

## Product Announcement

### Reloop TURN 3

#### A new name in vinyl playback.

*Didcot, Oxfordshire – 21<sup>st</sup> September, 2016*

Reloop HiFi are proud to announce the introduction of their first record player. With decades of experience in the DJ and Professional Audio industry, Reloop have rapidly become a market leader in the supply of DJ turntables and accessories. But during the German company's twentieth anniversary year, they have decided to transfer their skills and experience to a new task; producing a turntable that's been designed for music enthusiasts and sound purists. The result is TURN 3, a record player that combines ultimate convenience with maximum fidelity.

Robert Lauterwein, Founder and CEO of Reloop, says of the new venture:

*For as long as I can remember, turntables have always been a part of my life. My father is a passionate music lover and vinyl collector, and my grandfather used to import and distribute Sony turntables in Switzerland in the 1970's; so it was only natural that I developed my own interest in records and the tools we use to play them. That interest continues to drive me professionally and privately to this day.*

*Twenty years ago, Reloop's very first product for DJs was a turntable. Since then, turntables have been a core part of the Reloop DJ line, and me and my team constantly strive to ensure we offer the best technology available at an attractive price.*

*With the MIDI compatible RP-8000, we were one of the first companies to really innovate the DJ turntable, and have subsequently contributed to a vibrant 'post-Technics' era in the DJ market. The extensive R&D experience we have put into turntable development in the DJ sector has given our technical team a unique professional knowledge, which we are now transferring to an entirely new challenge – what do you need to make a really great, affordable hi-fi turntable?*

*The development work for our first hi-fi product took nearly two years and involved a combination of in-house ideas, as well as informed opinions from many industry experts, combined with countless technical and listening tests that continuously adapted the product until it was perfect. I am very proud of what we've achieved with TURN 3. We want to offer a new alternative for the hi-fi market, which effectively combines convenience, reliability, sound quality and affordability. But more than that, in my opinion TURN 3 is the ideal turntable for all hi-fi fans that are looking for the perfect symbiosis between style and substance.*



TURN 3 is a precision-engineered belt-drive record player with a heavy MDF construction and clever anti-vibration feet, which ensure a stable platform for the turntable. The sleek gloss black plinth houses a low-noise DC motor that keeps un-wanted noise and resonance to a minimum. The motor is connected to the acoustically-treated aluminium die-cast platter via a drive belt that loops around the main platter's inner-ring. The platter then sits atop a smooth-yet-sturdy spindle system.

However, while it has been designed with hi-fi principles throughout, where TURN 3 shows its unique strength is in the inclusion of numerous convenient features...

The straight tonearm was specially designed for TURN 3, and offers optimal tracking performance for a superior sound experience. The arm's premium finish also complements the turntable's quality aesthetic, while the clearly labelled counterweight and convenient anti-skate dial make set-up effortlessly simple. TURN 3 is supplied with the high-quality Ortofon 2M Red cartridge (SRP £89.00), and the use of a special curved headshell makes for easy changing between cartridges with different types of music or vinyl records (i.e. stereo or mono records).

TURN 3 is operated by a master switch on the back panel, and a three-point speed control on top of the plinth. The controller allows for effortlessly simple switching between 33  $\frac{1}{3}$ , 45 and 78rpm speeds with tight accuracy and reliable stability. Then, for further convenience, there is a switchable Semi-Automatic Auto Stop function, which allows the turntable to automatically start when the tonearm is placed in position, and stop again at the end of the record.

TURN 3 is also simple to connect to any hi-fi system. The turntable is internally grounded, finished with gold-plated connectors and supplied with a set of RCA leads. Thanks to the switchable built-in Moving Magnet phono stage, the turntable can either be connected to a standard LINE or AUX input on an amplifier, or it can be upgraded with the use of an external phono stage. The additional USB output also allows for simple connection to a PC or Mac, providing a quick and easy way to transcribe your vinyl to digital audio files.



TURN 3 is a stylish, customisable hi-fi turntable that offers a high-quality sound performance from a package that easily fits into any vinyl playback system.

**SRP £350.00**

The Reeloc TURN 3 is available in the UK now.

For a list of all Reeloc HiFi retailers, visit [www.henleydesigns.co.uk](http://www.henleydesigns.co.uk).

## Technical Information

Turntable Type:	Belt drive hi-fi turntable
Motor:	DC Motor
Speed:	33 <sup>1</sup> / <sub>3</sub> , 45 , 78 RPM (electronic speed change)
Platter:	300mm aluminium die-cast with rubber damping
Wow & Flutter:	0.20%
Output Connectors:	RCA (gold-plated) or USB Type-B
Analogue Output:	Switchable (Phono or Line)
Digital Output:	16-Bit / 48kHz (USB)
Output Level:	4mV (Phono) / 224mV (Line) (with Ortofon 2M Red)
Effective Arm Length:	233mm
Effective Arm Mass:	24.84g
Overhang:	233mm
Headshell Weight:	20g
Supplied Cartridge:	Ortofon 2M Red
Signal-to-Noise Ratio:	>60dB or higher
Included Accessories:	Dust Cover, Cartridge, Headshell, Felt Mat, RCA Cable, USB cable
Power Consumption:	6W Max.
Dimensions (W x H x D):	450 x 138.7 x 352mm (incl. Dustcover)
Weight:	7.02kg (net)



## Notes for Editors

### Consumer Contact for Publication

Henley Designs Ltd.  
Didcot, Oxfordshire

Tel: 01235 511 166  
Email: [sales@henleydesigns.co.uk](mailto:sales@henleydesigns.co.uk)  
Web: [www.henleydesigns.co.uk](http://www.henleydesigns.co.uk)



### About Reloop HiFi

*Reloop HiFi* is a new division of Reloop, founded in 2016 with the introduction of the TURN 3 record player.

Based in Münster, Germany, Reloop are already a market leader in the world of DJ and Pro Audio equipment. Their in-house Research & Development team work with select manufacturing partners around the world to achieve the best possible balance of style, performance and price.



### 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](http://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](mailto:sp@henleydesigns.co.uk)

Web: [www.henleydesigns.co.uk](http://www.henleydesigns.co.uk)

//Ends