV Mix Virtual Audio Driver. If it isn't already in your Mix window, add the Virtual Audio Device (shown as MOTIV Mix under Sources) to your Mixer.

Note: If you find that you need to remove the Virtual Audio Driver, use the Uninstaller. Once the driver is uninstalled from the system, be sure to restart your computer before launching MOTIV Mix again to complete the process.

Troubleshooting

Issue	Solution
Microphone is plugged in, but not detected.	Unplug and reconnect the cable so that the app recognizes the microphone. You'll know that the connection is made when you see the desktop application display the correct microphone settings.
You hear no audio even though the desktop application is displaying the correct microphone.	Check the Monitor Mix blend. Move the Monitor Mix slider to the center to hear the audio going into the mic and the audio being played back at the same time.
Audio is distorted (Auto Level Mode)	Select Auto Level Mode to allow the software to control audio settings. Near for up-close applications (1-6 in. / 2.54-15 cm) and Far for a distance of 6-18 inches. (15-45 cm)
Audio is distorted (Manual Mode)	Audio distortion usually comes from overloading the microphone which causes clipping. Lower your mic gain for the best sound recording.

Issue	Solution
Headphone LED flashes. Audio sounds higher or lower pitch than normal.	<p>Your microphone and computer have a sample rate mismatch. To adjust your computer sample rate settings, go to the Shure FAQ topic for information on correcting sample rate mismatch.</p> <p>Note: Windows update 10 v2004 (April 2020) solves this problem.</p>
Microphone has become detached from the yoke.	<p>See the MV7 Yoke Assembly topic for step by step instructions for re-assembling your yoke and assorted washers. Correct washer assembly is crucial to ensure that your microphone is securely in place.</p>
Miscellaneous issues	<p>It may be useful to reset the app to restore functionality. Perform a hard reset by unplugging and re-plugging the microphone.</p>
General troubleshooting	<p>Quit and re-start the app. Reboot the computer. Check for firmware update. Tap the three dots in the top right corner and select About MOTIV > Check for Update</p>

Note: Contact Shure Service and Repair if you continue to experience any issues.

Firmware Update

Take advantage of additional features and design enhancements by updating the firmware when prompted. A notification will appear when a firmware update is available. You have the option to download the update immediately or at a later time.

To access firmware update at a later time, select Help > Check for Update. If the available firmware package is newer than the current version, you can install the firmware. Contact Shure Service and Repair if you experience any issues.

Keep equipment connected during updates

Keep the MOTIV device connected to your mobile device when updating to ensure that there are no update issues.

System Requirements

Game Compatibility

- PS5

Note: Not compatible with Xbox

System Requirements and Compatibility: Android

Will work with any Android device that has:

- Android 12.0 (Snow Cone) and higher
- USB Audio Class 2.0 support and higher
- Bluetooth 5.0 and higher

Android is a trademark of Google Inc.

Note: See the compatibility tab on product pages for information on recommended Android devices. [MoveMic One](#), [MoveMic Two](#), [MoveMic Two Receiver Kit](#) and [MoveMic Receiver](#).

System Requirements and Compatibility: Mac

- MacOS 10.13 to 10.15
- 64 bit
- Minimum 2 GB of RAM
- Minimum 500 MB of hard disk space

System Requirements and Compatibility: Windows

- Windows 10
- 64-bit
- Minimum 2 GB of RAM
- Minimum 500 MB of hard disk space

System Requirements and Compatibility: iOS

- **iOS:** iOS 15 and higher
- **iPhone:** iPhone 12 and higher
- **iPad:** iPad Pro (USB-C)

Additional Resources

- [Shure Knowledge Base FAQs](#)
- [Training from the Shure Audio Institute](#)
- [Microphone Techniques for Recording](#)
- [Houses of Worship Systems Guide](#)
- [Shure Performance & Production YouTube channel](#)
- [Shure Creators YouTube channel](#)

Download Shure Software

- [Software and firmware archive](#)

Specifications

MFi Certified

Yes

DSP Modes (Presets)

Near/Far, Dark/Natural/Bright

Transducer Type

Dynamic (moving coil)

Polar Pattern

Unidirectional (Cardioid)

