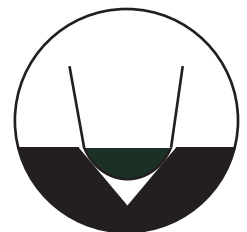


Special nose architecture protects the needle & offers easier alignment



Hyper Conical Stylus

Pick it MM E

Entry level moving magnet cartridge

MSRP 59 € (incl. VAT)

Replacement stylus: MSRP 44 € (incl. VAT)

- **NEW** entry level Pick it MM cartridge
- **NEW** Pro-Ject Audio cartridge design
- Low mass moving magnet system
- Improved tracking due to low inertia
- Highly damped ABS body reduces mechanical vibration
- Very low colouration and low noise playback
- Musical all-purpose cartridge
- Conical diamond
- 1/2 inch mounting standard
- Special design protects the stylus

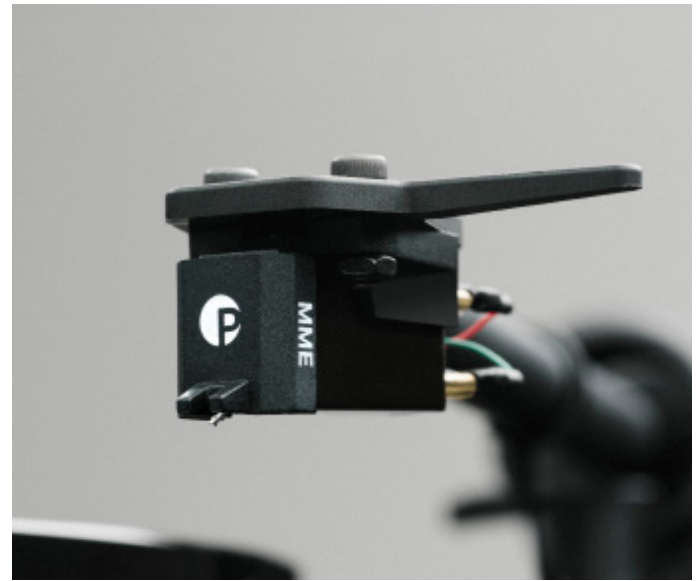
Cartridge principle: MM (Moving-Magnet)
Output voltage at 1 kHz: 3,8 mV (3,54 cm/sec)
Tracking ability at 315Hz: 70 μ m
Dynamic compliance: 14 μ m/mN
Frequency response: 10 - 20 000 Hz +/- 2dB
Stylus type: Conical
Tracking force, range: 1,8 - 2,2 g (mN)
Tracking force, recommended: 2,0 g (mN)
Tracking angle: 23°
Recommended load resistance: 47 k Ω
Cartridge weight: 5,5 g

The new Pick it MM E

The phono cartridge is one of the most sound-forming and sonically critical part of a turntable. It transforms the physical grooves of a record into an electrical signal. This signal determines the base quality of the music playback.

Moving-Magnet (MM) cartridges are the most common and affordable solution. These can be manufactured less expensive compared to Moving-Coil (MC) and an additional advantage is the replaceable stylus.

Our goal was to design a cartridge which delivers a high quality music playback while keeping the price as low as possible. The Pick it MM E is the perfect starting point for every budget vinyl lover.



Ultimate price-performance ratio

The Pick it MM E uses a low mass system which is realized with a miniature neodymium generator magnet. Due to the lower inertia the result is a clear improvement of tracking accuracy.

The conical diamond tip delivers a warm and smooth high quality audio reproduction with low background noise.

The enclosure is made of resonance optimized ABS which results in a total weight of around 5,5 grams. The highly damped body effectively reduces mechanical vibration induced colorations to a vanishing level.