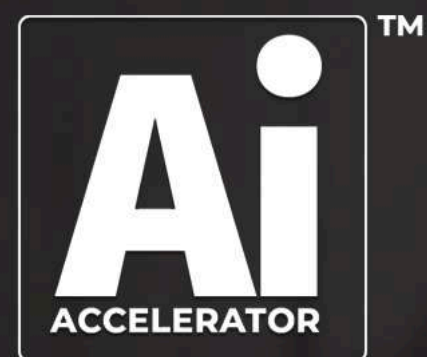
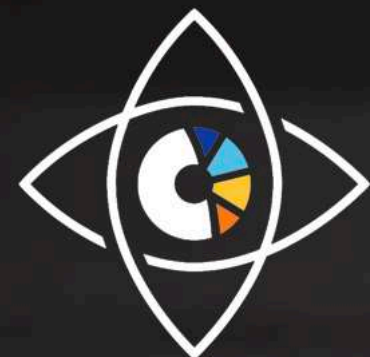




MK



MIKE KOENIGS

GEARGUIDE/2023

“When you have great gear, excellence is just a step away!”

- Mike Koenigs, Founder, Superpower Accelerator

The Essentials



iPhone

Peek into my studio, home, or business, and you'll only see Apple products.

If your goal is to stay ahead of the game, you need the latest and greatest iPhone. Professionals dodge those 'green bubble' folks (Android users.) Nothing kills intimacy or a big deal faster than glitchy audio or video messages.

Right now, I'm using the latest iPhone Pro Max, and it's a powerhouse. Think cinema-quality shoots from your phone - it's a total game changer!



MacBook

If you're always on the move like me, you need a laptop that matches your tempo.

For my money, nothing outpaces the latest MacBook Pro.

It's my trusty road warrior for those jet-setter work days.

My mantra is - two laptops, always. Because when life happens, backup, backup, backup!



Mac Mini

I just swapped out my iMac Pro for this little powerhouse. It's the hardest working Mac I've ever had. This thing is on a whole new level.

It's unbelievably quick, solid as a rock, and has a ton of ports. Not to mention, it's easy on the wallet.

I sync it up with Dropbox and iCloud, and voila! - non-stop backup at your fingertips.



Studio Display

My 27-inch 5K Retina display is a thing of beauty. It's mesmerizing from the moment you turn it on.

It has a 12MP Ultra Wide camera with Center Stage. Studio-quality mics and a six-speaker sound system with spatial audio.

It's easy on the eyes too because it uses an ambient light sensor to automatically adjust the color temperature of your display to your environment plus it has an anti-reflective coating that reduces glare for better readability.

When you spend as much time as I do in front of a screen, these things make a huge difference.



iPad

As a die-hard Apple fan, it's unthinkable to be without one of these bad boys. Whether I'm traveling, recording, or in a meeting, my iPad keeps me plugged in and productive.

When it comes to writing and reading tons of copy, the iPad is revolutionary. The brilliant display and user-friendly interface makes writing and editing a piece of cake.

If you want to level up your game, you have to get yourself an iPad. It's not just a device; it's a creativity catalyst!





