

Series Announcement

Pro-Ject Essential III Range Expands

The affordable audiophile turntable expands into a three-strong range.

Didcot, Oxfordshire –19th January, 2017

Since its introduction in late-2016, the Essential III from Pro-Ject Audio Systems has been a revelation in the affordable turntable market. Combining stunning cosmetics with exceptional performance, the price-per-pound ratio has been unrivalled, and the initial market response has been phenomenal. As a result of this impact, the Essential III is beginning 2017 by extending into a range of three turntables at various prices.

Essential III

The standard Essential III will be introduced at £239.00 (UK SRP). It incorporates all the benefits of the Essential III that was introduced in 2016, plus it includes a new MDF platter. The new platter's high-gloss finish provides a smooth platform for the felt mat and vinyl record to sit on. The anti-resonant properties of MDF allow this version to produce a coherent, musical performance that belies the price.

Essential III A

The Essential III A carries all of the features of the original Essential III, including the upgraded Acryl-IT E platter. Acrylic is an ideal playback platform for vinyl records, and produces an open, dynamic sound that arrives at a foot-tapping tempo. Coming in at £279.00 (UK SRP), this version offers unrivalled value for money.



George Harrison Record Player

The family of George Harrison has joined with USM to commemorate the iconic musician's solo career, with a comprehensive vinyl box-set of all his solo releases. Featuring 12 studio albums, a live album and two 12" picture disc singles all re-mastered from the original analogue tapes at the legendary Capitol studios. To coincide with the launch, Pro-Ject Audio Systems have been asked to produce a special edition turntable specifically to complement the vinyl albums. The result is the George Harrison Record Player.

Boasting an entirely unique appearance, this special edition version of the Essential III A is limited to 2,500 pieces worldwide. The design was created by Studio One, and is based on an exclusive 2014 art-print lithograph designed for the Harrisons by world-famous artist Shepard Fairey. Behind the acrylic platter, you can also faintly see an image of a studio mixing desk, reflecting the re-mastering process the vinyl box-set has undergone.



Aside from the cosmetic differences and the platter change, all other characteristics of each of the Essential III models are shared.

The Essential III models retain the simple yet elegant frame of the multi-award winning Essential II. Now made from high-quality MDF for its acoustically neutral character, and wrapped in a high-gloss paint finish (available in red, white or black on standard versions); the main structure combines both elegance and functionality. Integrated into the structure is the stainless steel main platter bearing in a bronze bushing, lined with Teflon at the bottom for smooth rotation and engineered to very fine tolerances. The plinth is then mounted on three anti-vibration feet, for effective decoupling from the surface on which the turntable is placed.

The Essential III uses the same 9V motor as its predecessor, but it's the first to use a new integrated grounding link that dramatically reduces electrical interference to unprecedented low levels. The motor is a premium, synchronous AC design that's driven by a built-in signal generator, ensuring optimal speed stability and minimal resonances. The brand new aluminium pulley improves the performance and the appearance even further still.

The Essential III is pre-fitted with an 8.6" aluminium tonearm for its lightweight, rigid characteristics. The gimbal bearing assembly uses sapphire bearings to allow for smooth tracking across a record, and the supplied counterweight allows for a variety of premium pick-up cartridges to be installed. The tonearm is supplied with an Ortofon OM 10 cartridge installed.

The Essential III range ensures every audio enthusiast who's looking for a turntable package on a budget can get what they need. The George Harrison Record Player ensures that fans of the iconic musician's music can play the new vinyl box-set in the highest possible quality.

Essential III SRP £239.00

Available in the UK now in Black High-Gloss finish (Red and White to follow)

Essential III A SRP £279.00

Available in the UK now in Black, Red and White High-Gloss finish.

George Harrison Record Player SRP £429.00

Due in the UK from February 25th (George Harrison's birthday).

For a list of all authorised Pro-Ject stockists, visit www.henleydesigns.co.uk

Technical Information

Speed:	33 / 45 RPM (manual speed change)
Drive Principle:	Belt drive
Platter:	300mm MDF (Essential III) / 300mm acrylic (Essential III A)
Main Bearing:	Stainless steel, bronze bush with Teflon-bottom
Wow & Flutter:	$\pm 0.21\%$ (33rpm) / $\pm 0.19\%$ (45rpm)
Speed Drift:	$\pm 0.70\%$ (33rpm) / $\pm 0.60\%$ (45rpm)
Signal-to-Noise:	-66dB
Tonearm:	8.6" aluminium
Effective Arm Length:	218.5mm
Effective Arm Mass:	8.0g
Overhang:	22mm
Supplied Cartridge:	Ortofon OM 10
Included Accessories:	Dust Cover, Felt Mat, Power Supply
Power Supply:	15V / 800mA DC
Power Consumption:	4.5W
Dimensions (W x H x D):	420 x 112 x 330mm
Weight:	5.0kg (net)



Notes for Editors

Consumer Contact for Publication

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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 the modern listener's unique requirements.

Based in Vienna, Austria, 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 Designs Ltd.

Everyone has a different interpretation of what good sound is, and at Henley Designs 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. 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.henleydesigns.co.uk

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