MV7+

Podcast Microphone

In the MV7+ user guide, learn how to connect, configure, and customize the MV7+ microphone. Use MV7+ with MOTIV Mix or MOTIV mobile apps to adjust and fine-tune settings.

Version: 1.11 (2026-H)

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MV7+
Podcast Microphone

Update Firmware

For the best experience, keep the firmware on your device up to date.

Important Safety Instructions for Passive Microphones

SAFETY PRECAUTIONS

Before using this product, please read and save the enclosed warnings and safety instructions.

⚠	WARNING: Ignoring these warnings may cause severe injury or death as a result of incorrect operation. If water or other foreign objects enter the inside of the device, fire or electric shock may result. Do not attempt to modify this product. Doing so could result in personal injury and/or product failure.
⚠	CAUTION: Ignoring these cautions may cause moderate injury or property damage as a result of incorrect operation. Never disassemble or modify the device, as failures may result. Do not subject to extreme force and do not pull on the cable or failures may result. Keep the microphone dry and avoid exposure to extreme temperatures and humidity.

High sound pressure

Hearing damage risk

To prevent possible hearing damage, do not listen at high volume levels for long periods.

WARNING

LISTENING TO AUDIO AT EXCESSIVE VOLUMES CAN CAUSE PERMANENT HEARING DAMAGE. USE AS LOW A VOLUME AS POSSIBLE. Over exposure to excessive sound levels can damage your ears resulting in permanent noise-induced hearing loss (NIHL). Please use the following guidelines established by the Occupational Safety Health Administration (OSHA) on maximum time exposure to sound pressure levels before hearing damage occurs.

90 dB SPL **at 8 hours**	**95 dB SPL** at 4 hours	**100 dB SPL** at 2 hours	**105 dB SPL** at 1 hour

110 dB SPL **at ½ hour**	**115 dB SPL** at 15 minutes	**120 dB SPL** Avoid or damage may occur

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. MV7+ provides voice isolation technology and optimized Auto Level mode. 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 customizable LED panel user interface provides panel color control and touch-muting.

Features

Convenient Plug-and-Play Operation

The MV7+ is compatible with Windows and Mac computers and iOS and Android devices.

Note: See the MOTIV Mix, MOTIV for iOS and Android, or MOTIV Video product pages for information on supported devices.

Voice Isolation Technology

The highly directional cardioid pattern combines with digital signal processing to isolate your voice and reduce unwanted background noise.

Flexible Sound Control with MOTIV Mix, MOTIV for iOS and Android, and MOTIV Video

MOTIV Mix, MOTIV for iOS and Android, and MOTIV Video offer detailed control over microphone settings.

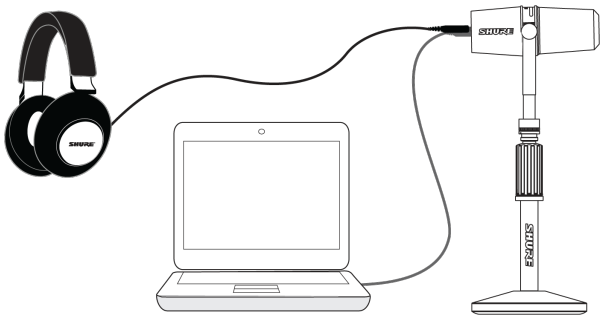
- **Auto Level Mode** automatically adjusts microphone gain to take the guesswork out of gain and compression settings
- **Real-time Denoiser** handles background noise for clear recordings
- **Digital Popper Stopper** reduces plosives in speech and singing
- **Tone slider** adjusts your sound to the tone of your choice
- **Reverb settings** adds adjustable reverb to your output or monitor mix
- **Customizable LED panel** changes the look of the LED panel to match your setup

Durable, Versatile Design

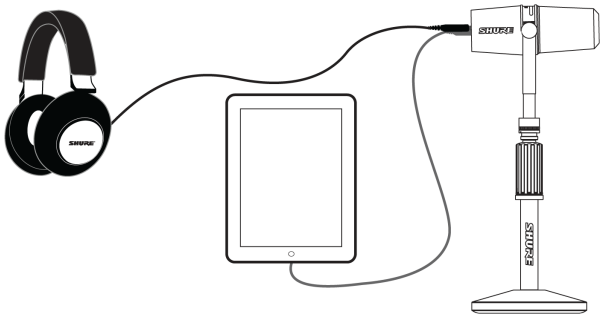
- Record digitally or analog with hybrid USB-C/XLR outputs
- Customize the color of the LED touch panel interface
- Control plosives with the foam windscreen
- Rugged, all-metal construction and excellent cartridge protection for outstanding reliability

Connect via USB-C

1. Plug the included USB-C cable into your MV7+.
2. Connect the other end of the USB-C cable to your compatible laptop, phone, or tablet.
3. Plug your headphones into the monitor output.



