

MC 200.

Since its introduction the MC 200 has been winning praise and prizes from audio experts everywhere. Including the Japanese Stereo Components Grand Prix, the hi-fi industry's most coveted award. Because, quite simply, the new developments and selected materials contained in the MC 200 have resulted in sound reproduction quality that is in a class of its own.

The MC 200 uses a tiny, highly polished, asymmetrical Fine Line stylus; a rigid, super-light boron cantilever; and an improved version of Ortofon's patented Wide Range Damping (WRD) system. It also features a miniature, but powerful samarium cobalt ring magnet, which surrounds the moving coils and creates a perfectly symmetrical and homogeneous magnetic field.

The compact design of this magnet has allowed us to construct a miniaturised cartridge unit and an elegant, slimline housing. This will plug directly into any tonearm with a standard socket, and incorporates overhang and vertical adjustment facilities.



are able to improve their phase response characteristics. Consequently, these new cartridges have been engineered to give a rise in amplitude response starting at around 15 kHz and peaking at approximately 30 kHz. And the resulting optimal balance between amplitude and phase response characteristics has led to more accurate and sonically superior cartridges.

MC 100.

With the experience gained in developing the MC 200, plus a careful choice of component materials, we were then able to design a "junior" version of this top-quality cartridge. The new MC 100 integrated moving coil cartridge provides what is still a very high standard of performance, but at rather less expense.

So the special qualities of a moving coil cartridge, once within the reach only of wealthy or very dedicated music lovers, are now available to a wider range of listeners.

The MC 100's distinguished blue headshell contains the same moving coil and Wide Range Damping systems and ring magnet used in the MC 200. It also incorporates an aluminium cantilever with a nude, Elliptical diamond stylus.

MC 200 and MC 100 Universals.

This unique moving coil series is completed by the Universal or "U" versions of these two integrated moving coil cartridges. Their standard mounting brackets mean they can be fitted to almost any tonearm on today's market.

The performance of these Universal models is identical to that of their integrated counterparts. So the choice is really one of headshell/ tonearm construction, and personal preference.

The Wide Range Damping (WRD) System.

This patented system is one of the major reasons for the success of Ortofon's moving coil cartridges.

A cantilever system must have minimum effective mass at high frequencies and maximum compliance at low frequencies to give optimum tracking ability across the entire frequency range. By acting differently at high and low frequencies, our WRD system is able to provide damping which meets both these requirements.

In the new moving coil series, this damping system (and therefore the tracking ability) has been improved. Its twin layers of special rubber compound, which sandwich a metal disc, have been given a new shape which allows the cantilever a better operating position. At low frequencies, the rubber bearings let the cantilever make large excursions, tracking the high groove amplitudes which are found in this frequency range. While at high frequencies, the metal disc acts as a brake, uncoupling the two rubber sections so that only the front rubber bearing is operational. This reduces the moving mass at high frequencies, while the front rubber bearing continues to provide adequate damping for the frequency range.

In this way, the Ortofon WRD system ensures the best possible damping and tracking performance across the entire frequency range.