

NEWS RELEASE

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FOR IMMEDIATE RELEASE

**AUDIO-TECHNICA INTRODUCES ITS NEW TOP-OF-THE-LINE
AT-LP240-USB DIRECT-DRIVE TURNTABLE SYSTEM**

STOW, OH, September 27, 2010 — [Audio-Technica](#) today announced the introduction of its [AT-LP240-USB Direct-Drive Turntable System \(USB and Analog\)](#), a premium-quality analog and USB turntable designed for home use. Built to deliver exceptional music reproduction, the AT-LP240-USB utilizes a direct-drive high-torque multi-pole DC motor for unwavering speed stability. The turntable also features an S-shaped tone arm with adjustable tracking force and anti-skate adjustment and removable universal cartridge mount (cartridge available separately), along with a damped cast-aluminum platter with stroboscopic speed indicator and felt slip mat.

The turntable's USB output allows direct connection to a computer without any special drivers, making it easy to transfer favorite records to digital music files that can be played back on a portable audio device like an Apple® iPod®, iPhone™, iPad™ and iPod touch®, or in the car or at home.

The AT-LP240-USB also offers a hydraulic tone arm lift and removable stylus target light to aid in perfect cueing, and adjustable arm height to dial in the vertical tracking angle (VTA), an important feature for achieving the most accurate-possible record playback. Its adjustable feet enable the turntable to be perfectly leveled.

The AT-LP240-USB includes a turntable, PC- and Mac[®]-compatible software, a USB cable, audio adapter cables, removable dust cover, 45 RPM adapter and accessories. It plays back 33-1/3, 45 and 78 RPM records. Its built-in selectable phono preamp enables the turntable to be connected to a wide variety of music and home entertainment systems, powered speakers, and to A/V receivers that do not include a phono input. The included Audacity[®] software converts the audio on a record to MP3, WAV or other format digital audio files. The Audacity software also offers audio editing features including equalization and click/noise removal.

Crystal Griffith, Audio-Technica Consumer Marketing Manager, noted, “The new AT-LP240-USB expands our lineup with a superbly constructed high-performance USB and analog turntable designed for ease of use and top-quality sound.”

The AT-LP240-USB is currently available exclusively at J&R Music and Computer World and www.jr.com at a suggested retail price of \$499.00.

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[Click here for AT-LP240-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 Piroit (epirot@audio-technica-europe.com).

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