

Product Announcement

Ortofon 2M Black LVB 250

A new exclusive flagship joins the coveted 2M moving magnet range.

Didcot, Oxfordshire – 17th December 2020

Ortofon A/S, one of the world's leading pick-up cartridge manufacturers, are thrilled to announce a new flagship moving magnet cartridge, which also serves to celebrate one of history's greatest composers. The 2M Black LVB 250 will join the range in 2021 as a new flagship cartridge, sitting above the hugely popular 2M Black cartridge in the range.

The standard 2M Black cartridge from Ortofon is widely acknowledged as being one of the best MM cartridges on the market, but that does not mean that the Danish cartridge experts cannot offer better. The 2M Black LVB 250 draws inspiration from the superior Cadenza Black design to create a moving magnet cartridge of distinction, featuring a Nude Shibata diamond stylus mounted on a boron cantilever.



Available from early 2021, the 2M Black LVB 250 is a new offering for people interested in a high-end vinyl sound from their hi-fi system.

2M Black LVB 250 Features Include:

- ✓ Moving Magnet (MM) cartridge system
- ✓ Jet black colourway with new "LVB 250" logo
- ✓ Nude Shibata diamond, mounted on a boron cantilever
- ✓ New rubber compound developed for the suspension system
- ✓ Replacement stylus available (price TBC)

2M Black LVB 250: £829.00 (SRP)

Available from January 2021.

Replacement stylus price TBC.



2M Black LVB 250 in detail

The 2M Black LVB 250 builds on the concept of the original 2M Black cartridge design to take one step further toward true high-end sound. Redefining what is possible from a moving magnet (MM) cartridge, the 2M Black LVB 250 is truly an exercise in technical excellence.

The 2M Black LVB 250 uses a Nude Shibata diamond on a Boron cantilever. This combination is also found on the acclaimed MC Cadenza Black cartridge. The Nude Shibata stylus's slim, highly polished profile allows for an exceedingly wide contact area with the record groove walls and ensures notably detailed reproduction throughout the spectrum, including even the highest frequencies. The use of an extremely stiff and lightweight Boron cantilever adds remarkable transparency, speed, and responsiveness to the sound.

To attain an optimal interaction between compliance and damping, a new rubber compound for the suspension system has been developed. The new rubber compound formula is based on the Multi Wall Carbon Nano Tubes (MWCNT) highly efficient nano filler. The new MWCNT-based compound offers desirable mechanical properties, which ensure better damping and improve the overall performance of the cartridge.

Also, the new MWCNT rubber compound allows for more environmental-friendly production, adding further benefit. The MWCNT powder is applied in a rubber polymer matrix and not in a powdered form, which makes the production process more clean, non-polluting and energy saving.

With an optimal weight of 7.2 g and compliance suited to most modern tonearms, the 2M Black LVB 250 is easily compatible with an endless array of modern High-End equipment and is the ultimate solution for high fidelity reproduction.

In all other elements of its general design, the 2M Black LVB 250 draws from the coveted 2M range's principles. Its structure, materials and generator system are all drawn from the standard 2M Black for a proven high-fidelity performance. For that reason, the 2M Black LVB 250 stylus can also fit on and bring a notable upgrade to existing 2M Bronze and 2M Black customers.



Announced in 2020, to commemorate the 250th anniversary of the birth of Ludwig van Beethoven, the 2M Black LVB 250 sits within Ortofon's own long tradition of paying tribute to persons who have been highly influential within high-end audio culture. From the MC Rohmann and MC Windfeld onto the iconic Kontrapunkt series and the flagship MC Anna Diamond, Ortofon frequently dedicates market-leading products to iconic people. The 2M Black LVB 250 therefore joins a coveted series of products, devoted to celebrating musical culture while also pushing forward the technical possibilities of hi-fi design.

Technical Information

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| Output Voltage (at 1kHz, 5cm/sec): | 5mV |
| Channel Balance at 1kHz: | < 1dB |
| Channel Separation at 1kHz: | > 27dB |
| Channel Separation at 15kHz: | 15dB |
| Frequency Response: | 20Hz - 20kHz \pm 1dB |
| Tracking Ability at 315Hz: | 80 μ m |
| Compliance, Dynamic, Lateral: | 22 μ m / mN |
| Stylus Type: | Nude Shibata |
| Cantilever: | Boron |
| Stylus Tip Radius r / R: | 6 / 50 μ m |
| Tracking Force Range: | 1.5 – 1.7g (15 – 17mN) |
| Recommended Tracking Force: | 1.6g (16mN) |
| Tracking Angle: | 20° |
| Internal Impedance / DC Resistance: | 1.2k Ω |
| Internal Inductance: | 630mH |
| Recommended Load Impedance: | 47k Ω |
| Recommended Load Capacitance: | 150 – 300pF |
| Cartridge Colour / Stylus Colour: | Black / Black |
| Cartridge Weight: | 7.2g |
| Replacement Stylus: | 2M Black LVB 250 |
| Interchangeable Stylus Units: | 2M Black and 2M Bronze |
| Stylus Lifetime: | With proper care we find that up to 1000 hours is possible without degradation of performance. |



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 Diamond cartridge, Ortofon are devoted to offering true 'accuracy in sound'.



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 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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