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Ortofon today unveiled the launch of their new exclusive cartridge, The **MC Verismo**. The Ortofon Exclusives series cartridges are widely acknowledged as being some of the best Moving Coil cartridges on the market. The range is continuously expanding to offer music lovers the experience of supreme quality, precision, impact and dynamics that a high-end reference cartridge conveys. The MC Verismo is a state-of-the-art cartridge benefitting from an Ortofon's Replicant 100 diamond, a diamond Cantilever and the housing made in Titanium with the SLM technique. The coils are made of gold-plated, 6NX oxygen free copper and every single one of them is hand-winded by specialized artisans in Denmark, just like every single MC Verismo is carefully built by hand and tested before leaving the factory, making sure each of them will create an experience out of the ordinary.

"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 Ortofons highest-performing Moving Coil cartridges. It simply has to be experienced.", says Leif Johannsen, Chief Officer Acoustics and Research at Ortofon.

True to the sound

The name Verismo is derived from the Italian "vero", meaning "true" and is the Italian for "realism". Verismo was a post-Romantic operatic genre, that had its origins in an Italian literary movement in the late 19th and early 20th centuries. Verismo's operatic tradition is associated with Italian composers such as Pietro Mascagni, Ruggero Leoncavallo, Umberto Giordano, Francesco Cilea and Giacomo Puccini, who sought to portray the world with greater realism.

At Ortofon, the ultimate purpose is to continually raise the bar for true, faithful and accurate reproduction of the recorded sound. It is to provide the ultimate musical experience through a mixture of innovation and technical expertise, creating unique value for all listeners by allowing them to reveal music's true inner emotions.



Great materials for a great sound experience

Evolved from Ortofon's design language, the MC Verismo represents numerous Ortofon design elements and ideals, and is exemplary of the highest degree of performance possible in contemporary analogue playback technology. The MC Verismo uses a solid Diamond cantilever that in combination with Ortofon Replicant 100 diamond offers extreme transparency, speed and responsiveness beyond that of any other combination.

The Titanium body showcases the unrivalled SLM technique pioneered by Ortofon in 2008. This technique allows for precise control of the density of the body material, allowing for extremely high internal damping. This technique allows for precise control of the density of the body material, allowing for extremely high internal damping. The final result provides freedom over vibrations within the cartridge body material.

Higher efficiency magnet system

The magnet system is based on an extremely strong, compact neodymium magnet, which makes the generator system both compact and lighter through its minimal dimensions. Using Ortofon's Aucurum coils of gold-plated, 6nx oxygen free copper allows for zero-loss transmission of the diamond's movements via its Diamond cantilever. This combination makes use of low moving mass and an extremely high degree of rigidity. The MC Verismo employs a special designed armature comprised of a metal alloy which is less magnetic than normal iron, and provides noteworthy benefit to the dynamic capabilities of the cartridge. Inside the magnet system, Ortofon's Field Stabilizing Element (FSE) is placed to guarantee that the magnetic field remains stable regardless of the movement of the armature, ensuring fantastic dynamics and even more elbow room between the musicians. You simply experience greater breadth, height and depth in the sound scenario between the high-end system's loudspeakers.

Increase in dynamics, resolution and richness in detail

Press Release Verismo

One of the important components is Ortofon's patented Wide Range Damping system (WRD), in which a small, heavy platinum disc is sandwiched between two rubber absorbers, both with different properties. This ensures not only an exceptional tracking performance, but also creates a perfect damping through the entire frequency range. Because of this, distortion and resonance are virtually eliminated. To attain an optimal interaction between compliance and damping, a newly developed rubber compound for the suspension system has been used to ensure better damping and improve the overall performance of the cartridge.