

Product Announcement

Ortofon MC Century

The ultimate in cartridge technology from the Danish masters.

Didcot, Oxfordshire – 19th July, 2018

On the 9th of October 2018, Ortofon A/S celebrates 100 years as a market-leading fine mechanical powerhouse. Specialising in the manufacture of phono pick-up cartridges, the Danish company are recognised around the world for their coveted, award-winning designs suited to all musical styles and budgets. To celebrate the historical landmark of the company's 100th anniversary, Henley Audio are delighted to announce the newly developed MC Century limited edition cartridge model is now available in the UK.



Inspired by previous Anniversary designs (such as the MC A90 and MC A95), the MC Century breaks new ground for Ortofon, combining proven technologies from previous exclusive designs alongside newer technologies that sets the MC Century apart as a truly unique piece in the market. Capable of the highest degree of performance, this is a new flagship capable of true accuracy in sound and represents the most expensive cartridge Ortofon has ever produced.

The housing of the MC Century is made using Ortofon's pioneering SLM technique. In production, fine particles of Titanium are welded together, layer-by-layer, to construct a single piece body devoid of unnecessary material*. Using this technique, the density of the body can be precisely controlled, allowing for extremely high internal damping. The final result provides absolute freedom from resonance, allowing the MC Century to perfectly suit a wide array of high-end tonearms.

Like previous Ortofon flagships, the MC Century makes use of "the finest diamond in the world". The specially polished Ortofon Replicant 100 stylus profile boasts a thin and light shape, with an impressively long vertical contact surface making it as close as possible to an original record cutting stylus as possible. For the first time, Ortofon have mounted the stylus onto a diamond cantilever with a crystal structure and exceptional density that ensures the best possible interface between a stylus and its armature. This rare combination of stylus and cantilever delivers an extremely responsive and transparent sound performance thanks to its combination of a low moving mass with an extreme degree of rigidity.

The stylus and cantilever are connected into a new generator system, heavily inspired by the MC Anna design, with a high performance iron-cobalt alloy applied in some parts. The specially designed precision moulded non-magnetic armature is very strong and rigid, and also benefits from extreme precision in each coil turn on all layers. The armature design then allows for a very well-defined interface with the rubber absorbers in the suspension system. Elsewhere, the armature damping system completely eliminates unwanted resonance and only ultra-pure oxygen free copper (OFC) is employed throughout for crystal clear audio reproduction with zero loss.

Cosmetically, the shape of the MC Century is unique in the current Ortofon range but shares similarities with classic designs like the MC Rohmann. To display its unique standing in the range, it is then emblazoned with the Ortofon logo on the front panel, and the special Ortofon Anniversary logo on the side. The bottom cover has been constructed from a special proprietary Thermo-Plastic Elastomer (TPE) material, which provides extremely high damping.

Installation is made easy thanks to the clear markings on the cartridge rear, and the body's unique shape on the top panel creates a rigid, multi-point contact with the tonearm for perfect mechanical integration. With an output impedance of 6Ω and a low-to-medium output voltage of 0.2mV , the MC Century is also easy to partner with most phono pre-amps and step-up transformers – including Ortofon's own ST-80 SE model.

Boasting all the strengths of Ortofon's world-class knowledge in analogue sound reproduction, the new MC Century will undoubtedly provide sound which is literally unsurpassed and simply has to be experienced. Limited to only 100 pieces worldwide, this unique opportunity to experience the finest sound money can buy will not last long.

The MC Century is available in the UK from July 2018.

To find your local specialist Ortofon retailer, visit www.henleyaudio.co.uk

SRP £8,500.00

** Because of the nature of SLM based construction, each cartridge body is cosmetically unique and will show small dimples or lines under close examination.*

Technical Information

Output Voltage (at 1kHz, 5cm/sec):	0.2mV
Channel Balance at 1kHz:	0.5dB
Channel Separation at 1kHz:	25dB
Channel Separation at 15kHz:	22dB
Frequency Response:	20Hz - 20kHz \pm 1.5dB
Tracking Ability at 315Hz:	80 μ m
Compliance, Dynamic, Lateral:	9 μ m / mN
Stylus Type:	Nude Ortofon Replicant 100 (Special Polished Version)
Cantilever:	Diamond
Stylus Tip Radius r / R:	5 / 100 μ m
Recommended Tracking Force:	2.3g (23mN)
Tracking Angle:	23 $^{\circ}$
Internal Impedance / DC Resistance:	6 Ω
Recommended Load Impedance:	> 10 Ω
Cartridge Body Material:	SLM Titanium, TPE
Cartridge Colour:	Silver / Black
Cartridge Weight:	15.0g



Notes for Editors

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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 stunning 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) 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.henleyaudio.co.uk

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