

## Product Announcement

### Ortofon Stylus 2M Blue 100

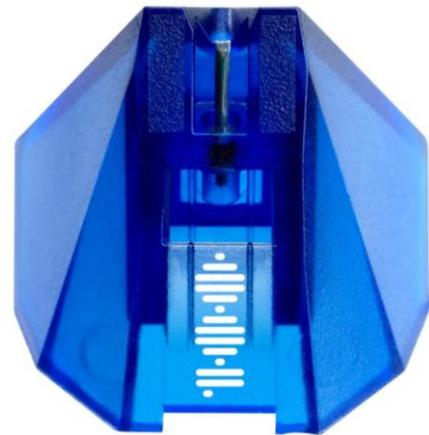
**100<sup>th</sup> Anniversary becomes the year of the upgrade for the Danish cartridge masters.**

*Didcot, Oxfordshire – 27<sup>th</sup> February, 2018*

On the 9<sup>th</sup> of October 1918, two Danish engineers founded the Electrical Phono Film Company with a few capable and foresighted businessmen who would support the organization financially. After a name change to Ortofon A/S in 1951, the company expanded their expertise away from film sound systems into phono pick-up cartridges for the growing vinyl audio market. Today Ortofon is a fine mechanical powerhouse, which develops, manufactures and markets the world acclaimed Ortofon cartridge range and components for the hearing aids industry, and 2018 marks the company's 100<sup>th</sup> anniversary.

The Stylus 2M Blue 100 is a special edition production run of the Stylus 2M Blue, and is the first Ortofon product to wear the new 100<sup>th</sup> Anniversary logo. Featuring the same technical specifications as the original 2M Blue, the model has been released to promote stylus upgrades for existing Ortofon customers throughout the company's centenary year.

With thousands of 2M Reds sold and even more 2M Reds and 2M Silvers supplied as standard on high-quality turntables from a multitude of manufacturers the world-over, an upgrade to the Stylus 2M Blue has the potential to lift the musical experience of tens of thousands customers around the world, and the Stylus 2M Blue 100 aims to achieve that in the most cost-effective way possible.



Though it boasts all the same features as the standard 2M Blue, including the Nude Elliptical diamond, proprietary suspension system and broad frequency range, the Stylus 2M Blue 100 will be launched at a special price of only £100.00 (UK SRP) – a £35.00 saving on the regular model. From April 2018 the price will change to £110.00.

Available throughout 2018, there has never been a better time to upgrade your vinyl listening experience with the Stylus 2M Blue 100.

### **SRP £100.00**

**The Stylus 2M Blue 100 is available in the UK now.**

**Price from April 1<sup>st</sup> 2018 will change to £110.00.**

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



## Technical Information:

Frequency Range:	20 – 25,000 Hz
Frequency Response:	20 – 20,000 Hz (+2 / -1dB)
Tracking Ability @ 315Hz:	80 $\mu$ m (@ recommended tracking force)
Compliance, Dynamic, Lateral:	20 $\mu$ m/mN
Stylus Type:	Nude Elliptical
Stylus Tip Radius:	r/R 8/18 $\mu$ m
Equivalent Stylus Tip Mass:	0.5mg
Tracking Force Range:	1.6 – 2.0g (16 – 20mN)
Tracking Force (Recommended):	1.8g (18mN)
Tracking Angle:	20°
Stylus Colour:	Blue
Recommended for:	2M Red cartridge 2M Blue cartridge 2M Silver cartridge



## 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.

From the introductory moving magnet OM and 2M ranges, through the Quintet and Cadenza Moving Coil series, all the way up to the Exclusive high-end models like the flagship MC Anna cartridge, Ortofon are devoted to offering true 'accuracy in sound'.



### 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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