Output Impedance

314 Ω

Frequency Response

50 Hz to 16,000 Hz

Adjustable Gain Range

0 to +36 dB

Sensitivity

(@ 1 kHz, open circuit voltage)

-55 dBV/Pa [1] (1.78 mV), -47 dBFS/Pa [1] [2]

Maximum SPL, Digital Output

132 dB SPL [2]

Headphone Output

3.5 mm (1/8")

Polarity

Positive pressure on diaphragm produces positive voltage on pin 2 with respect to pin 3

Mute Switch Attenuation

Yes

Limiter

Yes

Compressor

Yes

Power Requirements

Powered through USB or Lightning connector

Phantom Power Protection

Yes

Housing

All metal construction

Mounting Type

5/8-27 thread mount

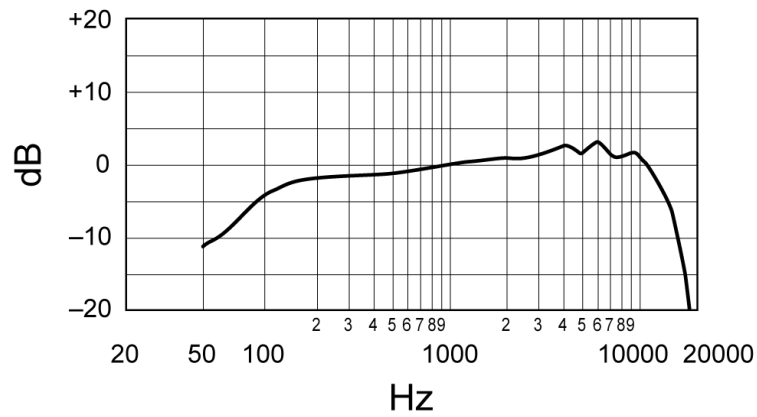
Net Weight

0.55 kg (1.21 lbs)

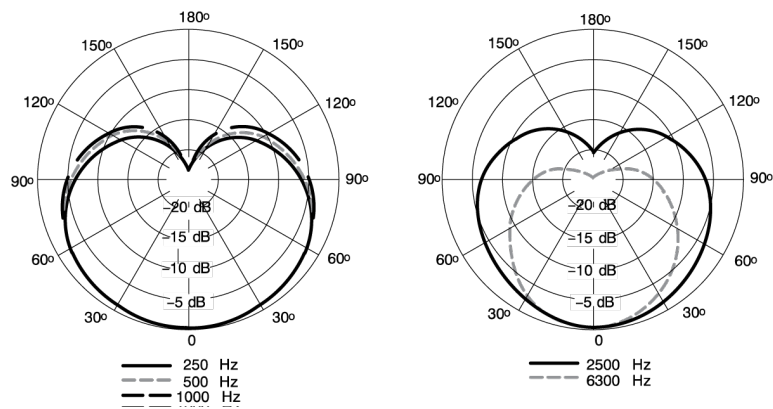
[1] 1 Pa=94 dB SPL

[2] At Minimum Gain, Flat Mode

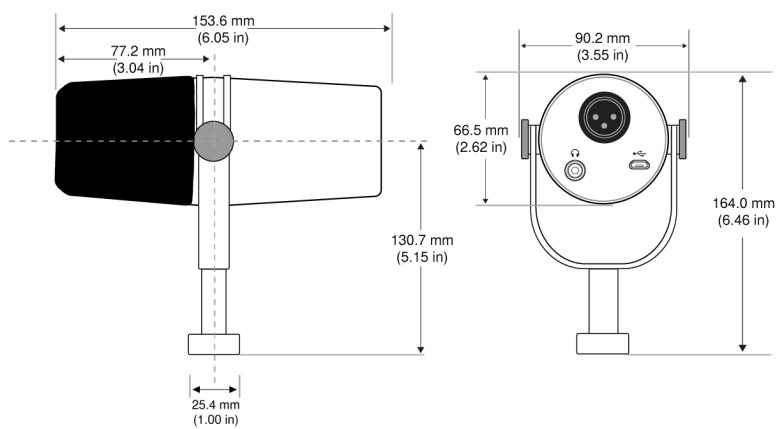
Bit Depth	Sampling Rate
24	48 kHz
24	44.1 kHz
16	48 kHz
16	44.1 kHz



