

## Product Announcement

### Pro-Ject Essential III

#### The Affordable Audiophile Turntable.

*Didcot, Oxfordshire – 24<sup>th</sup> October, 2016*

The multi-award-winning Essential II has changed the shape of affordable audiophilia since its introduction in 2013. The design, ease of use and superlative sound quality combined to make it the centre of countless hi-fi systems across the globe. Now, Pro-Ject Audio Systems are thrilled to announce the immediate availability of a new, dramatically improved version; Essential III.

The Essential III boasts a series of notable improvements that elevate the new model past the ability of its predecessor, both technically and cosmetically.

The Essential III retains the simple yet elegant frame of the Essential II. Made from high-quality MDF for its acoustically neutral character, and now wrapped in a high-gloss paint finish (available in red, white or black); the main structure combines both elegance and functionality. The plinth is then mounted on three anti-vibration feet, for effective decoupling from the surface on which the turntable is placed.



One of the most obvious changes with the new model is in the use of an upgraded Acryl-IT E platter. Available separately for £85.00 (SRP), the Acryl-IT E provides an inert platform for your vinyl records to reduce the unwanted effects of resonance. Available for use with and without the supplied felt mat, the platter uses a stainless steel bearing in a bronze bushing with Teflon-lined bottom for liquid-smooth rotation. The overall sound result is an open, exciting sound that arrives at a foot-tapping tempo.

The Essential III uses the same 9V motor as its predecessor, but it's also the first to use a new integrated grounding link that dramatically reduces electrical interference to unprecedented low levels. The motor is a premium, synchronous AC design that's driven by a built-in signal generator, ensuring optimal speed stability and minimal resonances. The brand new aluminium pulley improves the performance and the appearance even further still.

The Essential III is pre-fitted with an 8.6" aluminium tonearm for its lightweight, rigid characteristics. The gimbal bearing assembly uses sapphire bearings to allow for smooth tracking across a record, and the supplied counterweight allows for a variety of premium pick-up cartridges to be installed. The tonearm is supplied with an Ortofon OM 10 cartridge installed. Superior to the Essential II's OM 5E cartridge, the OM 10 uses an elliptical profile and precision micro-mechanics to deliver a nice, full soundstage with plenty of impact.

The Essential III is a significant step forward for vinyl enthusiasts on a budget. The sound and the style have been pushed to new heights, all for a price that defies belief.

**SRP £239.00**

The Pro-Ject Essential III is available in the UK now.

For a list of all authorised Pro-Ject stockists, visit [www.henleydesigns.co.uk](http://www.henleydesigns.co.uk)

## Technical Information

Speed:	33 / 45 RPM (manual speed change)
Drive Principle:	Belt drive
Platter:	300mm acrylic
Main Bearing:	Stainless steel, bronze bush with Teflon-bottom
Wow & Flutter:	$\pm 0.21\%$ (33rpm) / $\pm 0.19\%$ (45rpm)
Speed Drift:	$\pm 0.70\%$ (33rpm) / $\pm 0.60\%$ (45rpm)
Signal-to-Noise:	-66dB
Tonearm:	8.6" aluminium
Effective Arm Length:	218.5mm
Effective Arm Mass:	8.0g
Overhang:	22mm
Supplied Cartridge:	Ortofon OM 10
Included Accessories:	Dust Cover, Felt Mat, Power Supply
Power Supply:	15V / 800mA DC
Power Consumption:	4.5W
Dimensions (W x H x D):	420 x 112 x 330mm
Weight:	5.0kg (net)



## Notes for Editors

### Consumer Contact for Publication

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### About Pro-Ject Audio Systems

*Pro-Ject Audio Systems* are widely recognised as one of the finest turntable manufacturers in the world. Their mission is simply to produce the best sounding analogue components at the most competitive prices possible. The current range spans a huge variety of price points, with a variety of products targeted to key demographics or to accommodate the modern listener's unique requirements.

Based in Vienna, Austria, Pro-Ject Audio Systems use specialised manufacturing partners to produce all their products, and the entire turntable range is assembled with great skill, care and attention in the Czech Republic.



### About Henley Designs Ltd.

Everyone has a different interpretation of what good sound is, and at Henley Designs we're no different. We strive to bring customers the best possible selection of hi-fi equipment from a variety of international manufacturers.

Formed in 1997 as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. are one of the UK's premier distributors of quality hi-fi equipment. The brands we distribute are not only highly-regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit [www.henleydesigns.co.uk](http://www.henleydesigns.co.uk)

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