Headphones |



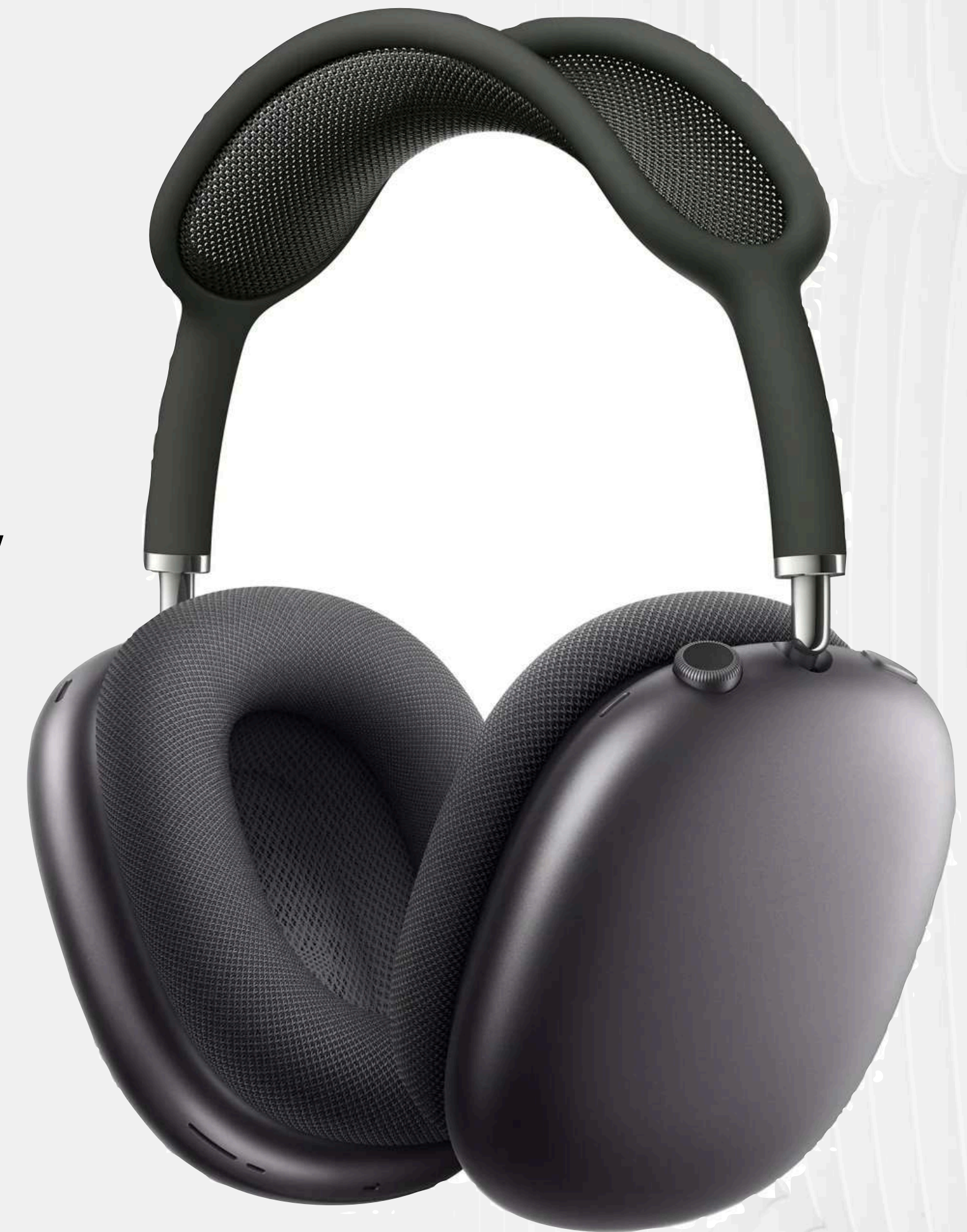
AirPods Max Wireless

I can't get enough of these headphones. The latest AirPods Max combine high-fidelity audio with industry-leading active noise cancellation that delivers an incredible listening experience.

Each part of the custom-built driver produces sound with ultra-low distortion across the audible range. You'll hear every single note with a new sense of clarity.

Another cool feature is "transparency mode" that allows you to hear what's going on around you. Gotta stay aware when you're out and about!

They're a great fit too with knit-mesh canopy and memory foam ear cushions. Plus, you can switch between devices and share audio between AirPods and the slim smart case gives you 20 hours of listening, watching, or talk time.





Noise Cancelling Headphones 700

Another favorite in the headphones' department are these dynamic noise-cancelling headphones from Bose with 11 levels of active noise cancellation.

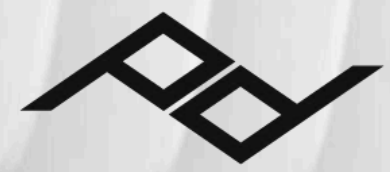
When it comes to sound, these beauties don't mess around. Crisp, clear, with a bass that resonates and balanced sound at every decibel - it's like a live concert in your ears. Find yourself chatting in a hurricane? No problem, with their next-gen mic system delivering crystal-clear call quality.

They've got a sleek, sexy design design and feel like clouds on your ears, with up to 20 hours of musical bliss on a single charge.





iPhone accessories



peak design

Mobile Tripod SlimLink™

Phone Accessory

This fantastic case and tripod combo will become your new secret weapon for snapping on-the-go footage or kicking back with your favorite videos, no matter if you're a portrait or landscape fan.

And it's so compact, it fits right in your pocket!

Just whip it out for the perfect snapshot or for that weekend binge-watch session. This one is a must-have addition to your tech arsenal. This purchase is a no-brainer.