Typical Frequency Response



Typical Polar Pattern

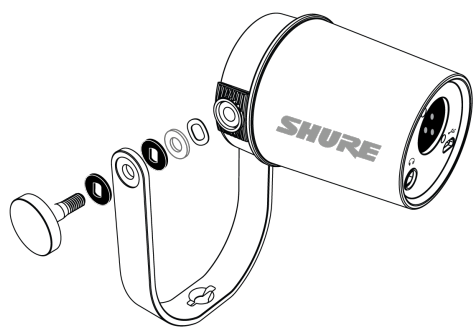


Overall Dimensions

Slider LED	Color	dB Value
8	Yellow	-6 dB
7	Yellow	-12 dB
6	Yellow	-18 dB
5	Green	-24 dB
4	Green	-30 dB
3	Green	-39 dB
2	Green	-48 dB
1	Green	-90 dB

MV7 Yoke Assembly

The MV7 yoke allows a podcaster to be flexible with mic placement. Loosen the yoke knobs and you can adjust the microphone in a variety angles. If the microphone becomes detached from the yoke, these are the steps to put it together in the correct order to ensure that your microphone is secure. Each side uses one thin gray spring washer, one shiny silver brass washer, two black plastic washers and the yoke and threaded yoke knob.



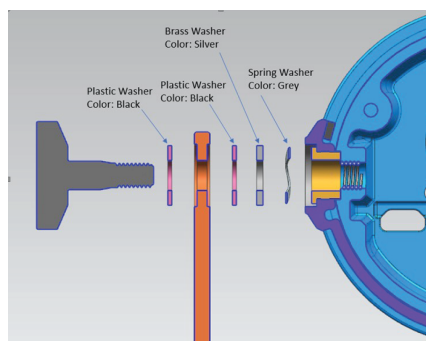
1. Start with the threaded knob flat side down on your tabletop.



2. **Stack the washers on the threaded knob.**
 - Place a black plastic washer on the knob.
 - Place one side of the yoke on next.
 - Then put the second black plastic washer on.
 - Place the flat silver washer and then the thin spring washer on the threaded knob.
3. **Using your finger to hold the screw assembly in place, slide the MV7 onto the threaded screw and turn the knob to keep washers in place.**

Note: Be sure to keep this side on but loose so that you have room to easily move the yoke and assemble the washers on the opposite side.

4. **On the opposite yoke arm, place the washers into the side of the MV7 in reverse order.** Thin spring washer > Flat silver washer > Black plastic washer > Yoke arm
5. **The yoke arm needs to be placed directly onto the stack of washers. To ensure that the washers are aligned, put a pen through the yoke and washers to make sure that everything is properly centered. Leave pen in place.**
6. **Place the second black plastic washer onto the remaining threaded knob.**
7. **Remove the pen. Insert the threaded knob and black plastic washer into the stacked washers and tighten both sides to ensure that your microphone is stable.**



Accessories

Furnished Accessories

10 foot Micro-B to USB-A cable	95A45110
10 foot Micro-B to USB-C cable	95B38076

Replacement Parts

Black Windscreen	AMV7-K-WS
Silver Windscreen	AMV7-S-WS

Optional Accessories

1 m Lightning cable	AMV-LTG
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Certifications

Information to the user

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the manufacturer's instruction manual, may cause interference with radio and television reception.

Notice: The FCC regulations provide that changes or modifications not expressly approved by Shure Incorporated could void your authority to operate this equipment.

These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and the receiver.
- Connect the equipment to an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions:

1. This device may not cause harmful interference.
2. This device must accept any interference received, including interference that may cause undesired operation.

CE Notice

Hereby, Shure Incorporated declares that this product with CE Marking has been determined to be in compliance with European Union requirements.

The full text of the EU declaration of conformity is available at the following site: <https://www.shure.com/en-EU/support/declarations-of-conformity>.

UKCA Notice

Hereby, Shure Incorporated declares that this product with UKCA Marking has been determined to be in compliance with UKCA requirements.

