

## Product Announcement

### Ortofon MC Anna Diamond

**A new flagship joins the prestigious Exclusive Series moving coil cartridge range.**

*Didcot, Oxfordshire – 3<sup>rd</sup> June, 2019*

When it was first released in 2012, the MC Anna moving coil cartridge from Ortofon A/S, one of the world's leading pick-up cartridge manufacturers, was recognised as one of the most technically perfect cartridges on the market. Sitting at the top of the Danish company's coveted Exclusive Series cartridge range, it was only bettered in 2018 with the release of the limited-edition MC Century. Inspired by the technical developments undertaken in the MC Century project, Ortofon have now added a new permanent addition to their range with the MC Anna Diamond.

The MC Anna Diamond model represents the highest echelon of moving coil cartridges. As its name suggests, the MC Anna Diamond takes the original design but uses a Diamond cantilever that, in combination with the Ortofon Replicant 100 diamond stylus, offers unrivalled transparency, speed and responsiveness in its information retrieval. This state-of-the-art product, representative of numerous Ortofon design elements and ideas, is truly exemplary of the highest degree of performance possible in contemporary analogue playback technology.



Ortofon has a long tradition of paying tribute to persons who have been highly influential within high-end audio culture, with models like SPU Meister, MC Rohmann, Kontrapunkt and the MC Windfeld they take inspiration from important figures to engineer premium audio products. With the MC Anna and new MC Anna Diamond, Ortofon is dedicating their flagship design to the operatic soprano Anna Netrebko, a virtuoso whose performance displays a formidable technical arsenal of endless versatility. With such an iconic figure in mind, the MC Anna Diamond makes use of Ortofon's finest technologies and materials.

The housing of the MC Anna Diamond 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 Anna Diamond to perfectly suit a wide array of high-end tonearms.

Like previous Ortofon flagships, the MC Anna Diamond makes use of the company's best stylus profile. The specially polished Ortofon Replicant 100 diamond 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. However, thanks to the technical advances made in developing the MC Century, the MC Anna Diamond sees the stylus mounted onto a diamond cantilever; a feature that redefines the boundaries of analogue reproduction, presenting greater inner detail, subtlety, and depth like never before.

The stylus and cantilever are connected into a newly improved generator system with a high performance iron-cobalt alloy applied in some parts of the magnet structure for greater consistency and control. 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 then extends beyond the coils, interfacing directly with the rubber dampers, which sandwich a small heavy disc of platinum. This Wide Range Damping (WRD) system offers more consistent movement with zero unwanted resonance, and thereby better stereo perspective and transient delineation.

Cosmetically, the shape of the MC Anna Diamond is the same as the standard MC Anna, differentiated visually only by the additional diamond logo on the front of the cartridge. The bottom section of the cartridge has been constructed from a special proprietary Thermo-Plastic Elastomer (TPE) material, which provides additional damping properties.

The MC Anna Diamond focuses on providing music in its entirety without compromise, offering an ideal balance of precision and musicality with fine attention to both micro and macro dynamics combined with fluid tonality and texture. It is also made to be relatively easy to partner with a wide-range of tonearms and turntables.

With an output impedance of  $6\Omega$  and a low-to-medium output voltage of 0.2mV, the MC Anna Diamond is easy to partner with most phono pre-amps and step-up transformers – including Ortofon's own ST-80 SE model. It's also an ideal match for high-mass, high-precision tonearms with gimbal bearing systems. Supplied in a luxury case made with Japanese wood, accompanied by a comprehensive user booklet and maintenance kit, the MC Anna Diamond is a true high-end hi-fi statement.

**The MC Anna Diamond is available in the UK from June 2019.**

**The standard MC Anna cartridge will remain in the Exclusive Series range.**

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

**SRP £7,250.00**



## 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 $\mu$ m
Compliance, Dynamic, Lateral:	9 $\mu$ m / mN
Stylus Type:	Nude Ortofon Replicant 100 (Special Polished Version)
Cantilever:	Diamond
Stylus Tip Radius r / R:	5 / 100 $\mu$ m
Recommended Tracking Force:	2.4g (24mN)
Tracking Angle:	23 $^{\circ}$
Internal Impedance / DC Resistance:	6 $\Omega$
Recommended Load Impedance:	> 10 $\Omega$
Cartridge Body Material:	SLM Titanium
Cartridge Colour:	Silver / Black
Cartridge Weight:	16.0g
Included Accessory:	LW-800S Lead Wires

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

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## Notes for Editors

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**ortofon**  
accuracy in sound

### 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 Diamond 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](http://www.henleyaudio.co.uk)

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