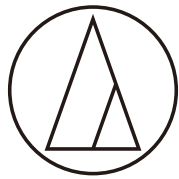


AT-ART1000



Direct Power Stereo MC Cartridge





Audio-Technica Excellence

Since our founding in 1962 it has been our mission and indeed our passion to help those who listen feel the exhilaration that comes from truly experiencing music, to 'feel attached'.

This philosophy began with our first product, the AT-1 moving-magnet stereo phonograph cartridge, and has led us in a 50-year journey that has resulted in award-winning cartridges, microphones and headphones, where our transducer and cartridge technologies are acclaimed both in Japan and worldwide, not only for precision engineering and audio quality but also our ability to provide listening enjoyment to so many people.

Today we start another new chapter of our story as we launch a cartridge that will truly elevate that listening experience.

Introducing the Audio-Technica AT-ART1000.

Welcome to Audio-Technica Excellence.

Specifications

Type	Direct Power System, non-magnetic core coil (MC) type
Frequency response	15 to 30,000 Hz
Output voltage	0.2 mV (1 kHz, 5 cm/sec.)
Channel separation	30 dB (1 kHz)
Output balance	0.5 dB (1 kHz)
Tracking force	Due to the unique construction of the AT-ART1000, each individual cartridge is supplied with its own tracking force measurement to allow optimum setting, which is between a range of 2.0 to 2.5 g.
Coil impedance	3 ohms (1 kHz)
DC resistance	3 ohms
Load impedance	≥ 30 ohms (when head amplifier connected)
Coil inductance	≤ 1 μH (1 kHz)
Static compliance	30×10 ⁻⁶ cm/dyne
Dynamic compliance	12×10 ⁻⁶ cm/dyne (100 Hz)
Stylus	Special line contact stylus
Cantilever	0.26 mm (0.01") diameter solid boron
Vertical tracking angle	21°
Dimensions	17.3 mm (0.68") × 17.0 mm (0.67") × 25.5 mm (1.00") (H×W×D)
Weight	11 g (0.4 oz)
Accessories	Case (wooden box) Non-magnetic screwdriver Washer × 2 Protector Nut × 2 Cartridge installation screws (12 mm × 2, 18 mm × 2) Brush PCOCC lead wire set

Specifications are subject to change without notice due to improvements.

Accessories



Stylus and Cantilever

The AT-ART1000 features a special line contact diamond tip stylus and a solid boron cantilever. This high-performance stylus / cantilever combination enables the maximum pick-up of “information” from even the most complex vinyl record grooves. For the Direct Power System to flourish effectively, a lightweight solid boron has been specially selected for superior strength and subtle control of movement.

Design details

To create the non-magnetic core coil, a 20 µm diameter PCOCC wire wound eight turns to a diameter of 0.9 mm is used. Despite being a non-magnetic core type, an output voltage of 0.2 mV is obtained by placing a 3 ohms coil in the minuscule 0.6 mm gap of a powerful magnetic circuit.

Body

The structure that supports the specialized magnetic circuit and suspension system is constructed from titanium. Known for its lightweight, strong and anti-resonant acoustic properties, this material requires sophisticated machining and is only employed in Audio-Technica's top of the range cartridge models. The titanium also works in tandem with the cartridge's polymer cover and aluminum housing to minimize vibrations that can color the sound quality.

Cartridge Rebuild Program

To protect against damage to the cantilever and wear to the stylus tip of this product, we offer a paid service for Cartridge Rebuild Program. This program provides the replacement of the whole assembly including stylus tip, cantilever, coils, and rubber dampers. For complete details about this program, please visit the program's website at <http://www.audio-technica.com/art1000/> or contact your local Audio-Technica Service Center.

Direct Power Stereo MC Cartridge

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Audio-Technica's new reference AT-ART1000 Direct Power Stereo Moving Coil Cartridge has been developed and engineered as part of the company's 'Excellence' program to deliver the highest listening experience for audiophiles. With 54 years heritage in manufacturing phono cartridges - the very first product was the AT-1 cartridge in 1962 - the new flagship model marries the company's vast acquired knowledge and expertise in analog audio technology with cutting-edge materials and design, resulting in the AT-ART1000 being Audio-Technica's most advanced and sophisticated cartridge to-date.

Direct Power System

To ensure the best possible listening experience when playing analog records, Audio-Technica have engineered and developed our Direct Power System. Considered by some as simply a theoretical idea, we have succeeded in making this a reality in the AT-ART1000 cartridge by combining our unique analog technology with the most advanced construction materials available today.

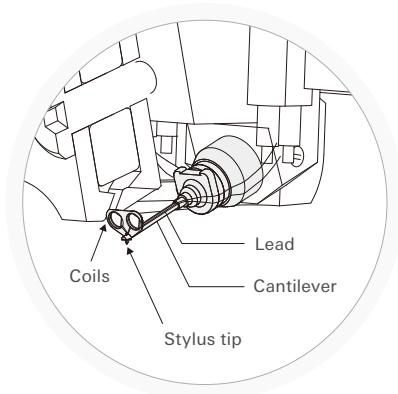
Our Direct Power System places the moving coil directly on top of the stylus tip to ensure that audio quality is not compromised with the negative effects introduced by the cantilever's length and material. With the coils in such close proximity, the stylus tip allows the cartridge to vividly render the most subtle sonic details with unsurpassed transient response.



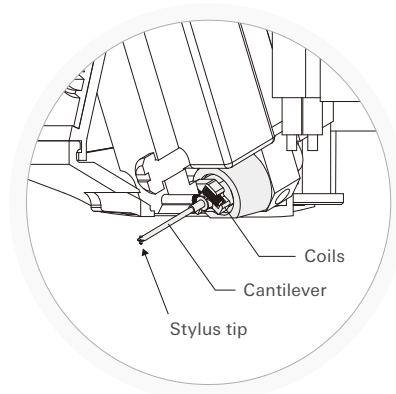
Comparison with conventional system

Direct Power System

Conventional System



place the moving coil directly on top of the stylus tip



place the moving coil at the end of cantilever