Phone Gimbal

DJI OM 5 Smartphone Gimbal Stabilizer

Meet the DJI OM 5 - the ace up your sleeve for taking your smartphone game up a notch. This pint-sized gimbal stabilizer packs a punch, empowering you to snap perfect selfies, videos, and even track on auto-pilot. Plus the 3-axis motor ensures your footage stays steady.

It works with most smartphones and cases, and it slides right into your palm or pocket like it was meant to be there. It's perfect vloggers, live-streamers, or YouTube content creators.





On the move essentials |

TROUBADOUR

Apex Backpack

As a busy entrepreneur you need a backpack that's just as ambitious as you are. It needs to be more than just a bag - it needs to be your mobile office, gadget guardian, and fashion statement all rolled into one.

Stumble upon the right backpack, and it's like unlocking a superpower. Traveling for business or pleasure, a well-designed backpack can turn the journey from a chore into a breeze. Let me introduce you to this stunner.

- Lightweight waterproof fabric, lining & zippers keep your gear dry
- Padded section for up to 17-inch laptop
- Multiple internal pockets for easy organization
- Zipped external pocket & two retractable bottle holders
- Breathable back panel & ergonomic padded shoulder straps for comfort
- Trolley sleeve slides over a suitcase handle
- Also available in a compact version

SHOP NOW



Cord Case

FYY Electronic Organizer

If you're looking for a portable, compact case that's like a second home for your gadgets then look no further. This beauty slips into your backpack, handbag, or laptop bag with room to spare. Crafted from tough waterproof oxford and cushioned with soft sponge, your tech babies are snug and secure, always at your fingertips.

This two-tier design is a storage wizard, fitting cords, cables, USB drives, cellphones, chargers, mice, flash drives, and other must-haves. Practical? Check. Convenient? Absolutely.

Topped off with a comfy hand strap for breezy carrying, this durable cable organizer pouch is your perfect partner for holidays, business trips, daily commutes, or school. It's small, lightweight, and ready to roll whenever you are!



Cord Ties

70 pcs Computer Cable Ties

Cord chaos is a tech traveler's nightmare. Untangling a nest of dongles, power cords, and connection cables is not my idea of fun. That's why cord organizers are my constant travel companions.

They're my secret for cord control, wrapping neatly around my cables, maintaining order, and keeping my case clutter-free.

Wouldn't step out without 'em - they're one of my travel must-haves.



