

Product Announcement

Pro-Ject A1

Automat for the people

Didcot, Oxfordshire – 31st January 2022

Pro-Ject Audio Systems, the multi-award-winning European producer of class-leading hi-fi stereo equipment, is adding a new series to its coveted turntable range in 2022. The Automat range will be the first fully automatic turntable series from Pro-Ject, and its inaugural product, the A1 (SRP £369.00), is available in the UK now.

Since 1991 Pro-Ject have been offering high-quality audio products at a reasonable price for discerning music lovers. Their turntables have always been produced in Europe to the highest production standards, and with the A1 Pro-Ject have expanded into a new, vastly experienced German production facility that has been producing automatic turntables for decades. This commitment to European production allows the A1 to deliver the same expected standards as all other Pro-Ject turntables.



A1 features include:

- ✓ Fully automatic turntable system
- ✓ Electronically controlled playback speeds (33 and 45 RPM)
- ✓ 8.3" aluminium tonearm with carbon fibre reinforced anti-magnetic headshell
- ✓ Pre-adjusted Ortofon OM 10 cartridge with elliptical stylus profile
- ✓ Precise mechanics for automatic start/stop system
- ✓ Built-in switchable Moving Magnet (MM) phono stage
- ✓ Damped metal platter for decreased wow and flutter
- ✓ Resonance-damped wooden chassis
- ✓ Specially designed turntable feet with silicon damping
- ✓ Premium semi-symmetrical Connect-IT E phono cable included
- ✓ Gold plated RCA output connectors
- ✓ Dust cover included

A1: £369.00 (SRP)

Available in the UK from February 2022 in Black finish

A1 in detail

The A1 uses proven technologies to deliver a premium “automatic” turntable system worthy of the prestigious Pro-Ject Audio Systems name. The A1 is the first model in Pro-Ject’s Automat turntable series and delivers class-leading sound alongside an effortless user experience, which makes listening to vinyl records in high quality easier than ever before.

The A1 is designed to be both elegant and minimalist in its aesthetics while adhering to purist audiophile standards to deliver the best possible sound. This expectation is achieved by the extensive use of premium, anti-resonant materials and technologies throughout its construction. From its sturdy wooden base sat upon four silicon-damped feet, through to its damped metal platter and reinforced headshell – every part of the A1 is designed to keep unwanted resonances away from the musical signal for perfect playback.



What sets the A1 apart from others is its fully automatic belt-drive system. This well-established technology, originally developed and produced by Alfred Fehrenbacher GmbH in St. Georgen in the Black Forest (Germany) delivers a quiet, efficient, and reliable fully automatic experience at both 33 and 45 RPM. The system is also entirely mechanical, avoiding the need for any extra built-in electronics, and is entirely disengaged when the record is playing – allowing the turntable to perform flawlessly, without interference. All you have to do is set the playback speed and then push START; the A1 takes care of the rest for you.

There is further convenience thanks to its built-in moving magnet (MM) phono stage, meaning it is ready to connect into almost any audio system with a spare LINE or AUX input available. However, by making the phono stage switchable, this feature can also be bypassed for systems that already have or wish to upgrade to an external phono pre-amp.

The A1 features a sturdy, low-mass aluminium tonearm finished with a carbon fibre reinforced headshell, perfectly suited to Ortofon’s popular OM cartridge range. The supplied OM 10 cartridge with its elliptical diamond stylus profile is pre-aligned and pre-set for tracking-force, allowing for “plug and play” playback of the turntable out of the box. But the OM range can also be easily improved with stylus upgrades that can further enhance the sound from your system.

The A1 is a pure Pro-Ject product. Made in Europe to exacting standards to achieve a stylish aesthetic and a first-class sound; it is incomparable on the market. Supplied with a detachable dust cover and Pro-Ject’s popular Connect-IT E turntable-ready RCA phono cables in the box; this is as near to plug-and-play convenience as you can get while still experiencing a true hi-fi sound.

Pro-Ject Automat Series *in detail*

Pro-Ject Audio Systems was founded on one core principle; to bring hi-fi stereo musical enjoyment to as many people as possible. The company has always believed that this purpose is best achieved with turntables, starting with the original Pro-Ject 1, and that belief continues to this day.

The Pro-Ject 1 set the benchmark for what to expect from a Pro-Ject turntable. It was a simple looking turntable that did not get carried away with unnecessary features. It was super reliable, sustainable, made in Europe by skilled workers and achieved the best possible sound for the least amount of money. It was the ultimate winning combination.

By the late 1990s, the Debut continued Pro-Ject's journey into more homes around the world. Like the Pro-Ject 1, it delivered a stunning sound for an unbelievably low price; but now it also took fashion into account with its wide variety of colour finishes and options. Pro-Ject adapted to the requests of "every day" music lovers and produced a turntable to accommodate them; and there are more examples of this type of adaptation in the range over the following twenty years.

With models featuring built-in speed control and phono stages, later joined by USB recording outputs, the range continued to adapt as Pro-Ject's technical ability developed, and as the wider turntable market continued to grow. Today the range includes digital output options, Bluetooth output options, fully integrated solutions, vertical turntables for those low on space, and full plug-and-play solutions to suit vinyl newcomers.

At the beginning of 2022 it was clear there was still one convenience missing from the range: fully automatic operation. Automatic systems are notoriously difficult to produce, so in 2021 Pro-Ject Audio Systems signed a new partnership agreement with Fehrenbacher GmbH in St Georgen (Germany), the iconic production facility of the original Dual turntables in the 20th century. This gave Pro-Ject access to reliable, made-in-Europe automatic drive technologies that were proven for hi-fi performance.



The Automat series is the next step on Pro-Ject's journey to bring hi-fi stereo musical enjoyment to as many people as possible. Customers looking for the ultimate in everyday simplicity need look no further than the first model in the range – the A1. With its carefully selected premium components adhering to the usual standards of any Pro-Ject turntable, combined with its super reliable automatic mechanism and its true plug-and-play simplicity; the Automat series delivers turntables that truly are for the people.

Technical Information

Speeds:	33 / 45
Drive Principle:	Belt drive / Fully automatic
Platter:	300mm, aluminium platter with damping ring
Wow & Flutter:	33 = 0.27% / 45 = 0.25%
Speed Drift:	33: +/-0.75%; 45: +/-0.65%
Signal to Noise:	65dB
Tonearm:	8.3" aluminium tonearm with carbon fibre reinforced headshell
Effective Arm Length:	211mm
Overhang:	19.5mm
Included accessories:	15V DC / 0.8A power supply Dust Cover 7" Single Adapter Connect-IT E Phono Cable (pre-fixed) Felt Mat
Power consumption:	1.5W
Dimensions (w x h x d):	430 x 130 x 365mm
Weight:	5.6kg net



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 wide 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 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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