

Product Announcement

Ortofon MC Verismo

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

Didcot, Oxfordshire – 30th September 2021

Ortofon A/S, one of the world's leading pick-up cartridge manufacturers, have announced the imminent availability of a new high-end moving coil cartridge, to join the Danish company's coveted Exclusive Series range. The MC Verismo takes its moniker from the post-Romantic operatic genre of the same name and is so-called because of the genre's quest to portray greater "realism".

The MC Verismo has been developed thanks to Ortofon's extensive knowledge of vibration properties within different shape and material compositions, as well as their competencies in magnetism, micro-mechanical design and other advanced technologies. This new cartridge is perfectly representative of everything Ortofon seek to achieve, and when connected into an appropriate system will allow listeners to experience the supreme quality, precision, impact and dynamics that a high-end reference cartridge conveys.

Leif Johannsen, Chief Officer of Acoustics and Research at Ortofon, says of the new cartridge:

"The MC Verismo is, as being a part of our Exclusive Series, one of our most advanced cartridges to date! And it is very unique that we have been able to create this state-of-the-art cartridge within this price range. The MC Verismo delivers cutting edge sound, and conveys music with supreme precision, impact and dynamics thanks to the technology based on Ortofon's highest-performing Moving Coil cartridges. It simply has to be experienced."



Available during Q4 2021, the MC Verismo is a new solution for people interested in high-end sound.

MC Verismo Features Include:

- ✓ Moving Coil (MC) cartridge system
- ✓ Selective Laser Melting (SLM) Titanium housing
- ✓ Ortofon's flagship Replicant 100 diamond stylus profile
- ✓ Solid diamond cantilever for the best possible interface between stylus and armature
- ✓ Neodymium magnet-based generator system for reduced size and weight
- ✓ Aucurum coils of gold-plated 6NX oxygen free copper for zero-loss signal transmission
- ✓ Ortofon's industry-leading in-house technologies, including a Field Stabilizing Element (FSE) in the magnet system and Wide Range Damping (WRD) system for exceptional tracking

MC Verismo: £5,349.00 (SRP)

Available during Q4 2021.

MC Verismo in detail

The MC Verismo is a class-leading, high-end moving coil (MC) cartridge, drawing inspiration and technologies from others in Ortofon's flagship Exclusive Series. With its advanced diamond cantilever, Replicant 100 diamond stylus and titanium housing, amongst other advanced elements, the MC Verismo can deliver a truly outstanding sonic output. As an Exclusive Series cartridge, it is also hand-made by seasoned artisans in Ortofon's Danish production facility.

In opera, verismo (Italian for "realism") was a post-Romantic tradition associated with a variety of reputed Italian composers. The MC Verismo aims to portray the same sense of "realism" associated with the genre, and does so thanks to Ortofon's advanced knowledge of vibrations, and how to control them. Every aspect of the design is aimed to allow for accurate musical reproduction, without any unwanted facets.



The housing of the MC Verismo is made using Ortofon's pioneering Selective Laser Melting (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 end result provides absolute freedom from resonance, and unparalleled rigidity, alongside optimised weight and improved dynamic capability, allowing the MC Verismo to be perfectly matched with a wide array of high-end tonearms.

Like others in the Exclusive Series, the MC Verismo makes use of Ortofon's flagship stylus. The specially polished Line Contact-type Ortofon Replicant 100 diamond stylus profile boasts a thin and light shape, with an impressively long and narrow contact surface, making it as close as possible to an original record cutting stylus as possible. The further addition of a solid diamond cantilever provides the best possible interface between stylus and armature, owing to its hardness and crystal structure. The improvements found in the use of a Diamond cantilever have redefined the boundaries of analogue reproduction, presenting greater inner detail, subtlety, and depth like never before.

The stylus and cantilever are connected into a premium generator system, featuring a special designed armature comprised of a metal alloy, which is less magnetic than normal iron. This means the armature has almost no influence on the magnetic field during movement. Moreover it allows for extreme precision in each coil turn across all layers. The end result is that the MC Verismo can obtain a higher degree of channel separation, while simultaneously offering lower distortion and better channel balance.

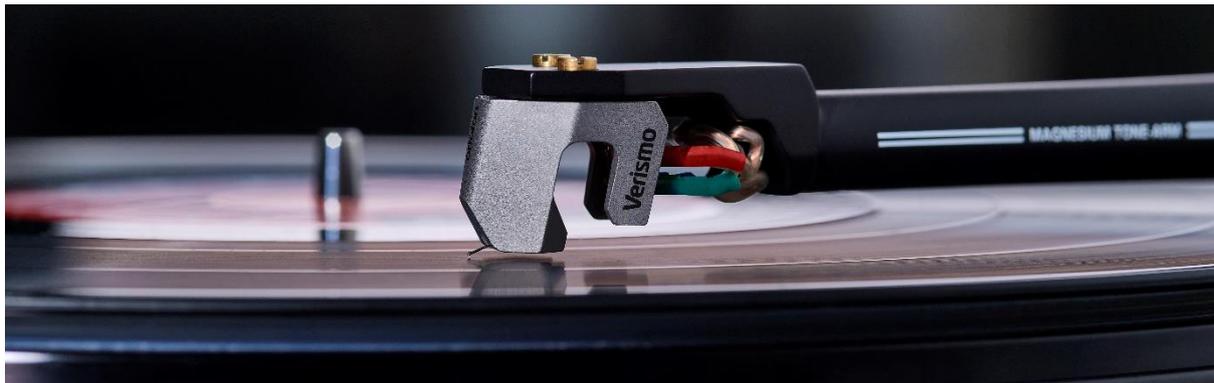
To attain an optimal interaction between compliance and damping, a newly developed rubber compound for the suspension system has been used. Based on the Multi Wall Carbon Nano Tubes (MWCNT) highly efficient nano filler, this new compound offers desirable mechanical properties, which ensure better damping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



The further use of Ortofon's Field Stabilizing Element (FSE) – placing a small cylinder of conductive material strategically inside the magnet system for absolute stability in the magnetic field – and Wide Range Damping (WRD) system – placing a small, heavy platinum disc between two rubber absorbers with different properties for perfect damping throughout the frequency range – means the MC Verismo is capable of astonishing sound staging. The sound is dynamic, with greater space between musicians in a wide, high and deep sound field; and all delivered with exceptional clarity, free from distortion and unwanted resonances.

Cosmetically, the MC Verismo clearly draws inspiration from previous Ortofon models, such as the MC A95, but still has its own new look. The top of the cartridge body is ridged with three well-defined “contact points”, allowing for optimal coupling to the tonearm. With its optimised weight and moderate compliance, it suits a variety of turntable equipment, while its low internal impedance (7Ω) and low output voltage of 0.2mV make it easy to pair with a wide range of MC phono stages as well as step-up transformers, such as Ortofon’s own ST-80 SE.

Supplied in luxury packaging, and with a newly designed stylus guard, the MC Verismo is the perfect addition to any high-end analogue system, guaranteed to deliver a sound that simply must be experienced.



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:	20dB
Frequency Response:	20Hz - 20kHz +2/-1dB
Tracking Ability at 315Hz:	80 μ m
Compliance, Dynamic, Lateral:	13 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:	2.6g (26mN)
Tracking Angle:	23°
Internal Impedance / DC Resistance:	7 Ω
Recommended Load Impedance:	10 Ω
Coil Wire Material:	Aucurum, gold-plated, 6NX oxygen free copper
Cartridge Body Material:	SLM Titanium
Cartridge Colour:	Silver
Cartridge Weight:	9.5g

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

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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