SanDisk®

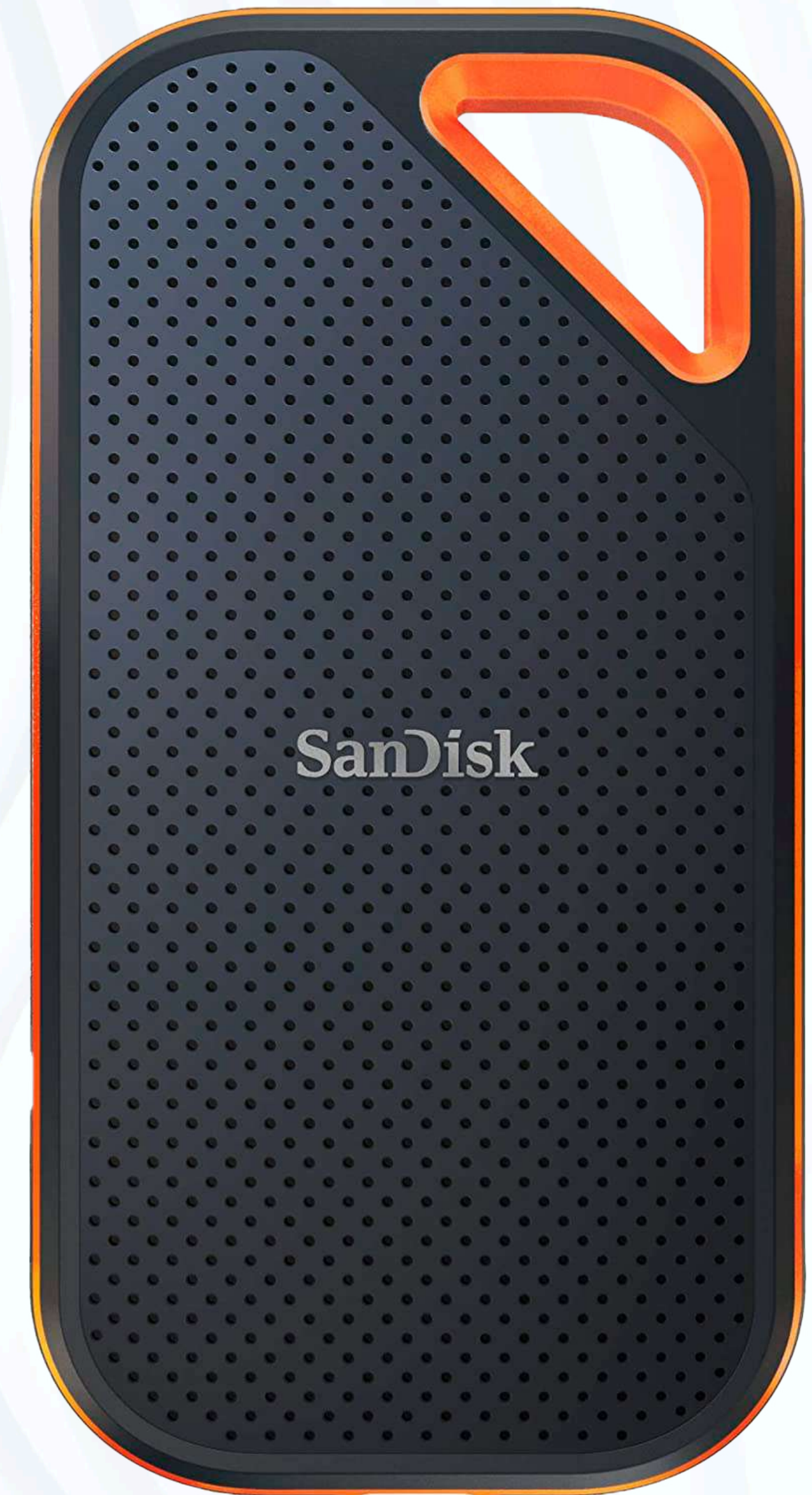
1TB External Hard Drive

My desktop is bursting at the seams with precious files - scripts, videos, photos, you name it. That's why I always keep a hard drive with me whether I'm traveling, in the studio, or wrestling with document jungles.

I don't dare gamble with my clients' work, so this baby follows me like a shadow.

Investing in this huge capacity, portable hard drive is one of the smartest move ever. It's like having a vast digital warehouse in your pocket, sans the bulky baggage.

With this hard drive, you're free to roam without ever leaving those essential files behind. It's your ticket to digital peace of mind.



Whiteboard

Double Sided Whiteboard Flipchart

You can't underestimate the sheer, electric power of a whiteboard.

Whether you're brainstorming with clients or outlining your points during a speech, you never know when you'll need to jot down an idea. That's why I always have a whiteboard handy.

Every single vision day, without fail, this rectangle of potential comes to life with our thoughts and dreams. It's the catalyst that sets our creativity on fire and turns meetings into brainstorming sessions and scribbles into breakthroughs.

I've used my trusty whiteboard more times than I can count. Trust me, there's something magical about physically etching your thoughts into existence that just elevates your message to a whole new level.



Sticky Easel Pad

Post-it Super Sticky Easel Pad

When it comes to brainstorming, sometimes a whiteboard just isn't enough. That's where Post-It pads come in handy. They're the perfect tool for jotting down quick notes and ideas, that you can easily flip back and forth between them without erasing anything.

Personally, I like to stick my Post-It pads on top of an easel. This way, I can easily write down my ideas as they come to me, and I can organize them later.

It's a great way to have all your thoughts in one place. They're not just sticky notes - They're your organized chaos champions.



A professional studio camera is mounted on a complex rig, featuring various cables and attachments. The camera is positioned in the lower-left quadrant of the frame. The background is dark and filled with numerous out-of-focus light sources, creating a bokeh effect. The text "Studio Cameras" is written in a white, serif font, centered horizontally and partially overlapping the camera rig. A small, dark, rectangular graphic element is located to the right of the text.

Studio Cameras

Panasonic LUMIX GH5

4K Digital Camera

This camera is an absolute tank. I have 4 of them and I've left them on, non-stop in my studio for over 5 years.

They've never failed me and they're pretty affordable considering how amazing they are.

It's totally portable. I've shot movies with this bad boy and any lens that is "Micro 4:3" is compatible.

