

## Real High-End Features - True Audiophile Sound - Affordable Price

We all together - especially also with your help - were able to, step by step, manage the return of the vinyl record in the last 25 years. We created a niche market with many happy customers and actually a small, but good and healthy business.

Nowadays, this seems to be threatened as so many companies of the industry, but especially also simple START UPS try to jump onto the train and get the benefit from this very hard work we did.

Today we see many designs which are far away from a correct turntable and everything we know and stand for is just neglected. Price and features dominate over real quality and engineering. This does not only apply to the hardware industry, but also to software developers!

The result is a frustrated customer, who does not get the experience he or she is expecting. Even more: The channels in which these products (as well as our products) are sold, are so bad, that a customer without respective knowledge, has almost no chance to get a satisfactory result.

It is time for Pro-Ject to stand up and state again what a good turntable is!

The Pro-Ject X1 is not a revolution. It can't be one, since research of proper turntable design has been widely completed. We just do the things correctly, with high quality materials and expensive technology. But these things are necessary to get a real good result.



**X1:** available as **n/c** MSRP 699 € (incl. VAT) or with **Pick it S2MM** MSRP 799 € (incl. VAT)

For further information please read the product information sheets.

**High resolution images can be downloaded here**

## Sound matters most

### 1) MANUAL:

We don't want to add a lot of features. Bluetooth, USB, automatic cut off, 50 Cent phono-stages - we just don't do it, as most customers don't need it and it is not related to proper Hifi stereo quality at all!

We often get a minus in reviews for a missing feature, we think it is a PLUS.

### 2) EXPENSIVE MATERIALS:

A proper machined resonance free platter costs 8 times more than a pressed steel platter with a rubber mat. That's a simple fact.

A proper insert MDF chassis costs more than a chassis made out of particle-board, or a box with a plastic cover. That's a simple fact too.

A proper shielded, symmetrical cable costs X-times more than just a standard cable.

You will agree, that's a simple fact too.

### 3) EXPENSIVE CARTRIDGE:

Everybody uses just the cheapest they can get, for some Dollars.

The cartridge is very important too and we all know this, but we don't understand that customer don't get this information of how important this investment is, to get the better sound.

Note: Please see attached PRODUCT-INFORMATION - the list gets even longer.

The Pro-Ject X1 is NOT cheap and we don't want it to be the cheapest, because we need to tell the customer again that real quality, handmade in Europe, should cost something and is worthwhile to make you happy for many years.

I am sure I have your support for this idea!





## The history of Pro-Ject

Pro-Ject was founded in 1991, during the onslaught of the compact disc and CD players, with the mission to offer the best analogue experience for reasonable prices. In a time where the digital audio media had been on the rise, and vinyl was declared as outdated and dead, Heinz Lichtenegger kept his belief in the simple but best way to enjoy music – turntables.

Our aim is to get as many people as possible into the wonderful hobby that is HiFi audio and to deliver a real stereo experience for the lowest cost possible. The best way to start there is with a proper turntable. We want to give the customers back the right to choose what they need, without overblowing our products with unnecessary features.

Here at Pro-Ject we strive to create astonishing products with impeccable value. We only use the best components for the price and manufacture our handmade goods solely in Europe. With an eye for future trends we are always trying to fit the needs of the market.

Our passion and drive has been recognized by many acclaimed magazines. We have won multiple awards from the renowned HiFi press for our turntables and electronics over the years. Our products have also been used in countless TV shows and movies.

With cutting edge technologies and machines, we are able to create visually pleasing products without losing the eye for the finest details. We are closely working with partners of the music industry, such as Universal Music Group (The Beatles), Third Man Records (Jack White), The Rolling Stones, Parov Stelar or the world famous Hard Rock Café. Many industry leaders also cooperate with us, like the Vienna Philharmonic Orchestra or Ortofon for their jubilees. With these partners, we create special limited edition products to give our customers even more choices.