Connecting to a Computer



Connecting to a Phone or Tablet

How to Set Up MV7+ with a Computer

1. **Download MOTIV Mix at http://www.shure.com/MOTIVMix.**

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

2. **Use the USB-C cable to plug the microphone into your computer.**

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

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

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

How to Set Up MV7+ with an iPhone, Android, or Tablet

1. **Download the MOTIV Audio app or the MOTIV Video app.**

   Record, edit, and export audio recordings in MOTIV Audio, or use MOTIV Video to record audio and video or livestream to social media platforms.

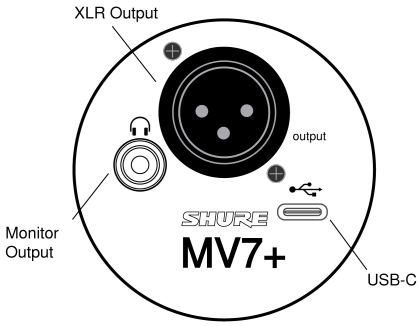
2. **Use the USB-C cable to plug the microphone into your phone or tablet.**

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

3. **Select your microphone from the Device tab.**

   Access customized controls for your MOTIV microphone via the Device tab.

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 for latency-free monitoring
- **USB-C:** Use the included USB-C cable to connect to your computer, phone, or tablet

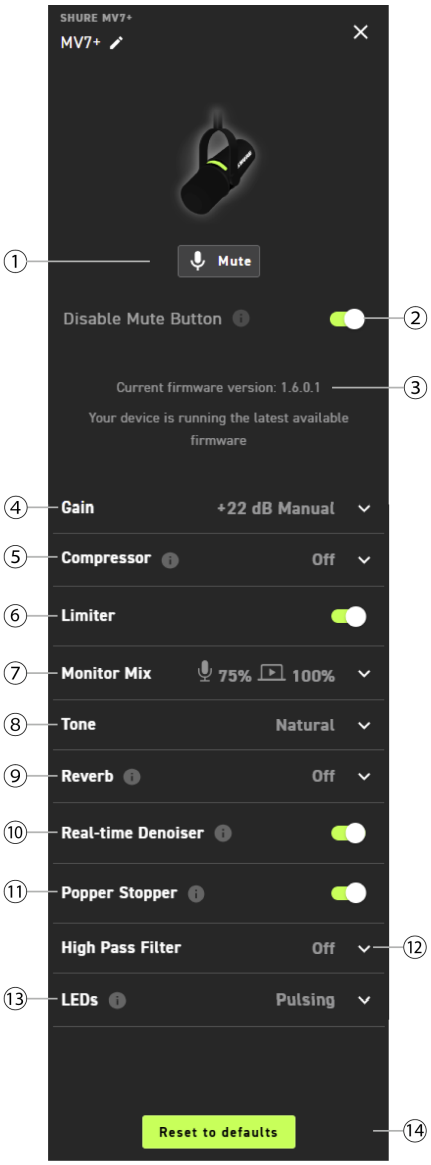
The MOTIV Mix Desktop App

MOTIV Mix is a robust Mac and Windows application that allows you to configure a microphone, record sounds, and save audio recordings from any microphone connected to your computer. For a full description of the features and capabilities of MOTIV Mix, see the MOTIV Mix user guide.

Use the MOTIV Mix desktop app to quickly adjust settings on the MV7+. To adjust MV7+ settings in MOTIV Mix, select the gear icon next to the microphone name or in the input panel on the mixer. The device stores the most recently used settings for quick setup.

Mic Setup in MOTIV Mix

MOTIV Mix enables you to change the settings on your MV7+ to match your application perfectly. Auto Level mode automatically adjusts gain in the moment for clear, quality output. Auto Level mode is the default setting on MV7+. For a more detailed control of settings, Manual mode allows you to customize the gain, compressor, and limiter to fit your specific application.



① **Mute/Unmute** Click the button to mute and unmute the MV7+. The MV7+ can also be muted or unmuted by touching the LED panel.