The full text of the UK declaration of conformity is available at the following site: <https://www.shure.com/en-GB/support/declarations-of-conformity>.

This Class B digital apparatus complies with Canadian ICES-003. Cet appareil numérique de la classe B est conforme à la norme NMB-003 du Canada.

Industry Canada ICES-003 Compliance Label: CAN ICES-3 (B)/NMB-3(B)

This microphone for use with any microphone stand with a 5/8" threaded adapter.

Note: Testing is based on the use of supplied and recommended cable types. The use of other than shielded (screened) cable types may degrade EMC performance.

CE Notice

Hereby, Shure Incorporated declares that this product with CE Marking has been determined to be in compliance with European Union requirements.

The full text of the EU declaration of conformity is available at the following site: <https://www.shure.com/en-EU/support/declarations-of-conformity>.

This product meets the Essential Requirements of all relevant European directives and is eligible for CE marking.



Made for iPad (5th generation), iPad (6th generation), iPad (7th generation), iPad (8th generation), iPad Air 2, iPad Air 3, iPad Mini 4, iPad Mini 5, iPad Pro 9.7-inch (1st generation), iPad Pro (12.9-inch) 1st generation, iPad Pro 10.5-inch 2017 (2nd generation), iPad Pro 12.9-inch 2017 (2nd generation), iPhone 6s, iPhone 6s Plus, iPhone SE, iPhone 7, iPhone 7 Plus, iPhone 8, iPhone 8 Plus, iPhone X, iPhone Xs, iPhone Xs Max, iPhone XR, iPhone 11, iPhone 11 Pro, iPhone 11 Pro Max, iPhone 12, iPhone 12 Mini, iPhone 12 Pro, iPhone 12 Pro Max, iPhone SE 2, iPod Touch (7th generation).

iPad, iPhone, iPod and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. iPad Air, iPad mini, and Lightning are trademarks of Apple Inc. The trademark “iPhone” is used in Japan with a license from Aiphone K.K.

Android Compatibility

This equipment is compatible with Android devices that support USB Audio Class 2.0 and USB-C connectivity. Not all Android devices are compatible. Android is a trademark of Google Inc.



Glossary

Microphones in the MOTIV series come equipped with features to address a variety of recording situations including home recording, content creation, live streaming, and remote meetings. Depending on the microphone you are using, some of these features may be unavailable for your particular device.

- **Compressor:** The compressor controls sound by raising the volume on quiet sounds and preventing loud sounds from exceeding a certain threshold. Helps to control levels by reducing dynamic range to make overall sound louder and more consistent in volume.
- **Gain:** Otherwise known as volume or level.
- **High-pass Filter:** A high-pass filter allows frequencies on the higher end of the spectrum to pass and only attenuates low frequencies. Reduce unwanted noise from disturbances like HVAC systems, appliances, and traffic with a high pass filter at 75 Hz or 150 Hz.
- **LED:** The LEDs display real-time audio meters. Pulsing fades a solid color in and out. Solid displays a consistent color on the LED panel.

-
- **Limiter:** Limits gain to prevent distortion from volume peaks during recording.
 - **Mute:** No audio is passing through the microphone.
 - **Noise Reduction:** Significantly reduce the amount of unwanted noise in the signal caused by projectors, HVAC systems, or other environmental noise. Noise Reduction is a dynamic processor, which calculates the noise floor in the room and removes noise throughout the entire spectrum with maximum transparency. Use in rooms with controlled acoustics and minimal echoes for the most natural sound.
 - **Phantom Power:** Phantom Power (+48V) supplies power to condenser mics and certain audio devices. We recommend turning Phantom Power off for ribbon microphones. Refer to your device manufacturer's guidelines for compatibility information.
 - **Popper Stopper:** Use the Popper Stopper to detect and reduces plosives in speech.
 - **Presets:** Different modes designed to automatically adjust DSP features to highlight different applications, like singing, using instruments or speech.
 - **Reverb:** Reverb adds a sense of space and ambiance to your audio. Studio provides clean, controlled and clear reverberation and works well with general vocals. Hall emulates a spacious concert hall and works best for ballad style singing. And Plate simulates metal vibrations like a more vintage sounding reverb.