

## Product Announcement

### Ortofon Concorde MK II Cartridges

**An icon renewed.**

*Didcot, Oxfordshire – 25<sup>th</sup> January, 2018*

Ortofon, the world leader in phono cartridge technology, has today announced the second generation of its professional line of Concorde DJ cartridges. *The New Concorde Generation* consists of five models, each designed from the ground-up, targeted to a variety of applications and DJ styles.



Originally designed as a premium hi-fi cartridge in the late 1970s, over the years Concorde evolved to perfectly suit professional applications. In the mid-1980s, the Concorde cartridges then changed the landscape of vinyl DJing, and during the years since Ortofon has continuously refined the Concorde brand by offering more than a dozen different models to the DJ market.

In anticipation of the company's centenary celebrations in October 2018, Ortofon have spent the past few years on a mission to completely redesign Concorde, collaborating with some of the world's top vinyl DJs to create a new series which would fulfil the needs of the modern professional DJ.

*The New Concorde Generation* is made up of five models, **Mix, DJ, Club, Scratch, and Digital**. All models within the new range benefit shared enhancements...

Listening to feedback from Ortofon users, the new range boasts thicker, reinforced finger lifts that are easily replaced if broken. The replaceable nature means it's also possible to personalize your style by purchasing an alternative finger lift in one of the four available finishes. The cartridge bodies are now a two-part construction for a fresh new aesthetic, while the body has also been broadened to offer greater stability during performances. Similarly, the larger stylus body now offers tactile feedback when pushed into position and boasts a larger cut-out area for better needle visibility.

Within the range, each model is purpose-tuned to suit a particular DJ style or sound...

The **Concorde Mix** offers a budget-friendly, yet high quality option capable of good all-round performance, while the **Concorde DJ** is considered the jack-of-all-trades, boasting accurate sound reproduction and excellent groove handling. The **Concorde Club** features a special Elliptical diamond for the best possible sound quality suited to professional mix DJs in a nightclub environment and producers looking to accurately archive or sample old records. The **Concorde Scratch** enables turntablist and scratch DJs to achieve new levels of performance with its unprecedented tracking ability and extra high output. Finally, the specially-optimized **Concorde Digital** offers the same features as Scratch with an extra element designed to extend the life of timecode vinyl and minimize errors in decoding.

The New Concorde Generation series cartridges are shipping now as Single cartridges or in a Twin Pack with a premium aluminium flight case. Replacement styli are also available immediately. To support the range, replacement finger lifts, replacement stylus guards and a special series of DJ-quality slipmats and stylish T-shirts designed to complement each model are also available.

The New Concorde Generation is available in the UK now.

To find your local specialist Ortofon retailer, visit [www.henleypro.co.uk](http://www.henleypro.co.uk)

## Product Information



### Concorde Mix

Single: £70.00  
Twin Pack: £135.00  
Stylus: £25.00

Stylus Type: *Spherical*  
Tracking Force: *3.0g*  
Output Voltage: *6mV*  
Frequency Range: *20-20,000Hz*



### Concorde DJ

Single: £85.00  
Twin Pack: £165.00  
Stylus: £32.50

Stylus Type: *Spherical*  
Tracking Force: *4.0g*  
Output Voltage: *6mV*  
Frequency Range: *20-20,000Hz*



### Concorde Scratch

Single: £95.00  
Twin Pack: £185.00  
Stylus: £37.50

Stylus Type: *Spherical*  
Tracking Force: *4.0g*  
Output Voltage: *10mV*  
Frequency Range: *20-18,000Hz*



### Concorde Digital

Single: £100.00  
Twin Pack: £195.00  
Stylus: £40.00

Stylus Type: *Spherical*  
Tracking Force: *4.0g*  
Output Voltage: *10mV*  
Frequency Range: *20-18,000Hz*



### Concorde Club

Single: £120.00  
Twin Pack: £235.00  
Stylus: £50.00

Stylus Type: *Special Elliptical*  
Tracking Force: *3.0g*  
Output Voltage: *8mV*  
Frequency Range: *20-20,000Hz*

## Notes for Editors

### Consumer Contact for Publication

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### About Ortofon

Ortofon is the world's oldest and most experienced manufacturer of hi-fi pick-up cartridges. From humble beginnings in 1918, Ortofon is a proud Danish company that has grown to become a micro-mechanical powerhouse. Their core principles of responsibly sourced high-end materials, meticulous design and production processes, pristine working conditions and superlative attention to detail are evident in every single product they make.

The Concorde DJ cartridge is an icon in the professional audio sector, and Ortofon's centenary year sees the company re-imagine the design for the first time in nearly 40 years.



### 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 and DJ 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) are one of the UK's premier distributors of quality hi-fi and DJ 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) and [www.henleypro.co.uk](http://www.henleypro.co.uk)

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