② **Disable Mute Button** When Disable Mute Button is active, the physical mute control on the microphone is disabled. Mute can still be controlled through the app.

Mute doesn't persist through a power cycle and will turn off when the MV7+ restarts or is unplugged and plugged back in.

③ **Firmware Update version** Indicates the current version of the firmware. When a new firmware update is available, select the Firmware Update Available button to update the device.

④ **Gain** Auto level mode automatically adjusts gain applied to the microphone. Manual mode gives full control over the microphone gain, compression, and limiting. Use the slider to adjust microphone gain in Manual mode.

⑤ **Compressor (available in Manual mode)** While in Manual mode, select the compression level. Select light, medium or heavy compression to reduce the difference between the loudest and softest parts of the signal, making the overall sound louder and more consistent in volume

⑥ **Limiter (available in Manual mode)** While in Manual mode, enable or disable a limiter. Use a limiter to prevent distortion from level peaks in your recording.

⑦ **Monitor Mix** Move the sliders to adjust the levels of mic and PC sound sources in the headphones connected to the device.

⑧ **Tone** Use the slider to adjust your tone between dark, natural, and bright.

⑨ **Reverb** Add studio, plate, or hall reverb to the output, direct monitor, or both. Adjust the intensity of the reverb with the slider.

⑩ **Real-time Denoiser** Enable or disable the Real-time Denoiser DSP to help reduce unwanted noise.

⑪ **Popper Stopper** Enable or disable the Popper Stopper DSP to detect and reduce plosives.

⑫ **High Pass Filter** Reduce unwanted low-frequency rumbling noise with a high pass filter at 75 Hz or 150 Hz.

⑬ **LEDs** The Live behavior mode uses your Touch Panel for mic level metering. Pulsing mode and Solid mode display colors of your choice in a pulsing or solid pattern. Adjust the brightness to Low, Med, High, or Max. Select the color theme of the LED panel in the Meter Color Theme dropdown menu. See LED Behavior for more information on the LED panel.

⑭ **Reset to Defaults** Select Reset to Defaults to reset your device to factory settings. This will remove all changes you have made to the device.

LED Touch Panel

The LED touch panel displays the status of the MV7+ and can be personalized for your setup. Configure and customize LED mode, color, and brightness in the MOTIV Mix desktop app. Select between live metering, pulsing, or solid patters and customize the color of the LED panel.

Touch the LED bar to mute or unmute the microphone. When the device is muted, the LED panel will display red lights rippling from the center outwards.

When Mute Lock is enabled, the MV7+ will not mute or unmute when touched, and the LED panel will flash red 3 times.

LED Behavior

Fades through red, amber, and green: The MV7+ is powering on via USB-C.

Briefly turns green: The MV7+ successfully connected to a new device via USB-C.

Center of the light panel flashes amber: The MV7+ failed to connect via USB-C. Unplug the microphone, make sure your computer or device is awake, and then plug it back in. You may need to allow the microphone in your device settings.

Red ripples from the center outwards: The MV7+ is muted. Touch the panel to unmute, or unmute the microphone from your device.

Flashes red light 3 times when touched: The MV7+ is mute locked and cannot be unmuted by touching the panel. Turn off Mute Lock in MOTIV Mix.

Green sliding bar: Shows the gain level as you adjust it in MOTIV Mix

Amber sliding bar: Shows the monitor mix level as you adjust it in MOTIV Mix

Pulses amber: The firmware on the MV7+ is updating.

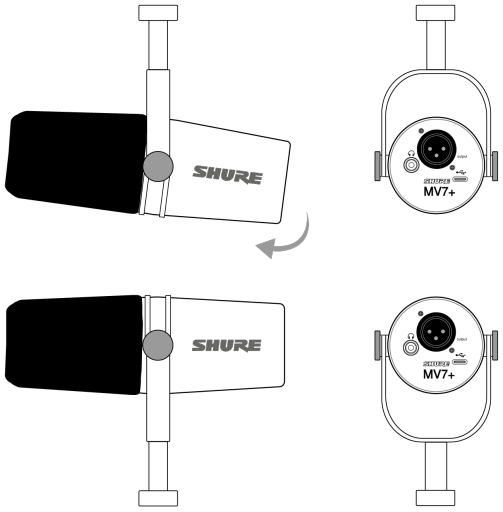
Keep the microphone connected while the firmware is updating.

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 like the included Euro stand adapter.

