

Product Announcement

Pro-Ject Introduce New Hi-Fi Cartridges

New MM and MC models open up a new product category for the vinyl specialists.

- FOR IMMEDIATE RELEASE -

Didcot, Oxfordshire – 5th December 2018

Pro-Ject Audio Systems, the Austrian hi-fi equipment manufacturer, are recognised around the world for their award-winning range of turntables and analogue hi-fi components. But one key part of any vinyl playback system has been largely absent from their range, until now. With the immediate introduction of the Pick-IT S2 and Pick-IT DS2, Pro-Ject now have a retail-friendly range of cartridges to complement the Pick-IT 25A and Ortofon 2M Silver, which are only available when supplied on one of their turntables.

The new models have been designed and voiced by Pro-Ject Audio Systems, but benefit further from being made at Ortofon's industry-leading cartridge manufacturing facility in Nakskov, Denmark.



Pick-IT DS2

The Pick-IT DS2 (£525.00 SRP) is a new Moving Coil (MC) concept. Aimed squarely at the passionate vinyl listener who owns a mid-to-high-end turntable, it is designed to be both easy to set-up and engaging to listen to.

Because of the lower moving mass of a moving coil system – as opposed to a moving magnet (MM) – a more dynamic and detailed sound with low distortion is possible. To fully exploit this, the Pick-IT DS2 makes use of a superior, nude elliptical diamond stylus to extract all the detail and emotion from the playing record, perfectly matching of the sonic character of Pro-Ject's own turntables.

Housed within a polyamide shell, purpose-chosen for its excellent mechanical properties, the Pick-IT DS2 is made using a special Selective Laser Sintering (SLS) manufacturing process that involves using a laser to melt the housing material into a given shape. The end-result is a near-resonance-free housing, which is still light and has no negative impact on the end audio performance.

The Pick-IT DS2's four connectors on the back are gold-plated, while the sturdy top-plate with three contact-points and threaded bolt-holes ensure both easy and sturdy installation. The DS2 is sold in an attractive wooden box and is supplied with spare bolts and a hex key.



Pick-IT S2

The Pick-IT S2 (£135.00 SRP) makes use of Ortofon's iconic Concorde cartridge body. Now widely recognised as a DJ cartridge, the Concorde actually began life nearly 40 years ago as a hi-fi cartridge, and displays optimal characteristics for an engaging sound delivery. The added benefit of the Concorde design is that you don't need a headshell or any complicated alignment process – you just plug it in and adjust the tracking weight to get spinning.

The Pick-IT S2 is the perfect solution for the growing number of vinyl fans whose tonearm boasts an SME-style lock-nut for inserting a headshell/cartridge. With the elegant silver finish on its optimised polycarbonate housing the Pick-IT S2 has high cosmetic appeal, but more importantly it also delivers an exciting sound with excellent timing and true high-fidelity characteristics via the precise elliptical diamond stylus.

The Moving Magnet (MM) generator within the body brings further convenience to the design, as it facilitates a high output (6mV), for easy system-matching, and also allows for easy stylus upgrades. Thanks to the partnership with Ortofon on this design, even more sophisticated Ortofon OM Styli, such as the Stylus 20 or Stylus 30 will easily fit the Pick-IT S2.

Made to the highest standards and voiced to deliver the best sound possible from DJ-style turntables, the Pick-IT S2 delivers premium sound without complication.

PICK-IT DS2 SRP £525.00 / PICK-IT S2 SRP £135.00

The Pick-IT DS2 and Pick-IT S2 are available in the UK now.



Technical Information

Pick-IT DS2

Product Type:	Moving Coil Cartridge
Needle Type:	Nude Elliptical
Weight:	9 g
Stylus Tip Radius:	8 / 18 μ m
Frequency Response:	20 – 24,000Hz
Output Voltage:	0.5mV
Channel Separation:	25dB @ 1kHz
Compliance Dynamic / Lateral:	14 μ m / 14mN
Tracking Force Range:	2.0 – 2.5g
Recommended Tracking Force:	2.2g
Tracking Angle:	20°
Spool Material:	Pure 4N Cu
Recommended Load Resistance:	20 Ω



Pick-IT S2

Product Type:	Concorde Moving Magnet Cartridge
Needle Type:	Elliptical
Weight:	18.5g
Stylus Tip Radius:	13 / 25 μ m
Frequency Response:	20 – 22,000Hz
Output Voltage:	6mV
Channel Separation:	24dB @ 1kHz
Compliance Dynamic/Lateral:	7 μ m / 7mN
Tracking Force Range:	2.0 – 5.0g
Recommended Tracking Force:	3.0g
Tracking Angle:	20°
Internal Inductance:	450mH
Recommended Load Resistance:	47k Ω
Recommended Load Capacitance:	200 – 600pF
Replacement Stylus:	Pick-IT S2 Stylus (£75.00 SRP)



Notes for Editors

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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 any of the modern listener's unique requirements.

Based in the Austrian countryside, 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

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support and warehouse teams in order to offer the full turn-key solution for suppliers. The brands we represent 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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