

NEWS RELEASE

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FOR IMMEDIATE RELEASE

AUDIO-TECHNICA SHOWCASES ITS TOP-OF-THE-LINE AT-LP120-USB DIRECT-DRIVE PROFESSIONAL TURNTABLE SYSTEM AT CES 2010

— High-performance turntable and software package offers easy USB computer connectivity, PC and Macintosh® compatibility and a host of high-performance features —

STOW, OH, January 7, 2010 — At CES 2010, [Audio-Technica](#) is featuring its new [AT-LP120-USB Direct-Drive Turntable System](#), a professional-quality USB turntable and software package. The top-of-the-line AT-LP120-USB is rugged and durable to meet the demands of professional use, and provides consumers with the flexibility to enjoy top-quality vinyl playback and easily transfer records to digital media files and CDs.

The AT-LP120-USB includes a direct-drive turntable and phono cartridge, PC- and Mac®-compatible software, a USB cable and other accessories.

Crystal Griffith, Audio-Technica Consumer Marketing Manager, pointed out: “Over the past few years, vinyl has been enjoying a remarkable resurgence among music lovers of all ages. With the continuing popularity of enjoying records and dubbing them to digital media, we recognized the time was right to introduce a true high-performance USB turntable system that combines exceptional record playback performance and sound quality with total ease of use.”

The AT-LP120-USB offers a wealth of high-end performance and convenience features. The turntable features a high-torque direct-drive motor for quick start-ups with both forward and reverse “back-cueing” play capability, making it ideal for DJ as well as home use. The AT-LP120-USB offers selectable 33-1/3, 45 and 78 RPM operation, with a high-accuracy quartz-controlled pitch lock and pitch change slider control with +/-10% or +/-20% speed adjustment ranges, and a stroboscopic speed indicator. The turntable’s built-in switchable phono preamp, RCA output cables and adapter cables allow connection to a wide variety of music and home entertainment components and systems, including A/V receivers that do not have a dedicated phono input.

The AT-LP120-USB is designed to deliver superlative sound quality from LP albums, 12-inch and 7-inch singles and even 78 RPM records. It features a heavy-duty cast aluminum platter with slip mat, and a balanced pickup arm with soft damping control and adjustable tracking force, anti-skating and vertical tracking angle (VTA) for optimum playback performance. The AT-LP120-USB is supplied with a precision Dual Magnet™ stereo phono cartridge with replaceable stylus. The included USB cable enables plug-and-play connection to a computer.

The PC- and Mac-compatible Audacity® software converts the audio on a record to MP3, WAV or other format digital audio files, which can then be played back on portable audio players, computers, home media centers and car audio systems. The Audacity software includes a host of audio editing features including equalization and noise removal.

The Audio-Technica AT-LP120-USB Direct-Drive Turntable System is currently available online or at Audio-Technica authorized retailers at a suggested retail price of \$429.00.

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[Click here for AT-LP120-USB product profile and downloadable high-res images.](#)

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Celebrating 48 years of audio excellence, Audio-Technica is renowned worldwide for a broad range of consumer and professional audio products, including high-performance headphones, microphones, wireless systems, turntables and phono cartridges. Winner of numerous industry awards, Audio-Technica designs and manufactures products that set quality, durability and price/performance standards for major concert tours, broadcast and recording studios, corporate and government facilities, theaters, house-of-worship venues, and consumer applications. Learn more at www.audio-technica.com.

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— *For more information on the complete range of Audio-Technica products, contact Karen Emerson, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600.*

— *For further information regarding product availability and pricing in the United Kingdom, please contact Harvey Roberts (hroberts@audio-technica.co.uk); in Germany, please contact Anja Groth (a.groth@audio-technica.de); in the rest of Europe, please contact Evangéline Piroton (epirot@audio-technica-europe.com).*

Note: All product and company names are trademarks of their respective companies.

Audio-Technica is exhibiting at the Las Vegas Convention Center, South Hall 1, Booth #21840 during CES 2010 in Las Vegas, NV.