

Blog: Drop the Mic

Clockaudio Makes Its Mark in the Blogosphere

In creating the Clockaudio blog our intention is to share some inside and anecdotal thoughts on the audio industry, the professionals we work with and the triumphs and challenges we face as a manufacturer that still believes that sound quality is the foundation for every good AV project. In choosing a name for our blog we wanted something that was relevant and would resonate with the growing number of millennials (as well as baby boomers) that work with our products and our team every day. But be advised, at no time do we mean to drop an actual microphone...our product's go through extensive quality control for durability already so let's just put the focus on our superior audio quality and ingenuity. On that note, just for fun, here is a little history of the "mic drop" for you to enjoy.

The expression "drop the mic" or "mic drop" is a gesture of intentionally dropping one's microphone at the end of a performance or speech to signal triumph. Sort of a version of "it doesn't get better than this" and for all of us that understand the extensive attention to design, detail and craftsmanship that goes into every Clockaudio product – this expression captures our core commitment to quality and customer support.

Yes, it can be a bit of a boastful phrase, but when it comes to the performance of our products, we're good with that.

One of the most famous mic drops includes former United States President Barack Obama's infamous 2016 White House Correspondents' Dinner – you can enjoy that here:

<https://youtu.be/rAlwM9K3LJ4>.

Long rooted in the music industry, the mic-drop dates back to the early 1980's and typically was used by rappers at the end of their show, indicating that no other performance could 'stand-up' to theirs. Some may argue that comedians have been 'dropping the mic' longer than rappers, but never-the-less, the reasoning is the same. The gesture is symbolic of a performer rocking the house.



Image credit courtesy of YouTube

So, this year, we look forward to bringing you our insight and thoughts in a less formal way through the introduction of our blog. We know we have the chops to stand behind our products and we pledge to bring you quality content and to continue to deliver products and solutions that are as we say at Clockaudio...clearly different.

With that, we only have three words to say: Drop the mic!