NAME

Continuity: Belongs to the Air series; the clear naming structure helps consumers quickly understand the product hierarchy.
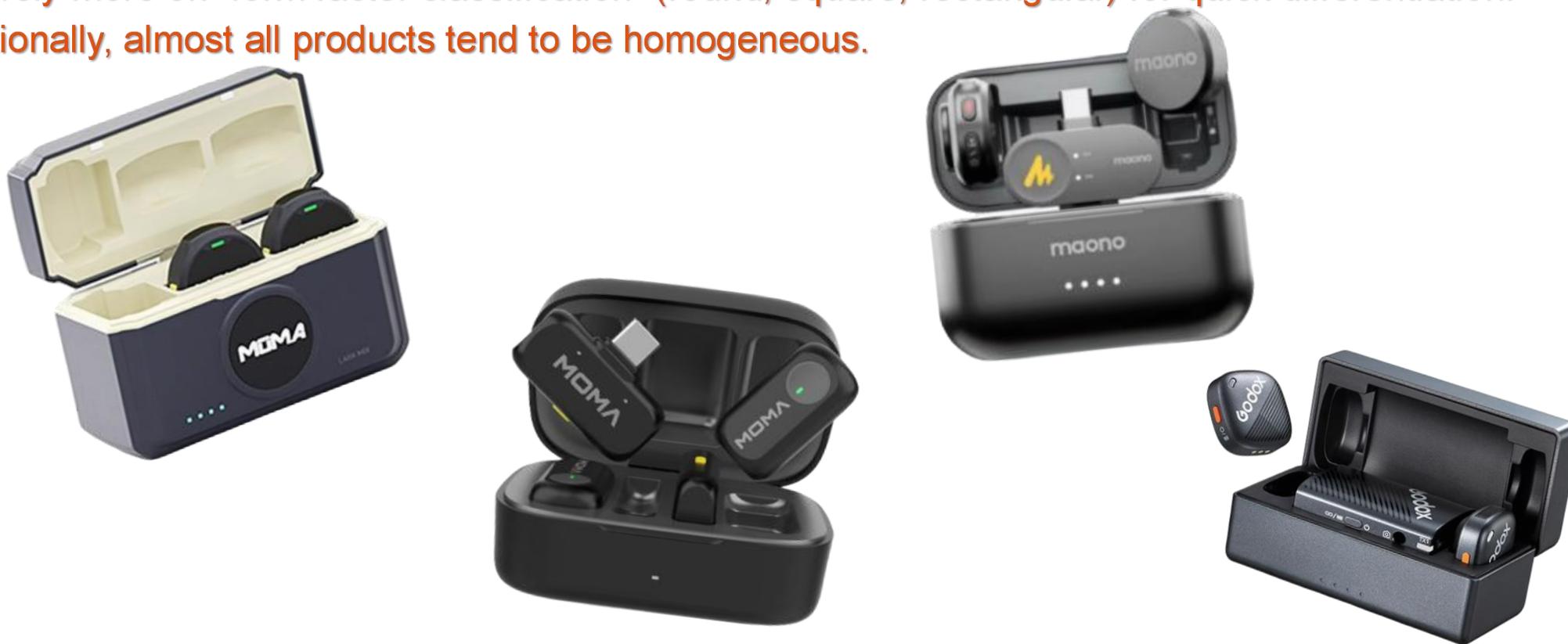
Familiarity: The suffix "SE" has been widely popularized by leading brands like Apple, and users generally recognize it as "Standard Edition" or "Entry-level," intuitively conveying value-for-money attributes.

Decision Simplification: Helps users quickly include this product in their "entry-level" consideration set, reducing choice complexity and improving conversion efficiency.

Note: Due to cost constraints, it cannot interconnect with other Air products.

Appearance of entry-level products on the market

- Most entry-level users have limited awareness of the brand itself.
- They rely more on "form factor classification" (round, square, rectangular) for quick differentiation.
- Functionally, almost all products tend to be homogeneous.

Saramonic must use a unique, practical design anchor and leverage marketing and in-store displays to ensure that users can quickly remember the product amid a sea of "form-factor-homogeneous" products, creating a clear sense of differentiation.

