

NEWSLETTER for SOUTH WEST ANALOGUE.

Issue 2

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This is the second in a series of newsletters covering new products and items of interest from South West Analogue. The SME Specialists.

SME Model 20/12 A turntable

South West Analogue have been allocated the first UK SME Model 20/12A turntable. This exciting new turntable will be on demonstration from mid October and is the only turntable they produce specifically for 12" tone arms.



SME have taken the highly successful Model 20/2 turntable and enlarged it suitably for the new 312S 12" tone arm. The thickness of the chassis plates has been increased and a new larger, heavier platter is used. In fact every component is strengthened, effectively making it a brand new model. This new 312" tone arm with its 27% reduction in angular distortion uses an extended Series V ultra rigid Magnesium arm tube and when used in combination with the Model 20/12 gives a remarkably relaxed and open musical performance. To show its versatility we will be using a diverse range of cartridges from the SPU Royal N to special versions of the Black Beauty, even moving magnets/irons.

Icing on the cake is the new power supply unit which gives even better speed control with improved torque to even further enhance the sound quality of this remarkable new turntable. A quote from a leading magazine said of the Model 20/12 "it is beyond doubt, one of the three or four finest turntables on the planet". Best of all it is the least expensive".

Voodoo Isolation Systems. SME uprated power

From January 2006 we have been appointed distributors of the whole Voodoo range of audio furniture and cables. Voodoo rack systems and isolation platforms are renowned for their excellent isolation properties and hand crafted finish. For the autumn of 2006 we have a whole new range of advanced thinking products.

1/. **Airtek 2** handcrafted from Birch Ply and with a highly damped top plate and a new chemical /air combination used in the bladders, this unit takes isolation of components to a new level.



2/. **New Birch Ply self assembly rack system** as illustrated with Airtek 2 platforms on each shelf (optional). This combination gives excellent isolation and consequently a totally natural sound quality.

3/. Excellent range of **pure silver cables** for the SME tone arm range, interconnects and loudspeakers and the all important mains cables to improve every item of electronics.

4/. Illustrated are the Birch Ply feet designed to replace spikes and any other type of feet used by turntable, cd, amplifier or loudspeakers for improved isolation.



supply.

When the Model 30/2 and 20/2 turntables were updated in 1992 they were regarded as the most speed accurate turntables available. In the intervening years this has remained unchanged and except for the introduction of the Model 10 no other turntable has proved to be as accurate.

September 2005 saw the introduction of a brand new version of this `State of the Art` PSU. This is now standard across the range of the four turntables in various guises to suit the different machines.

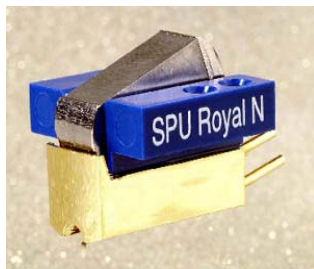
All units have adjustable speeds for 33 - 45 - 78 rpm ranges with a very precise locking facility which very firmly locks the unit to the selected speed.

Control of speed in running is of course is absolutely essential for top flight performance. This new supply is even more accurate and with greater torque available, sound quality is enhanced even further.



The reference oscillator is a 10MHz quartz crystal and the power output stage uses six high power complementary Mosfets in a 3 Phase Bridge Driver configuration. It is all incorporated on a four layer surface mount pcb with on-board user adjustable controls.

Older Mark 2 turntable supplies can now be part exchanged for the new unit.



The new SME Model 20/12A turntable is the ideal platform for any modern cartridge and of course many of the `classic` older models as well. And as we usually associate 12" arms with classic cartridges, such as the heavy-weight, low compliant Ortofon SPU range, we will be demonstrating the Ortofon Royal N as one of the many different cartridges suitable for the new 312S tonearm. The Royal N has a reputation for an open, smooth and relaxed sound and should have found a perfect partner, an elegant match of old and new. The SPU Royal N is available to special order from us at £625.00 and delivery is about four weeks.

South West Analogue are able to supply an extensive range of replacement audio leads to replace the standard issue supplied with most current tone arms. All our leads give a substantial upgrade, even our new budget LFD Copper lead. Above that we have Pure Silver leads ranging from £680.00 for the Voodoo Level Two up to very, very serious money.



The larger LFD Silver Sovereign and Silver Bullion leads are available to special order and are especially suitable for the phono socket conversion.

For audio leads of the quality of the Voodoo Level Two and above we can supply a phono plug alternative. Many people prefer phono plugs to the standard 5pin Din arrangement. Most recent SME turntables (except Model 10) have two tapped holes - with inserts fitted by the factory - at the back of the main chassis ready to take a factory provided phono socket bracket assembly. Removal of the two set screw inserts reveals the tapped holes ready for this bracket and a specially wired SME tone arm with MCS150 wired straight from the cartridge connectors to the phono socket bracket allows the use of one of our phono to phono audio leads, (as illustrated). These will improve sound quality substantially. For more details and prices please refer to our web-site our contact us direct.

The modern phono cartridge is a fine jewel and not very easy to produce accurately so for consistency and reliability we recommend the Ortofon range of both moving magnet and moving coil cartridges. For the hand made, tuned to individual requirement cartridges we supply the moving coil only range from Van Den Hul, the exposed Colibri is illustrated. And for high output cartridges the two moving iron cartridges from Len Gregory `The Cartridge Man`. This vast range of cartridges covers all types from the low compliant, low output Ortofon SPU Royal N to the high compliant, high output Music Maker III and Classic. We offer something for everyone.

To make these cartridges reveal their ultimate performance a step up device is needed to faithfully amplify the minute signals a cartridge produces. We supply a variety of phono stages, all from small UK specialist manufacturers such as Tube Technology. Their M.A.C is aimed at the valve enthusiast. LFD have three phono stages, designed specifically for VDH cartridges and similar output devices. But for sheer value for money the amazing Graham Slee range of phono stages and head amplifiers are unbeatable and with the Elevator EXP the best low output moving coils can be accommodated.

We can also supply to order tone arms from the American manufacturer Graham Audio and UK stalwart George Hadcock with his impressive new range of Unipivot`s and `The Conductor`, a parallel tracking arm, from The Cartridge Man.

To get the maximum detail and extend the life of our valuable discs they need to be kept clean, dust free and not clogged up with mould release agent or other detritus. To do this we recommend a Loricraft record cleaner or our record cleaning service using the PRC3 record cleaner with L`Art Du Son alcohol free cleaning fluid.

Our range of `Cast` 5mm clear acrylic covers now extends to three standard sizes all with a large cutout on the back face to accept large cables. Sizes are Code No. M3C: 485 x 425 x 270mm (w x d x h) suitable for the SME Model 30/2A. Code No. M1C: 470 x 40 x 20mm suitable for the SME Models 10 & 20/2A. Code No. M12C: 560 x 400 x 230mm for the new SME Model 20/12A turntable.

We are about to release a range of LP record storage boxes, more details of these will appear on our web-site in due course or phone for more up to date information.

We always have an ever changing selection of pre-owned or ex-demonstration equipment for sale. Please check our web-site or contact us for more details.