



## PRESS RELEASE



### BLUE HORIZON PROFONO IS PROFOUNDLY GROOVY

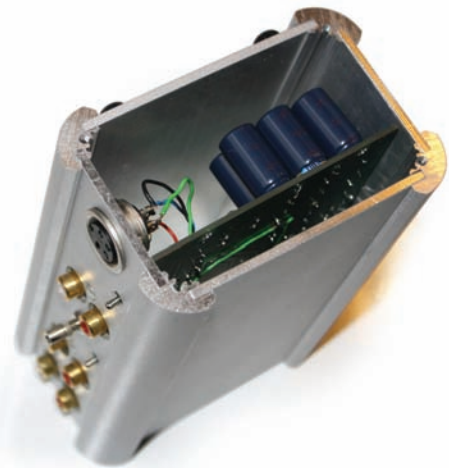
*New phono preamplifier is a boon for vinyl lovers, delivering high-end sound quality and wide compatibility at an affordable price point*

**Winchester, England** -- Blue Horizon, the audio accessories specialist, is delighted to unveil its long-awaited phono preamplifier, the Profono. In development for the past two years, Profono is the result of painstaking design and engineering to deliver a high-quality yet affordable solution for anyone wanting to make the most of their record collection.

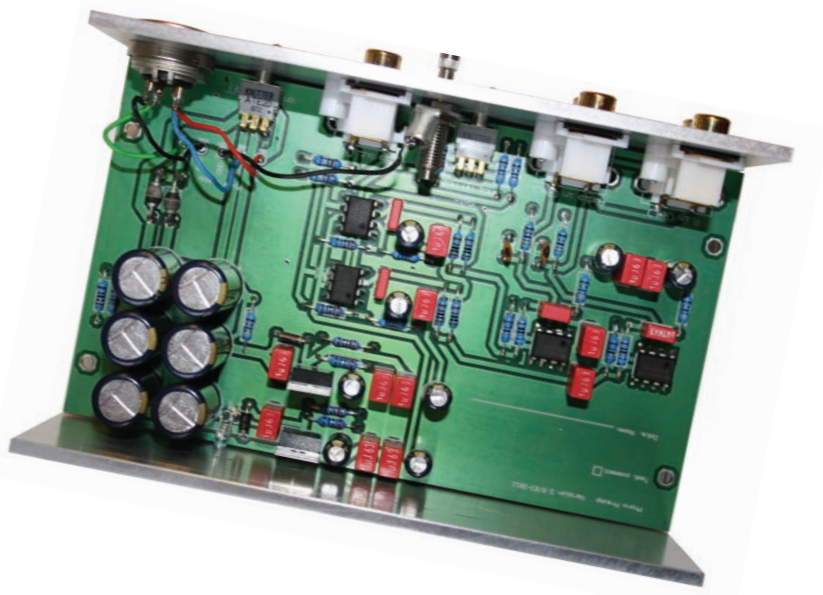
So often, vinyl lovers spend serious amounts of money on turntable, arm and cartridge combinations, but don't realise that the performance of their record player is severely restricted by an average-sounding phono stage. That's where Profono steps in – the perfect solution for amps that don't have a built-in phono stage, the ideal upgrade for those that do, and a great step-up option to replace budget phono preamps that simply don't cut the sonic mustard.

From the ground up, Profono is designed and built to be a genuinely high-end phono preamplifier delivered at a highly competitive price point, able to compete with – and even outperform – models at twice the cost. Carefully selected premium-grade components and materials are used throughout – for example, the cheap 'dip switches' found in lesser phono stages are replaced by a series of shunt resistors to set cartridge impedance. This is a

better quality solution than capacitance loading switches, which tend to be cheap and affect the purity of the signal, in addition to being an entrance point for RFI (Radio Frequency Interference).



Compact in size and sturdily built, Profono sports a cleverly designed all-aluminium case, with individual corner extrusions holding the aluminium panels together, ensuring a tight, rigid and reliable construction that is quick and efficient to manufacture. Casework of such quality is rare at this price point and serves to protect the internal components, reject sonically deleterious RFI and keep the unit solidly in position when heavy cables are connected.



To minimise noise and distortion, the Profono's power supply unit (PSU) is housed separately and connected via a detachable cable. PSU upgrade options will be available at a later date, for those who wish to attain an even higher level of performance.

A switch on the Profono's rear panel gives three settings for cartridge gain: moving coil low (50dB), moving coil high (61dB) and moving magnet (41dB). Offering two moving coil gain settings is unusual for a sub-£1,000 phono preamp and ensures optimal performance with an extensive range of phono cartridges.

The net result is a high-performance yet affordable phono preamplifier that delivers wide compatibility and class-leading sound quality in a simple, convenient package. Its performance exudes clarity, detail and tremendous dynamic range, allowing the true quality of a turntable, arm and cartridge combination to shine through. All the detail dug from a record's grooves is laid bare in exhilarating fashion, with excellent rhythm and timing, and a superbly balanced performance from deep bass to sweet, sonorous treble. For vinyl lovers, this little box is truly a boon.

Blue Horizon is a manufacturer of professional-grade audio accessories based in Winchester, England. Formed in 2008 by Keith Martin (principal founder of the IsoTek brand), the company's intention is "to maximise your musical enjoyment – today, tomorrow and in the future". Blue Horizon's sound-enhancing accessories deliver class-leading performance through innovative technology and meticulous design. These unique products are engineered to the highest possible standard and designed by an award-winning team with more than 100 years combined experience in specialist audio.

Profono is the latest in a growing range of highly acclaimed and distinctly different audio accessories from Blue Horizon. Other products made by the company include the uniquely constructed Blue Horizon Record Mat and Blue Horizon Spike Shoes, an ingenious turntable levelling device called Prolevel, a highly effective contact enhancing solution known as Clean-IT, and the Proburn cable burn-in machine.

**Power Supply:**

AC values min: .....15VAC/250mA  
 max: .....10VAC  
 DC values min: .....+/- 15VDC/250mA  
 max: .....+/- 24VDC

**Gain:**

MM: .....Vu: 41 dB  
 MC: (low) .....Vu: 50 dB  
 MC: (high) .....Vu: 61 dB

**Input resistance:**.....

Rin default value: 47KOhm (Rin socket open) Other values have to be set with shunt resistor Rshunt Connected to input resistor socket

**Input capacitance:**.....47pF

**Case/Housing:**.....Solid aluminium

**Dimensions:**.....170 x 70 x 105mm (L x H x W)

**Weight:** .....1Kg