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

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



Windscreen

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

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 the LED panel turns green after connecting and powering on.
You hear no audio even though the desktop application is displaying the correct microphone.	Check the Monitor Mix blend. Move the Monitor Mix sliders up to hear the audio going into the mic and the audio being played back at the same time.
Audio is distorted in Auto Level Mode	Select Auto Level Mode to allow the software to control gain settings. Experiment with different microphone placements. If distortion persists, consider using Manual mode to adjust your sound.
Audio is distorted in Manual Mode	Audio distortion usually comes from overloading the microphone, which causes clipping. Lower your mic gain for the best sound recording.
Audio sounds higher or lower pitch than normal.	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. **Note:** Windows update 10 v2004 (April 2020) solves this problem.
Microphone has become detached from the yoke.	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.

Issue	Solution
General troubleshooting	Quit and re-start the app. Reboot the computer. Check for a firmware update in MOTIV Mix, MOTIV for iOS and Android, or MOTIV Video for iOS and Android.

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 in MOTIV Mix, MOTIV for iOS and Android, or MOTIV Video for iOS and Android when prompted.

In MOTIV Mix, when a firmware update is available, the Firmware Update Available button will appear in the settings panel of your MV7+. Select the button to update your firmware.

Leave the MV7+ plugged in until the firmware update is complete. The LED panel pulses amber while the firmware updates.

Contact Shure Service and Repair if you experience any issues.

Keep equipment connected during updates

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

System Requirements

Check the MOTIV Mix app or MOTIV mobile apps for the latest information on system requirements and compatibility.

Game Compatibility

- PS5

Note: Not compatible with Xbox

System Requirements and Compatibility: Windows

- Windows 10 and higher
- Minimum 8 GB of RAM
- Minimum 20% of hard disk space

System Requirements and Compatibility: Mac

- MacOS 12 and higher
- Minimum 8 GB of RAM
- Minimum 20% of hard disk space

System Requirements and Compatibility: iOS

- **iOS:** iOS 16 and higher

System Requirements and Compatibility: Android

- Android 12.0 and higher

Android is a trademark of Google Inc.

Note: See the MOTIV Mix, MOTIV for iOS and Android, or MOTIV Video product pages for information on supported Android devices.

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

Transducer Type

Dynamic (moving coil)

Polar Pattern

Unidirectional (Cardioid)

A/D Converter

16* or 24-bit, 48 kHz

Frequency Response

50 Hz to 16,000 Hz

Adjustable Gain Range

0 to +36 dB

Sensitivity

(@ 1 kHz, open circuit voltage with XLR connection)	-55 dBV/Pa [1][2] (1.78 mV)
(@ 1 kHz, open circuit voltage with USB-C connection)	-33 dBV/Pa [1][2]

USB-C Maximum SPL

128 dB SPL [2]

On-Board DSP

Auto-Level Mode, Digital Popper Stopper, Real-time Denoiser, Tone Slider, Reverb, Compressor, Limiter, High-Pass Filter

Headphone Output

3.5 mm (1/8″)

Power Requirements

USB Audio Class 2 (UAC2), Powered through USB-C bus power (USB 2.0 or higher)

MFi Certified

Yes

Software Compatibility

Desktop	MOTIV Mix Desktop App
Mobile	Shure MOTIV Audio & Video Apps

Output Impedance

(at 1 kHz with XLR connection)

350 Ω at 1 kHz

Connector Type

USB-C and XLR

Mounting Type

5/8" - 27 thread mount

Housing

Diecast aluminum

Net Weight

573.5 g (1.26 lbs)

