

Product Announcement

Pro-Ject 2 Xperience SB S-Shape Turntable Arrives in the UK

A new Xperience for your vinyl.

Didcot, Oxfordshire – 6th January, 2016

Pro-Ject Audio Systems, the world renowned manufacturers of premium hi-fi turntables, introduced the 2 Xperience SB at the beginning of 2015 to high critical praise. The new turntable took the best parts from previous 2 Xperience designs, but added some modern touches to elevate the performance to new levels. Now, at the beginning of 2016, Pro-Ject are introducing a new member to the 2 Xperience family.

The 2 Xperience SB S-Shape takes all the same innovations and improvements of the 2 Xperience SB design, but utilises a brand new S-Shape tonearm to give vinyl enthusiasts a more versatile high-end record player.

The S-Shape tonearm is made of a special alloy of aluminium with very high internal damping properties, for reduced resonance. The attractive bearing design allows for pin-point mounting of the premium vertical race bearings, while the horizontal ball bearings are rigidly mounted yet easily adjustable. The rotational anti-skate mechanism is inspired by the anti-skate system used on the flagship Signature 12 tonearm.



One of the principle benefits of the new tonearm is found in the high-quality detachable headshell. The 2 Xperience SB S-Shape is designed for vinyl audiophiles who use multiple cartridges to suit different records (i.e. Mono recordings) or types of music. The ability to change headshells and cartridges also allows for a more optimal mass setting for each cartridge. A wide variety of Pro-Ject Audio Systems and Ortofon headshells are fully compatible with the S-Shape tonearm.

The S-Shape tonearm is precision engineered and polished to a meticulously high standard, which strikingly contrasts against the turntable's gloss black plinth. The sound stage delivered by the Xperience SB S-Shape is wide and deep, with a clear (yet powerful) low-end.

The 2 Xperience SB turntable has a large plinth, high-quality main bearing and thick, vinyl-topped sandwich platter. The new precision motor is driven by an efficient DC power supply and regulated by a built-in electronic speed changer. So not only does the neatly integrated speed control offer easy switching between $33\frac{1}{3}$ and 45RPM, but it also acts as an AC generator for the motor to ensure a clean and stable power signal.

An acrylic dust cover, silver screw-on record clamp and expertly engineered coned feet finish off the turntable to the highest possible standard. The 2 Xperience SB S-Shape really does offer something different in a package that you can trust.

SRP £1,299.00

The Pro-Ject 2 Xperience SB S-Shape is available in Gloss Black finish in the UK now.

For a list of all approved Pro-Ject retailers, visit the 'Where To Buy' section of henleydesigns.co.uk

Technical Information

Speed:	33 / 45 RPM (electronic speed change)
Drive Principle:	Belt drive
Platter:	300mm MDF with vinyl top
Mains Bearing:	Stainless steel
Wow & Flutter:	± 0.09%
Speed Variance:	± 0.15%
Signal-to-Noise Ratio:	-70dB
Tonearm:	Aluminium S-Shape
Effective Arm Length:	230mm
Effective Arm Mass:	15g
Overhang:	18mm
Included Accessories:	Dust Cover, Record Clamp
Power Supply:	15V / 800mA DC
Power Consumption:	4W Max. / <0.5W in standby
Dimensions (W x H x D):	460 x 160 x 360mm (dust cover closed)
Weight:	8.5kg



Notes for Editors

Consumer Contact for Publication

Henley Designs Ltd.
Didcot, Oxfordshire

Tel: 01235 511 166
Email: sales@henleydesigns.co.uk
Web: www.pro-ject.co.uk



About Pro-Ject Audio Systems

Pro-Ject Audio Systems are widely recognised as one of the finest turntable manufacturers in the world. Their mission is simply to produce the best sounding analogue components at the most competitive prices possible. The current range spans a huge variety of price points, with a variety of products targeted to key demographics or to accommodate the modern listener's unique requirements.

Based in Vienna, Austria, Pro-Ject Audio Systems use specialised manufacturing partners to produce all their products, and the entire turntable range is assembled with great skill, care and attention in the Czech Republic.



About Henley Designs Ltd.

Everyone has a different interpretation of what good sound is, and at Henley Designs we're no different. We strive to bring customers the best possible selection of hi-fi equipment from a variety of international manufacturers.

Formed in 1997 as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. are one of the UK's premier distributors of quality hi-fi equipment. The brands we distribute are not only highly-regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleydesigns.co.uk

Press Contact

Simon Powell

Henley Designs Ltd., Unit 11, Moorbrook, Southmead Industrial Park, Didcot, Oxfordshire, OX11 7HP
Tel: 01235 511 166 Fax: 01235 511 266
Email: sp@henleydesigns.co.uk Web: www.henleydesigns.co.uk

//Ends