

## Product Series Announcement

### Pro-Ject Essential III FlexiRange Lands in the UK

Get the Essential III you need for your home system with the new FlexiRange

*Didcot, Oxfordshire – 25<sup>th</sup> October, 2017*

Since its introduction in late-2016, the Essential III from Pro-Ject Audio Systems has been a revelation in the affordable turntable market. Combining stunning cosmetics with exceptional performance, the price-per-pound ratio has been unrivalled and the initial market response has been phenomenal. Since the expansion earlier in 2017 to include MDF (Essential III) and Acrylic (Essential III A) platter options, Pro-Ject Audio Systems are now expanding the range further. The company's Founder and CEO, Heinz Lichtenegger, has said of his new concept...

*"In the pursuit of perfection, choices must be made. What is important, what is not needed. Pro-Ject, the world leader in audiophile turntables, has created a product line, called the Essential III FlexiRange, that lets you decide which features are important to you. Therefore there are no compromises in the quality of the components and you can choose the configuration that suits you best, paying only for the features you want."*

All Essential III FlexiRange turntables are built around the original Essential III design. From the high-quality, acoustically neutral, high-gloss MDF plinth and platter, through the premium bearing and decoupling feet, all the way onto the aluminium tonearm, Ortofon OM 10 cartridge and 9V asynchronous motor; the Essential III is a proven performer that's already earned a 2017 EISA Award for its ability to impress.



The Essential III FlexiRange ensures every audio enthusiast who's looking for a turntable package on a budget can get what they need. No longer do you need to compromise with features that aren't necessary for your system – with the Essential III FlexiRange you get exactly the turntable you need. The five new models will be available across the UK from late-October 2017, all in the same high-gloss black, red or white finish options as the original...

## **Essential III Phono**

SRP: £279.00

The Essential III Phono takes all the advantages of the standard Essential III, but adds a Line level output for effortlessly simple integration into any hi-fi system.

The integrated phono stage in the Essential III Phono is based on Pro-Ject's award winning Phono Box range, offering precise RIAA equalisation and optimal signal gain for crystal clear playback through your speakers. Though the Line level output allows you to connect Essential III Phono to any LINE or AUX input on your amplifier, the handy switch on the side of the output terminal also allows you to turn the phono stage off. So as your system develops and you want to enjoy a superior phono stage, you do not need to upgrade the whole turntable. The Essential III Phono also utilises a junction box output, allowing for easy cable upgrades.

[Click here for full Technical Information.](#)

## **Essential III SB**

SRP: £319.00

The Essential III SB is the turntable of choice when a convenient way to change playback speed is your number one priority. For the audiophile that likes to listen to a wide variety of music across 12" LPs and 7" Singles, the Essential III SB allows for effortless switching between 33 and 45rpm.

The neatly integrated speed control function, controlled by a simple push button on top of the plinth, works using an improved version of the motor generation system found in the other Essential III models. This advanced motor control system ensures a clean power supply to the motor, reducing resonance and unwanted noise; so the Essential III SB can still deliver a lively, balanced and highly involving sound that will delight every vinyl lover.

[Click here for full Technical Information.](#)

## **Essential III BT**

SRP: £319.00

The Essential III BT is a turntable for the modern audiophile. Its built-in phono stage is designed to transmit to any compatible device within a 10m range, so whether you want to listen on Bluetooth headphones, a Bluetooth-enabled DAC or a Bluetooth-enabled sound system, you can stream your vinyl with ease.

When optimal fidelity is more important – for example, when listening through your main two-channel sound system – the Essential III BT's phono stage also has optional Phono or Line level outputs, so you can connect straight to an external phono stage or a spare Line input on your amplifier. Combined with all the other advantages of the Essential III design, the Essential III BT successfully combines modern needs with traditional technology.

[Click here for full Technical Information.](#)

## **Essential III Digital**

SRP: £319.00

The Essential III Digital takes the Essential III design and adds the specially developed phono stage taken from the award-winning Essential II Digital turntable.