Another awesome feature is the dust, splash and freeze proof design. Can't beat that in a camera when you're out in the field.



Panasonic

Logitech Rally Plus Video

Video Conference Equipment

My team and clients live all over the world and we can't always meet in person so I need a video and Zoom system that sounds perfect, filters noise, records great video and lets me meet with large groups.

What's really cool about this system is that the camera can be programmed to “auto-follow the current speaker” So when I’m speaking to a group, moving around the room or making notes on a whiteboard, the camera follows me and records my every move.

The audio not only sounds fantastic, it isolates the current speaker and removes all outside noise. Where I live, it’s not uncommon for leaf blowers to be blasting and for big trucks to be driving by. My recordings still end up clear as a bell.



GoPro Hero11

I take this gadget with me everywhere, like an extra appendage. It's super portable and shoots footage that could make Spielberg jealous.

You can rig this baby up as a webcam, and there's this nifty adapter that transforms into a tech octopus: HDMI output, USB-C power, even an external microphone slot - boom!

You won't believe the number of TV shows that have been shot with these cameras. If it's Hollywood-approved, it's definitely got my vote!



GoPro Hero11 Black

Creator Edition

This is the ULTIMATE all-in-one creative solution for capturing stunning footage right out of the box. All of your mounts and accessories are included so you have everything you need to start creating the minute you open the box.

It's got a revolutionary image sensor that's like having panoramic vision!. You've got a massive canvas to splash your creativity all over. Zoom, crop, fiddle with aspect ratios, your footage is still going to be packed with rich details and crisp sharpness.

And hold on, it gets better. We're talking 5.3K video resolution here. That's not just clear, it's 'can-see-the-craters-on-the-moon' kind of clarity. Cinematic beauty? Absolutely.

But there's more - high-res photos, videos, and a frame rate that would make the Flash jealous. No detail is too small for this camera.

If you're ready to turbocharge your creativity, this camera's got your back!

SHOP NOW



A professional studio microphone is mounted on a boom arm, positioned in front of a wall covered in black acoustic foam. The microphone has a silver grille and a black body. A coiled cable runs from the bottom of the microphone. In the lower-left corner, another microphone is partially visible. The text "For the Studio" is written in a white serif font, and "Microphones" is written in a larger, white serif font with a blue outline, both centered over the image.

For the Studio Microphones

Shure SM7B Vocal Dynamic Microphone

As someone who's been in the studio recording industry for a while now, I can personally vouch for this mic. It's not just another microphone.

Why is it so popular? Well, it's got this incredibly smooth frequency response. And when I say smooth, I mean it covers a wide range, ensuring natural sound reproduction. Another plus - It's a champ at eliminating unwanted noise.

And let's talk about flexibility. It comes with detachable accessories and controls that you can adjust to your heart's content.

In the recording world, both pros and newbies trust the SM7B. It's just that good. You can count on it to deliver high-quality sound, every time.



SHURE[®]

Shure MV7 USB Microphone

If you're looking to up your podcasting game, the Shure MV7 USB Microphone is exactly what you need. This isn't just any microphone, it's a game-changer in streaming, gaming, and recording.

Ever wish you had the flexibility to switch between digital and analog recording? With its dual USB/XLR output, the Shure MV7's got you covered. Whether you're into podcasting, live streaming, or recording, it's the perfect fit.

Here's the kicker – the Shure MV7 comes with touch panel controls. Adjusting your gain, monitoring volume, headphone mix, and mic muting has never been easier.

Let's not forget about the built-in headphone output. It allows for direct headphone monitoring during recording. So, you can stay in the groove without skipping a beat. This mic is the real deal.



SHURE®

Shure MV7 USB/XLR

Dynamic Microphone

All the same great features of the Sure MV7 USB Microphone in white and with an exclusive color way technology only found in this micr.

SHURE[®]



Blue Yeti USB Microphone



I absolutely love the Blue Yeti microphone! It's hands down one of my favorite tools for creating top-notch audio content. Apart from its sleek design, it's loaded with advanced features that both content creators and musicians can't get enough of.