Cable

Includes one (1) 3m USB-C to USB-C cable

Polarity

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

Phantom Power Protection

Yes

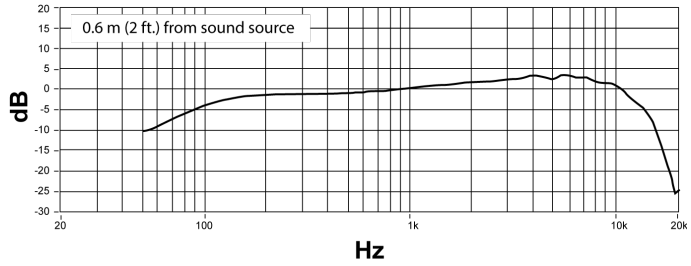
[1] 1 Pa=94 dB SPL

[2] At Minimum Gain, Flat Mode

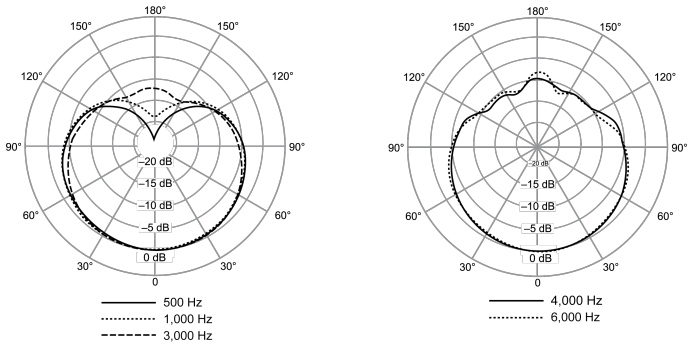
* iOS only

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

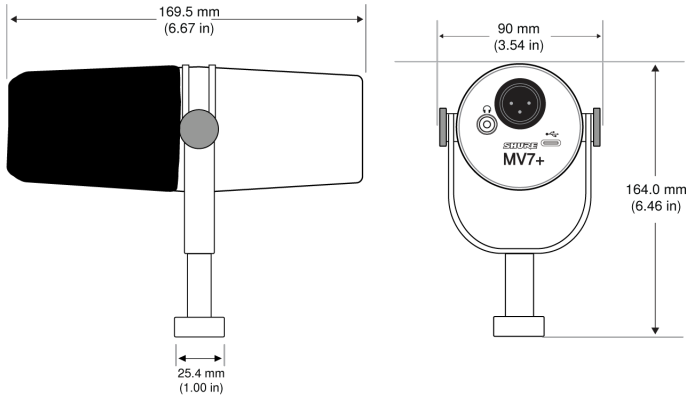
* iOS only



Typical Frequency Response



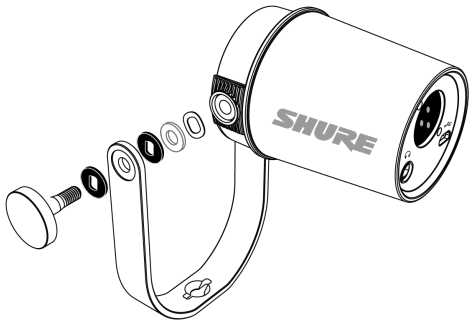
Typical Polar Pattern



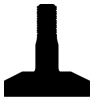
Overall Dimensions

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.



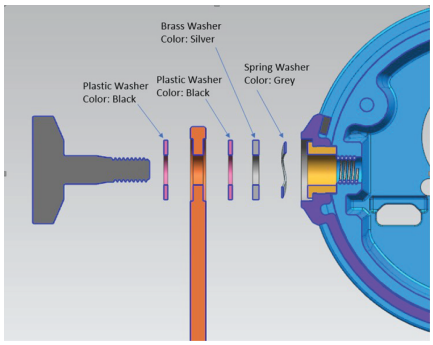
1. **Start with the threaded knob flat side down on your tabletop.**



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

3 meter USB-C to USB-C Cable	95C52640
Black Foam Windscreen	AMV7+K
5/8" to 3/8" Thread Adapter	31A1856

Replacement Parts

Black Windscreen	AMV7+K
Black Replacement Grille	95B41550

Optional Accessories

15 in. USB-C to Lightning cable	AMV-USBC-LTG15
Desktop Base (5 in/127 mm)	95A58937
Telescoping Post/Clutch Assembly (6 in to 8 in/153 mm to 203 mm)	95A58978
Base Mount Adapter (5/8 in to 3/8 in)	31A59068

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.

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.

For information regarding responsible party and other matters relating to FCC compliance, please contact Shure Incorporated, 5800 W. Touhy Avenue, Niles, Illinois 60714-4608 U.S.A. shure.com/contact

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

Canada, ISED Notice

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

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.

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 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.

Recycling Information

Please consider the environment, electric products and packaging are part of regional recycling schemes and do not belong to regular household waste.

Environmental Regulatory Information

Waste Electrical and Electronic Equipment (WEEE) Directive

In the European Union and the United Kingdom, this label indicates that this product should not be disposed of with household waste. It should be deposited at an appropriate facility to enable recovery and recycling.

Registration, Evaluation, Authorization of Chemicals (REACH) Directive

REACH (Registration, Evaluation, Authorization of Chemicals) is the European Union (EU) and the United Kingdom (UK) chemical substances regulatory framework. Information on substances of very high concern contained in Shure products in a concentration above 0.1% weight over weight (w/w) is available upon request.