

Product Announcement

Pro-Ject Primary

Unbelievable plug-and-play value.

Didcot, Oxfordshire – 3rd October, 2016

Pro-Ject Audio Systems, the Vienna-based analogue hi-fi specialists, have produced some of the world's most popular affordable record players in recent years, for customers who want to experience true audio quality on a budget. The company's latest offering, Primary, takes two established designs and merges them together to produce a high-quality, inexpensive turntable with real plug-and-play simplicity.

The Primary takes inspiration from the accomplished Elemental and the multi-award-winning Essential II turntable designs. The combination of the two inspirators results in a design that provides traditional aesthetics and a high-quality performance.

Like the Elemental, the Primary uses an 8.6" aluminium tonearm with sapphire bearings for optimal tracking. The tonearm is pre-configured for the supplied Ortofon OM 5E pick-up cartridge, so there's no need to set-up the tracking force or anti-skate during installation. The motor is also the same perimeter belt-drive type, with a low-vibration synchronous motor that's controlled by a built-in regulator for improved speed stability.



Where the Primary takes from the Essential II is in the traditional design layout. It shares the Essential II's high-quality MDF finish, and the acoustically neutral MDF platter/felt mat platform. The plinth is available in matte black, red or white finish, and the added benefit of this layout is in the included detachable dust cover.

The Primary is available in two options. The standard Primary is terminated with RCA cables for direct connection to a Moving-Magnet phono stage. The Primary Phono USB boasts a built-in phono stage and optional USB output for recording vinyl to a PC or Mac. The Primary Phono USB is supplied with RCA cables, but the use of a junction box allows for retro-upgrading with better cables.

The Primary and Primary Phono USB turntables set out to prove that hi-fi quality turntables don't need to be complicated. Simply install the belt and connect it to a system in order to enjoy vinyl playback on an affordable device that won't hurt your records.

SRP £169.00 / £229.00

**The Pro-Ject Primary and Primary Phono USB are available in the UK now.
Both options are available with black, red or white matte finishes.**

Technical Information

Speed:	33 / 45 RPM (manual speed change)
Drive Principle:	Belt drive
Platter:	300mm MDF with felt mat
Main Bearing:	Stainless steel
Wow & Flutter:	0.29% (33rpm) / 0.27% (45rpm)
Speed Drift:	0.80% (33rpm) / 0.70% (45rpm)
Tonearm:	8.6" aluminium
Effective Arm Length:	218.5mm
Effective Arm Mass:	8.0g
Overhang:	22mm
Cartridge Weights:	3 – 5.5g
Included Accessories:	Dust Cover, Felt Mat, Power Supply, RCA Cable (Phono USB)
Power Supply:	15V / 800mA DC
Power Consumption:	4.5W Max.
Dimensions (W x H x D):	420 x 112 x 330mm
Weight:	4.0kg (net)



Notes for Editors

Consumer Contact for Publication

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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

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