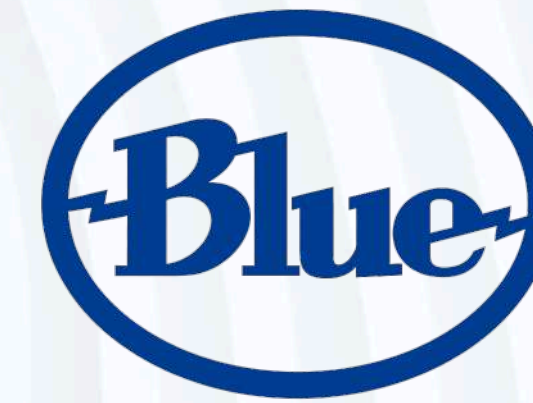
One of the standout features of this mic is its Blue Voice software. It's a game-changer when it comes to refining your vocal sound. You can effortlessly fine-tune your voice to achieve a flawless, professional-grade audio quality and it offers four different pickup patterns, allowing you to customize your audio to perfectly suit any situation.

It's also incredibly user-friendly. It's a plug 'n play device that seamlessly works with both Mac and PC. So, right out of the box, you can start recording without any hassle. No need to deal with complicated software installations or drivers. It's as simple as plug it in and let your creativity flow.



Yeti Nano

Premium USB Microphone



Ready to elevate your podcast, YouTube videos, and Zoom calls to pro-level status? Look no further than the incredible Yeti Nano premium USB microphone!

Prepare to be blown away by its broadcast-quality sound that will truly take your recordings to the next level. With its 24-bit sound quality and the added power of Blue VO!CE* vocal effects, you'll have all the tools you need to create content that screams professionalism.

Compact and stylish, it's a microphone that not only sounds great but looks great too. The premium finish adds that extra touch of sophistication, making it a standout piece of equipment on your desk.

The Yeti Nano is incredibly easy to use. It's a plug 'n play marvel that works seamlessly with your Mac or PC. No need to waste time with complicated setup processes or frustrating installations. Simply unbox it, plug it in, and you're ready to hit that record or stream button. It's instant gratification.



Rode Wireless GO II

Dual Channel Wireless Microphone System

Ready to revolutionize your videos? Check out the Rode Wireless system, the go-to wireless audio solution for videographers, vloggers, and mobile journalists. Whether you're a seasoned pro or just starting out, this system is a breeze to use and guarantees top-notch audio quality that will really elevate your videos.

No more fussing over menus or dealing with finicky dials. With the Rode Wireless system, simplicity is key. No complicated configurations or time-consuming adjustments. Just turn it on and you're good to go!



RØDE



Wireless Lavalier Microphone

DJI Mic (2 TX + 1 RX + Charging Case)

Upgrade your audio recording game with this all-in-one solution. Its ultra-portable design ensures you can effortlessly carry it wherever you roam. The two pre-linked transmitters and receiver are securely stored and charged in the convenient case, ready to go right out of the box. Plus, with an impressive maximum transmission range of 250 meters (820 feet), the DJI Mic is the ultimate companion for live-streaming, vlogging, and outdoor recording.

The transmitters provide up to 5.5 hours of battery life, while the receiver lasts up to 5 hours. And that's not all – the charging case offers an astonishing 15 hours of charging capacity. With the DJI Mic, you'll never run out of power.

Thanks to its magnetic attachment, you can easily affix it to clothing or any other object, ensuring it remains discreet, concealable, and perfect for coordinated recording in any environment.

With a whopping 14 hours of recording capacity, the DJI Mic has your back for those long sessions. And when you're ready to transfer your audio files to your computer, a data cable will do the trick in no time.





For the Studio

Recording Accessories

Rode Rodecaster Pro II

Podcast Production Console

When it comes to recording and webinars, this device is incredible. Its extensive range of features will leave you speechless.

The four studio-grade combo inputs ensure impeccable audio quality, regardless of the microphones or instruments you use. Prepare to be amazed by the pristine sound this device delivers. Thanks to its ultra-low-noise, high-gain Revolution™ preamps and studio-grade APHEX® processing, your audio will reach new heights of excellence.

The Rodecaster Pro II™ doesn't stop at exceptional sound. It also boasts dual USB-C interfaces and advanced Bluetooth™ technology, ensuring unparalleled connectivity with computers, smartphones, and other devices. Seamlessly integrate all your devices and enjoy the convenience of effortless connections.

With nine individually assignable channels and eight programmable SMART pads, you have the power to create personalized mixer configurations that align with your specific needs. It's like having a tailor-made mixer at your fingertips. I use this device for every recording, and it never disappoints.



RØDE

PreSonus Eris E5 BT-5.25"

Near Field Studio Monitors with Bluetooth

These sensational speakers have taken the audio world by storm, garnering an impressive 12,000 5-star reviews!

