



South West Analogue

audio specialists



www.southwestanalogue.co.uk

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NEWSLETTER for SOUTH WEST ANALOGUE

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Introduction to the South West Analogue Newsletter

This is the first of a series of newsletters covering new products and items of interest from South West Analogue and the manufacturers we support.

Unusually for the audio industry Voodoo Isolation Systems have been accepted as members of THE GUILD OF MASTER CRAFTSMEN. Voodoo have just introduced the all new AIRTEK 2 which is a major step forward in reproducing uncoloured natural sound.

New products from us include a very attractive Blue/Grey tinted acrylic cover for the SME range of turntables and a new pure silver SME arm lead, which will significantly improve performance.

SOUTH WEST ANALOGUE TURNTABLE COVERS

Our turntable lift off covers are designed for the SME range of turntables but will suit many other models as well. We use only the best quality 5mm "cast" acrylic to protect the turntable from children and animals and they also help prevent the ingress of dust. Cast acrylic is used because scratches can be erased by polishing a problem area with Brasso etc.

Available in two sizes:

M3C 50 cm x 46 cm x 27 cm

Priced at £200 including extensive packaging and UK carrier delivery.

M1C 47 cm x 40 cm x 20 cm

Priced at £190 including packaging and delivery.

Blue/Grey tinted cover to order.

SME

Each model from the ever popular SME range of turntables is now available with one of our turntable covers when purchased new from us.



All SME tone arms purchased new from us will be fitted with the top of the range MCS150 silver internal wiring for a marked upgrade in performance.

The New South West Analogue pure silver SME tone arm lead will also give a major improvement in performance. Available in the UK for £695. inc.

Voodoo Isolation Systems

Voodoo Isolation Systems of Minehead, West Somerset was started in the year 2000 by Wayne Paull with the object of producing high quality hand crafted isolation platforms of an all wood construction to be used to isolate, and thus improve the sound quality of all analogue and digital audio equipment.



So the highly successful Airtek was born. By adding air bladders to a combination of three different types of wood excellent isolation is achieved, revealing a much more open natural performance even from the most sophisticated of equipment.

After excellent reviews in the UK hi-fi press the Airtek isolation platform is now established as the most efficient way of dealing with unwanted resonance, and allowing the full natural sound of a system to be heard for the first time.

Voodoo then took the logical step of adapting the Airtek principle to support loudspeakers, both floor standing and stand mount. Again a huge veil was removed from the sound revealing a much more lifelike musical performance.

The next step was to incorporate the Airtek principle into each shelf of an all-wood equipment rack, which is called the Natural Rhythms rack system.

This produced another huge step forward in the quality of reproduced sound, there is no doubt the absence of metal and glass produces a much more realistic sound quality.

We have great pleasure in announcing that Voodoo Isolation Systems are now accredited members of "**THE GUILD OF MASTER CRAFTSMAN**". This highly prestigious accolade is probably a first for a manufacturer of audio furniture. This is all down to the dedication and enthusiasm of owner and founder Wayne and



his team of skilled craftsman in producing top quality furniture which looks at home in any environment.

Voodoo have taken the highly effective Airtek design a major step forward and produced an even more effective platform in Airtek 2.

After numerous experiments with various different types and combinations of wood, and new ingredients added to the air in the valves, a significant advance in the way unwanted resonance is dealt with has resulted in a major step forward in improving sound quality.



The original Airtek and Airtek 2 can be ordered across the whole range, from isolation platforms and the Natural Rhythms rack systems to speaker platforms and stands. The original Airtek starting price is £229 for a two valve platform and for the new Airtek 2 £429 for the two valve platform.

This price differential is commensurate across the whole range. Due to the escalating price of wood (only wood from sustainable woodlands is used) and the Crown Cut real wood veneers, prices which have been held for over two years inevitably must rise soon. We can only guarantee these prices until the end of 2004.

An all new Voodoo stand mounted loudspeaker with a uniquely isolated ribbon high frequency unit will be available shortly. This will use only the very highest quality drive units, cross-overs and cabinet damping. South West Analogue will be the only dealer stocking these speakers.

An all new Voodoo valve pre-amplifier will also be available shortly, again only top quality audio components will be used and we will be the only dealer to stock this remarkable product.