Core User Needs

The Air SE is not aimed at all creators, but rather at entry-level users with high-frequency, essential needs.

Lightweight Streamers   **Short Video Creators**   **Beginner Content Creators**   **Mobile Filming Users**

Frequent Usage Scenarios:

Shooting Vlogs, short videos, and street interviews

Mobile live streaming (e-commerce, talent shows, sharing)

Learning, recording, and daily content creation

Core Product Requirements:

Price Sensitivity: Pursues extreme cost-effectiveness, limited budget

Ease of Use: Simple and intuitive operation, ready to use out of the box

Portability: Lightweight, easy to carry, quick to deploy

Compatibility: Highly compatible with mainstream mobile devices (phones, tablets)

Audio Perception:

Clear sound, minimal background noise, no distortion or sudden volume changes

ID Design Concept

- **Oval Form Factor: Lightweight, Portable, Entry-Level Pricing**

The oval-shaped TX design removes sharp edges along the front and sides, making the unit appear more compact, refined, and easy to carry.

- **Premium Look & Feel + Nameplate Logo**

The CMF adopts a matte metallic spray finish, enhancing the overall build quality while offering fingerprint resistance.
Combined with a nameplate-style logo, this creates a strong sense of visual depth and elevates the perceived product value.

- **3-in-1 Design: Storage, Charging, and Handheld Use**

- The charging case functions not only as storage and a charging solution, but also transforms into a handheld interview stick.

- This all-in-one design maintains portability and visual coherence, enabling seamless use across street interviews, live streaming, and desktop interviews—all with a single case.

Type-C charging port

Indicator

Noise Cancellation Button
(Strong noise cancellation, weak noise cancellation, and noise cancellation off)

Indicator Light

Built-In Mic

On/off switch

Indicator

Core Features: Open-Design Form Factor, Ready for Handheld Use

A windscreen can be used in handheld mode, but the TX cannot be charged at the same time.

F | Feature
An open charging case design reduces overall size, allows quicker and easier access to the device, and enables direct handheld use in a stick-style form.

A | Advantage
Compared with traditional wireless microphone designs, it better supports handheld scenarios without additional accessories, offering greater portability and ease of use.

B | Benefit
Delivers a more flexible and reliable audio capture experience across multiple use cases, including interviews, vlogging, live streaming, and on-the-go recording.

Core Features: Exquisite, Compact, and Portable – Invisible to Wear

• F – Function: Fingertip-sized; magnetic plate and magnetic clip are separate components for lighter weight.

• A – Advantage: Weighs only 5g, placing it among the top in the industry.

• B – Benefit: Invisible appearance with a lightweight, non-sagging wearing experience.

AIR SE Front Area: 28.5 × 17 mm, weight 5g, comes with a lapel clip and magnetic plate.

Competitor Front Area: 30 × 16.3 mm, weight 8g.
Without a lapel clip, it cannot be attached to thick clothing.

Core Features: Broadcast-Grade Detailed Sound Quality + AI Noise Reduction

F | Feature
48 kHz / 24-bit high-resolution audio sampling; AI neural-network-based noise reduction algorithm.

A | Advantage
Saramonic's first deep-learning noise reduction built on a neural-network architecture, achieving up to 40 dB of noise reduction (compared to 15 dB on competing products).

B | Benefit
Confidently captures clean, clear audio even in complex or unpredictable environments, making it ideal for indoor recording, construction sites, seaside shoots, cycling, exhibitions, and other demanding scenarios.

Noise Reduction Type	ENC (Traditional Noise Reduction)	AI Noise Reduction
Core Principle	Uses algorithms to identify fixed-direction, stable noises (such as fans, air conditioners, keyboard sounds) and cancel them through inverse sound waves.	Based on AI and deep learning. An AI model trained on massive voice and noise samples can identify and separate human voice from complex background noises in real time.
Noise Types Processed	Continuous, stable, non-speech background noise.	All non-human sounds, including stable noise, sudden keyboard clicks, mouse clicks, dog barking, and even other people's voices or irregular noises.
Voice Preservation	Higher noise reduction levels can significantly affect and degrade voice quality.	Preserves human voice to the maximum extent while reducing noise.
Usage Scenarios	Limited scenarios; best suited for indoor use and some less noisy outdoor environments.	Widely applicable to indoor recording, construction sites, seaside shoots, cycling, exhibitions, and other demanding recording scenarios.