Despite their compact size, these speakers pack a mighty punch with 100W of Class D power. Get ready for an immersive audio experience like no other. Featuring 5.25-inch woven composite drivers, they deliver precise and deep bass, making them an absolute dream for gaming, movies, and music production enthusiasts.

With Bluetooth 5.0, these speakers offer seamless wireless stereo connectivity, allowing you to stream your favorite tunes effortlessly. They also provide multiple input options, catering to all your audio needs.

The Eris-series speakers go above and beyond. Equipped with a built-in headphone amp, you can enjoy a private listening experience without any compromise in audio quality.



Neewer Teleprompter

X14 with RT-110 Remote & APP Control

When it comes to shooting scripted videos, nothing beats this teleprompter. You can effortlessly read your scripts from a distance of up to 10 feet. No squinting or straining your eyes.

The hinged glass frame adds another layer of convenience. It tilts up to 135°, allowing you to find the perfect viewing angle. Say goodbye to awkward positioning or discomfort.

The X14 teleprompter is equipped with dual cold shoe mounts and 1/4" threads, giving you the freedom to securely attach accessories in place. Whether it's a microphone, light, or any other essential gear, you can easily integrate them into your setup.

With a Bluetooth connection, you have full control. Pause, speed up or down, and even turn pages effortlessly with just a few taps on your smartphone. The expandable holder is compatible with smartphones and tablets up to 8.7" wide, including most iPads.



Elgato Stream Deck Pedal

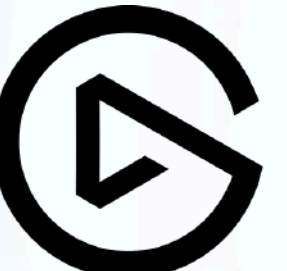
Hands-Free Studio Controller

My studio is set up with multiple cameras and shot angles. The Stream Deck Pedal lets me pick the best shot without lifting a finger - literally.

With a sturdy and customizable design, the Stream Deck Pedal gives you instant hands-free control of your apps and tools. Control almost anything in your setup - all without taking your hands off your instruments.

And with the Stream Deck Store, you have access to a vast selection of app plugins, royalty-free tracks, sound effects, and more. Up your game and make your camera changes effortless.



elgato 

ULANZI Camera Desk Mount Stand with Flexible Arm

If you're serious about capturing the perfect shot, you need this camera desk mount stand in your arsenal. And with its compatibility with various equipment, 360° ball head, and padded desk clamp, you'll have all the tools you need to get the shot you want. Made of aviation aluminum alloy, this stand has a load-bearing capacity of 2KG and is perfect for top-down video and photo scenes.

If you're serious about your photography or videography, the ULANZI camera desk mount stand is a necessity.