The Essential III Digital aims to be a turntable that can be connected straight out of the box to any modern hi-fi system. The integrated phono stage gives users the option between an analogue line level output and a 24-bit/96kHz digital Optical output. The Optical output uses a high-quality Analogue-Digital Converter (ADC) to send a clean, uninterrupted signal to any digital hub. So whether listening to music through a soundbar, an AV receiver, a DAC, a digital pre-amplifier or a multi-room system with different input options - the Essential II Digital should fit in flawlessly. The analogue output uses a phono stage based upon Pro-Ject's iconic Phono Box design to deliver a brilliant performance from the fitted Ortofon cartridge.

The added benefit of optical transmission is that you can run longer cables without the same signal loss you would experience with long RCA leads. So if you want your turntable to sit away from your amplifier while still sounding great and not using wireless technology, that's now possible!

[Click here for full Technical Information.](#)

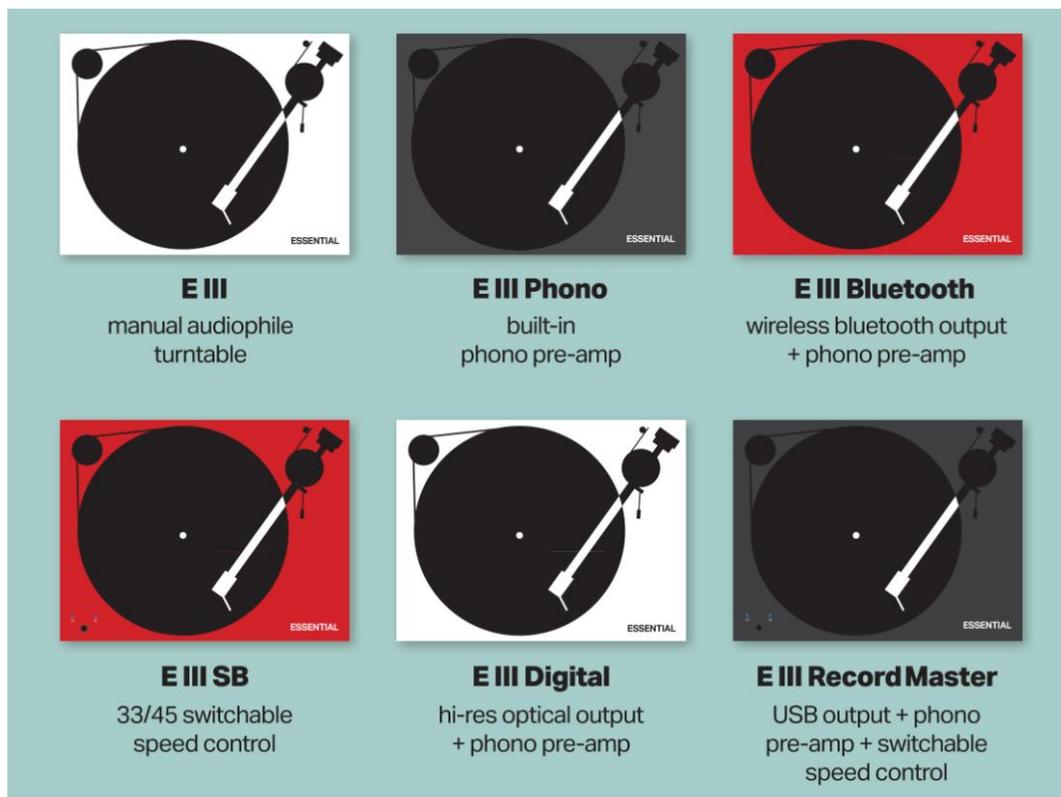
## **Essential III RecordMaster**

SRP: £349.00

The Essential III RecordMaster is the turntable of choice when simplicity is your number one priority. Using the same integrated speed control as the Essential III as well as the phono stage from the Essential III Phono, the RecordMaster is a turntable that connects to any spare Line input and switches from 33 to 45rpm at the push of a button.

The additional inclusion of a USB output means the Essential III RecordMaster can also be used to record your favourite records direct to a PC or Mac.

[Click here for full Technical Information.](#)



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

## Technical Information

Speed:	33 / 45 RPM (manual speed change)
Drive Principle:	Belt drive
Platter:	300mm MDF (all except Essential III A)
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, Connect-IT E Cable (where relevant)
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 Audio

Everyone has a different interpretation of what good sound is, and at Henley Audio 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. (trading as Henley Audio) is 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.henleyaudio.co.uk](http://www.henleyaudio.co.uk)

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