Core Features: Open-Design Form Factor, Ready for Handheld Use

Noise Reduction Type	ENC (Traditional Noise Reduction)	AI Noise Reduction
Core Principle	Uses algorithms to identify fixed-direction, stable noises (such as fans, air conditioners, keyboard sounds) and cancel them through inverse sound waves.	Based on AI and deep learning. An AI model trained on massive voice and noise samples can identify and separate human voice from complex background noises in real time.
Noise Types Processed	Continuous, stable, non-speech background noise.	All non-human sounds, including stable noise, sudden keyboard clicks, mouse clicks, dog barking, and even other people's voices or irregular noises.
Voice Preservation	Higher noise reduction levels can significantly affect and degrade voice quality.	Preserves human voice to the maximum extent while reducing noise.
Usage Scenarios	Limited scenarios; best suited for indoor use and some less noisy outdoor environments.	Widely applicable to indoor recording, construction sites, seaside shoots, cycling, exhibitions, and other demanding recording scenarios.

Brand	Saramonic	Hollyland
Model	AIR SE 01/02	LARK A1
Price	$59 (USB-C Receiver) $89 (USB-C Receiver+ LIghting Receiver）	$39 (USB-C Receiver) $59 (USB-C Receiver+ LIghting Receiver）
Launch Date	2026.03	2025.4
Sample Rate / Bit Depth	48 kHz 24-bit	48 kHz 24-bit
Signal-to-Noise Ratio	≥80 dB	≥67 dB
Max SPL	120 dB	120 dB
Frequency Response	20 Hz - 20 kHz	20 Hz - 20 kHz
Built-in Mic	Condenser Mic	Condenser Mic
Transmission Range	200m	200m
Latency	<25 ms	<25 ms
Noise Cancellation	√ (2 levels AI)	√ (3 levels ENC)
Mute	√	√
Mic In	×	×
Limiter	√	√
Output Mode	Mono / Stereo / Safety Track	Mono / Stereo
EQ Tuning	√	√
Low Cut	√	×
Monitoring	×	×
Playback	√	√
APP Control	√	√
Display on RX	×	×
TX Diamension	28.5×17×13.43 mm	30*16.3*8.8mm
TX Weight	5g	8g
3.5 mm Jack	×	×
USB-C	√	√
Lightning	√	√
SONY MI Hot Shoe Compatible	×	×
Battery Life	TX：≥6 hours (with noise reduction disabled) ≥4.5 hours (with noise reduction enabled)	TX： 9 hours (with noise cancellation off); 6.5 hours (with noise cancellation on)
Charging while Recording	×	√
Charging Cycles for TX and RX	1	1.5

FAQ

Question	Answer
Why does the RX not have a Type-C charging port?	Air SE is designed for compactness and portability. Adding a Type-C port would increase the overall size. In addition, the 6-hour battery life is sufficient for most daily use cases.
What are the advantages of AI noise reduction compared to traditional ENC? Can noise reduction levels be adjusted on the RX?	AI noise reduction removes non-stationary noise such as keyboard clicks and running water while preserving voice clarity. Traditional ENC mainly reduces low-frequency noise like wind or air conditioners and may affect voice quality. Noise reduction levels on Air SE can be adjusted directly on the RX.
Can Air SE automatically open the Saramonic App once recognized?	Yes.
Can a furry windscreen be used when operating in handheld mode?	Yes, but charging and use cannot occur at the same time.
Does the RX require power? Can the TX be charged independently via cable?	The RX is powered directly by the connected device (e.g., smartphone) and does not require separate charging. The TX can be charged using a dedicated charging dock (sold separately).
Can Air SE be connected to a camera?	No. It does not support cameras with a 3.5 mm TRS audio input.
How many transmitters can be connected to one receiver?	Up to two transmitters can be connected to a single receiver simultaneously.
Does it support phone speaker playback?	Yes.
How many audio channel modes are available?	Mono, Stereo, and Safety Track modes are supported.