

NEWSLETTER for
SOUTH WEST ANALOGUE

Issue 3

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

SME Model 20/12 A turntable.

The Model 20/12A turntable is a unique machine designed specifically for the magnesium tubed 312S 12" tone arm.

The M20/12 is a new design based on the existing Model 20/2 but a much bigger heavier machine which utilizes totally new components. An integral part of the package is the new 312S tone arm which gives a 27% reduction in angular distortion compared with 9" arms.

The 312S uses an extended Series V lightweight, ultra rigid Magnesium arm tube and detachable headshell which together weigh 27g less than the 312 with its aluminium tube. The finish is in black chrome with Gold printing and details and top of the range MCS150 Silver internal wiring. The FDIV damper kit is fitted as standard.

This combination gives a remarkably relaxed and open musical performance seemingly devoid of all tracking distortion.



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".

This, and all other new UK supplied SME turntables are supplied with a SWA Mains Cable for maximum performance and the minimum of unwanted noise, plus one of our own 5mm "Cast" acrylic lift-off turntable covers.

icing on the cake is the latest computer controlled power supply unit. This gives better speed control with improved torque to further enhance the sound and is available as an upgrade for MK 2 Model 30 and 20 turntables and all Model 10 machines. As all the electronics have been updated no usable components from the old unit is used, p/x not available at present.

ICON AUDIO



Large range of valve amplifiers at sensible prices with great sound quality and finish.



A whole range of excellent sounding beautifully made and finished units including the PS1 phono-stage, the LA4 pre-amp and a complete range of integrated, stereo and mono bloc valve amplifiers. The designs use triode front ends and a choice of various grades of EL34, KT66, KT88, KT99 and 300B output valves, the choice is endless.

A single Lowther Horn loaded floor standing loudspeaker is available from £1,100.00 with many options available.

South West Analogue Audio Furniture.

We have our own range of top quality record storage units, which are designed to accept up to 100 LPs each whilst also being acceptable as pleasing items of domestic furniture. To meet this criteria they are Hand Crafted from kiln dried 20 mm (3/4") Solid Oak, a wood that has great strength but also a wonderfully varied and attractive grain.

The units are strong enough to be stacked with all joints being dowelled as well as glued making them suitable for record collections large or small.

Also available in MDF to reduce costs.

The price of each MDF unit is £125.00. The Solid Oak version is £155.00. Carriage by arrangement.

We will shortly be offering our LP record storage units in frosted acrylic. These will be very attractive and also strong enough to be stacked and the frosted finish will not show the inevitable scratches. A large range of colours will be available to order.





South West Analogue offer an extensive range of hand produced replacement tonearm audio leads from mainly LFD Audio. These give a substantial improvement over the standard issue leads supplied with most current tone arms. We start with the LFD Copper lead at £650.00, which is an excellent upgrade for all SME tone arms including the Series V and 312S. Next in line is the superb sounding Pure Silver Reference. This is available at £970.00 with the LFD straight line 5 pin Din plug or in phono to phono guise (see below). Because of the extra costs involved in fitting all the Silver wires into the SME 5 pin Din plug this version costs £1,150.00, either in standard format which is suitable for the Michell range of turntables or the special Model 30/2A version.



For audio leads of the quality of the Silver Reference we can supply a 'phono' socket conversion suitable for most SME turntables. Many people prefer phono plugs to the 5pin Din arrangement and to accommodate this growing market most recent SME turntables (except Model 10) have two tapped holes 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 Silver wired SME tone arm wired straight from the headshell to the phono socket bracket. This allows the use of one of the LFD phono to phono audio leads to improve sound quality substantially. For more details and prices please refer to our web-site or contact us directly.



Due to the general dissatisfaction with the mains cables supplied with almost all audio equipment we produce our own SWA Mains Cable. They utilize the very best connectors including a MK 655 Toughline silver plated copper mains plug complete with Bussman silver plated copper fuse and the Isotek 24ct Gold IEC connector. The SWA Mains Cable uses OF copper conductors with a double screened and insulated steel braid. Designed for maximum transference of current and an almost total elimination of noise. The price of the standard version is £189.00, this is for a 1.5 metre cable including UK Royal Mail Special Delivery postage. Alternative lengths and plugs are available to order.



The modern phono cartridge is a fine jewel and very difficult to produce accurately, consistently and reliably. To achieve all these requirements we recommend the Ortofon range.



For high output cartridges we also recommend the moving iron cartridges from Len Gregory 'The Cartridge Man'. Our 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. In between we have Ortofon's regular Moving coils headed by the new top of the range MC Windfeld and the all new 2M series of moving magnets. We have something for everyone.

To make these cartridges reveal their ultimate performance a step up device is needed to faithfully amplify the minute signals the cartridge produces. For this task we rely on two UK specialist manufacturer's, Icon Audio for the valve enthusiast and Graham Slee Projects (GSP) for the solid state. Prices start at £499.95 for the MM only Icon Audio PS1 valve unit up to £649.95 for the MM & MC amplifier. A new high end all valve unit will be available shortly for approximately £1200.00. The GSP units start from under £100.00 up to the MM Era Gold Reflex and Elevator EXP MC unit for £1130.00, all offering excellent value for money.



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 400 x 200mm suitable for the SME Models 10 & 20/2A. Code No. M12C: 560 x 400 x 230mm for the new SME Model 20/12A turntable.

Our own SME Model 20/2 turntable now available, plus cartridges .
A large selection of ex-dem equipment is available at sensible prices, please refer to our web-site.