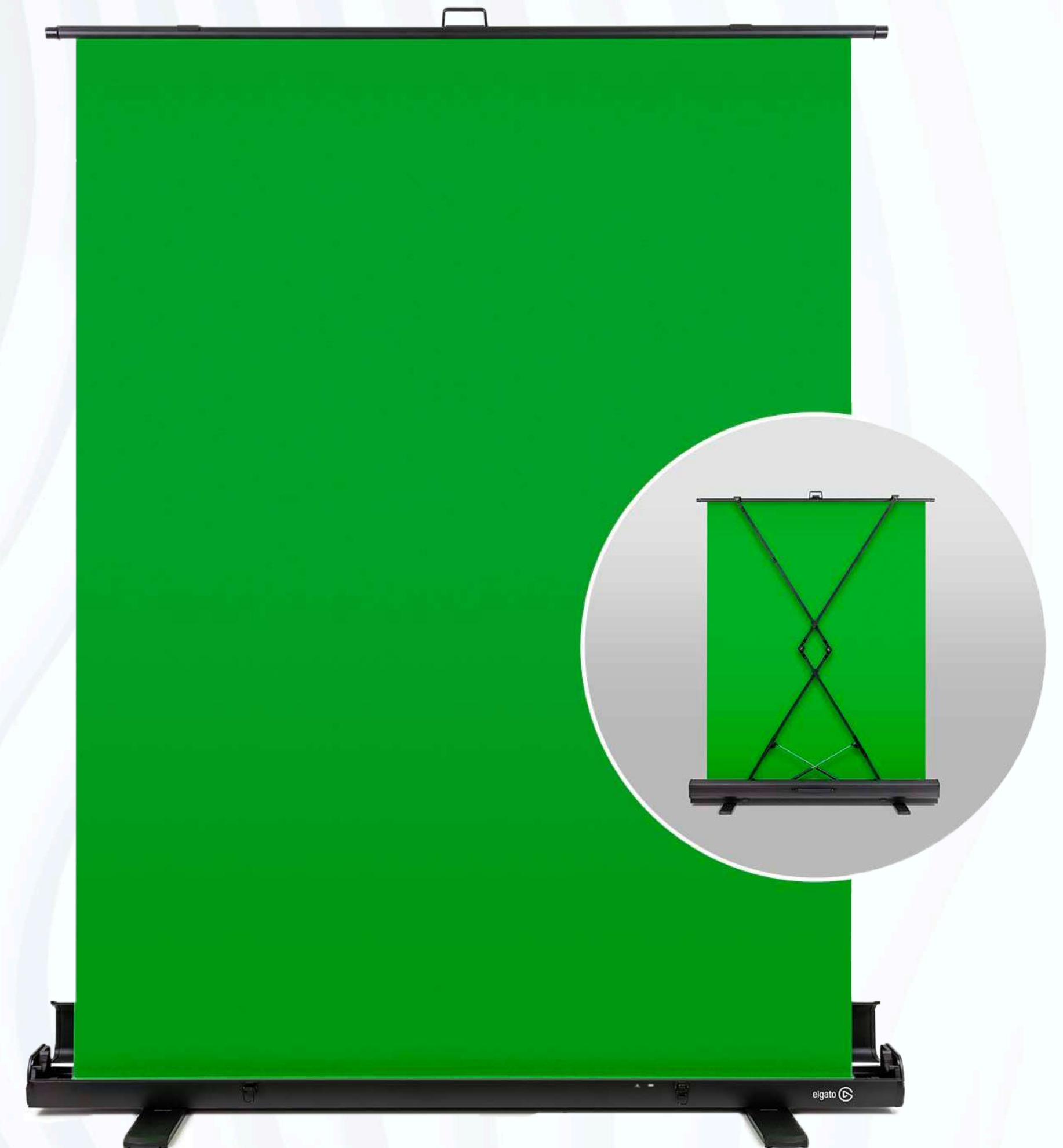
Elgato Green Screen

Collapsible

With the Elgato Green Screen, you can easily set the stage for truly immersive broadcasting in a matter of seconds.

It's incredibly easy to use. Just flip open the aluminum case, lift the handle to a suitable height, and let the pneumatic x-frame automatically lock your canvas in place. That's it!

If you're ready to take your broadcasting to the next level, get yourself a green screen today. It's the ultimate solution for a captivating experience that will leave your audience in awe.



elgato 



For the Studio

Lighting Options

Video Light & Stand Lighting Kit

Neewer 2 Packs Dimmable Bi-Color 480 LED

These lights pack a serious punch when it comes to brightness and color options. Whether you're creating YouTube videos or conducting online meetings, this light has you covered. And with a high CRI of 96+, you'll get natural and vivid color that will make your content pop.

One of the best things about this light is how customizable it is. You can use the control knobs to adjust the brightness and color temperature to your liking, giving you complete control. Plus, the U-bracket lets you swivel the light around to achieve optimal beam angles, while the white diffuser creates soft and flattering lighting that will make you look your best.

NEEWER

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Video Light Panel

Neewer 18.3" RGB LED

This awesome 60W RGB LED video light, it's packed with features to give you the perfect lighting for all your needs.

The light is adjustable in hue, brightness, and color temperature. It has a 120° beam angle, a high color rendering index of 97+, and a maximum illuminance of 5000 lux at 0.5m.

That means you can achieve accurate color reproduction and softer lighting for various applications such as games, YouTube videos, video blogs, portrait photography, and more.



NEEWER

Neewer Ring Light Kit

This LED ring light has 240 pieces of dimmable LED bulbs with a wide dimming range from 1% to 100%. Its special LED SMD design makes it lightweight and portable, with no ultraviolet and infrared light radiation and low heat output for safety and environmental protection.

The light stand is constructed from durable aluminum alloy and comes with a soft tube that allows the light to rotate freely for the best position. The white and orange color filters are made of high light transmission plastic material with steady color temperature.

I promise, this light will help you look your absolute best.

