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EAT in the News and a New Look at the C-Major

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EAT in Rolling Stone ??? YES!

On the cover of the Rolling Stone (yep we all know that song) well we did not land the cover exactly, but both the **European Audio Team's** C-Major and the **Okki Nokki** RCM-2 are featured in Rolling Stone Magazine's September 8, 2016 issue's MUSIC TECH section: "The Next Turntable Boom" Check it out!

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MUSIC TECH

The Next Turntable Boom

Advances in technology and a hot market make now a great time to buy your next model. Here are four options to fit any budget

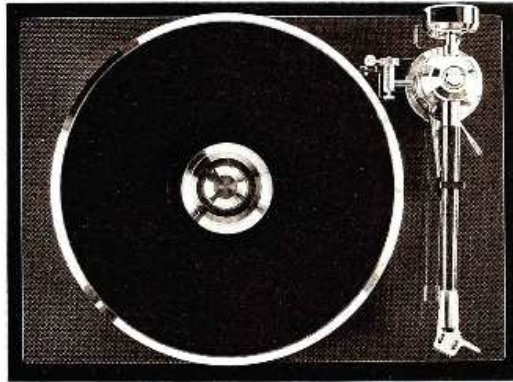
BY JESSE WILL

As the CD faces extinction, listeners looking for a tactile experience have increasingly turned to vinyl. Almost every major release is available in LP form, and sales have shot up 260 percent since 2009. The vinyl renaissance has, in turn, led to better turntables: High-end manufacturers are zeroing in on new materials that minimize distortion, while a growing array of entry-level units offers stellar, skip-free sound for less than \$200.

EAT C-Major

\$2,495
audioloadvisor.com

A true audiophile choice. The glossy carbon-fiber chassis would suit a Ferrari, but the material is more than decorative: It provides an ultrarigid platform, which, combined with a damped suspension system, isolates the tonearm from vibration. (Most turntables that do this look like wedding cakes compared with the low-slung EAT.) The result is unforced, perfectly natural sound; when spinning the Stones' "Tops," we could almost hear the air in Jimmy Miller's drums.



Sony PS-HX500

\$600 sony.com

The matte finish and minimalist design of Sony's latest midrange model hide a flashy feature: Connect a USB cable and use the included app to rip tracks from your vinyl in high-res digital audio. (That way, you can listen to your lovingly worn-down copy of *Blonde on Blonde* on the go.) As for turntable basics, the PS-HX500 has you covered there, too. The build is solid, and the sound is wide and dimensional, making this a great investment for audiophiles on a budget.



Rega Planar 3 2016

\$1,145 turntablelab.com

The new redesign of this classic features a glass platter and improved output from a more precise tonearm and quieter motor. Familiar records sound fuller on it.

U-Turn Orbit Basic

\$179 uturnaudio.com

If you're looking for an entry-level deck, skip that cheapo Crosley unit in the store. Too many low-cost models use onboard speakers and counterweight-free tonearms, but Massachusetts startup U-Turn focuses on the basics: a smooth-sounding Audio-Technica cartridge paired with a dependable manual belt drive.



Make Records Great Again

Bring your dusty thrift-store vinyl back to life with a record-cleaning machine

Okki Nokki RCM II \$499 okkinokkiusa.com

The high price of new LPs — \$30 for most major-label reissues — is making used vinyl an ever more attractive option. But what to do when that Buzzcocks first pressing you found is so dusty it looks as if it's been sitting on a windowsill since 1978? Buy it — then restore it to almost new with a record cleaner. As with anything in



the hi-fi world, prices for cleaners vary wildly, but the Okki Nokki finds a happy medium and actually makes more financial sense the more you use it. It combines a rotating platter and a tonearm-like vacuum-cleaner tube that sucks up microscopic debris to remove clicks and pops and (as long as you're dealing with dust and not deep scratches) brings back lush analog greatness. *J.W.*

But wait ... A more detailed look INSIDE the C-Major

The C-Major is an amazing value and is packed with lots of technology to talk about with your customers!

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European Audio Team

Aluminum Record Clamp precision machined heavy aluminum for added mass, damping, and lower distortion. Creates a more secure and precise coupling for vinyl stability during playback.

Cardan/Unipivot Tonearm Design features a 9" O-Note tonearm made from carbon fibre with copper internal cable that combines all of the advantages of a unipivot arm with a Cardan design. The Cardan bearing for horizontal movement has been optimized for high stability, ease of use, and very low friction. It doesn't wobble like many unipivot designs do, and there is almost no bearing play in the lateral plane.

Lubricated Bearing with a silicon-based grease that damps tonearm/cartridge resonances by more than 50%.

Counterweight with TPE Damping absorbs high-energy vibrations. An additional insert that enables optimal balancing heavier cartridges is included.

Multi-featured Tonearm provides all of the key features for cartridge alignment and adjustability: VTA (Vertical Tracking Angle), SRA (Stylus Rake Angle), VTF (Vertical Tracking Force), azimuth, anti-skate, and a slotted headshell for overhang and offset angle.

Gold Plated RCA Input for better connectivity to the electronics.

TPE Suspension System features conical thermo-plastic elastomers (TPE) that significantly dampens vibrations.

Damped adjustable feet work in concert with the TPE Suspension System and provide the ability to level the table without sacrificing the damped suspension feature.

Carbon Alloy Tonearm that is light, but also super stiff and rigid.

Sandwich Aluminum Headshell made out of special light and rigid aluminum for the perfect combination of the advantages of carbon with the increased inner damping of the aluminum.

Sandwich Floating Chassis low-profile and constructed of Carbon and MDF that gives the C-Major its "superflat" silhouette and contributes to the table stability on different surfaces. The carbon chassis and sub chassis provide a low mass and super rigid base. The light structures store less unwanted vibrational energy. The high strength carbon fiber provides rigid coupling where it needs to be highest, between the tone arm base and platter bearing. A 10Khz signal in the middle of a record has a peak to peak stylus movement of only 10 microns, so any movement in the chassis can cause significant loss in fidelity.

The Sandwich Platter features TPE damping and the **Vinyl Platter Mat** sits on top of a belt-holding sub-platter. Both the platter and sub-platter are constructed from an aluminum / magnesium alloy and sit on bronze bearing. The vinyl mat serves an important function by working with the clamp to contribute to the smooth treble and taut bass of the EAT tables. At the interface between the record and the platter mat, if the mechanical impedance is the same then there is no reflection of power. The wave propagating thru the record caused by the stylus moving in the groove is effectively passed to the mat. This is analogous to the optimized design of an electrical circuit where matching input and output impedances maximizes power transfer and eliminates reflections.

Ultra Low Noise Motor a proprietary AC motor and high precision frequency DC-driven AC generator for speed stability. The Motor, Motor Pulley and Drive Belt are fixed on the main chassis. Adjustment of the drive belt allows for speed changes. The tonearm and platter are mounted on a separate suspended chassis, constructed by a sandwich of carbon fibre and MDF.

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