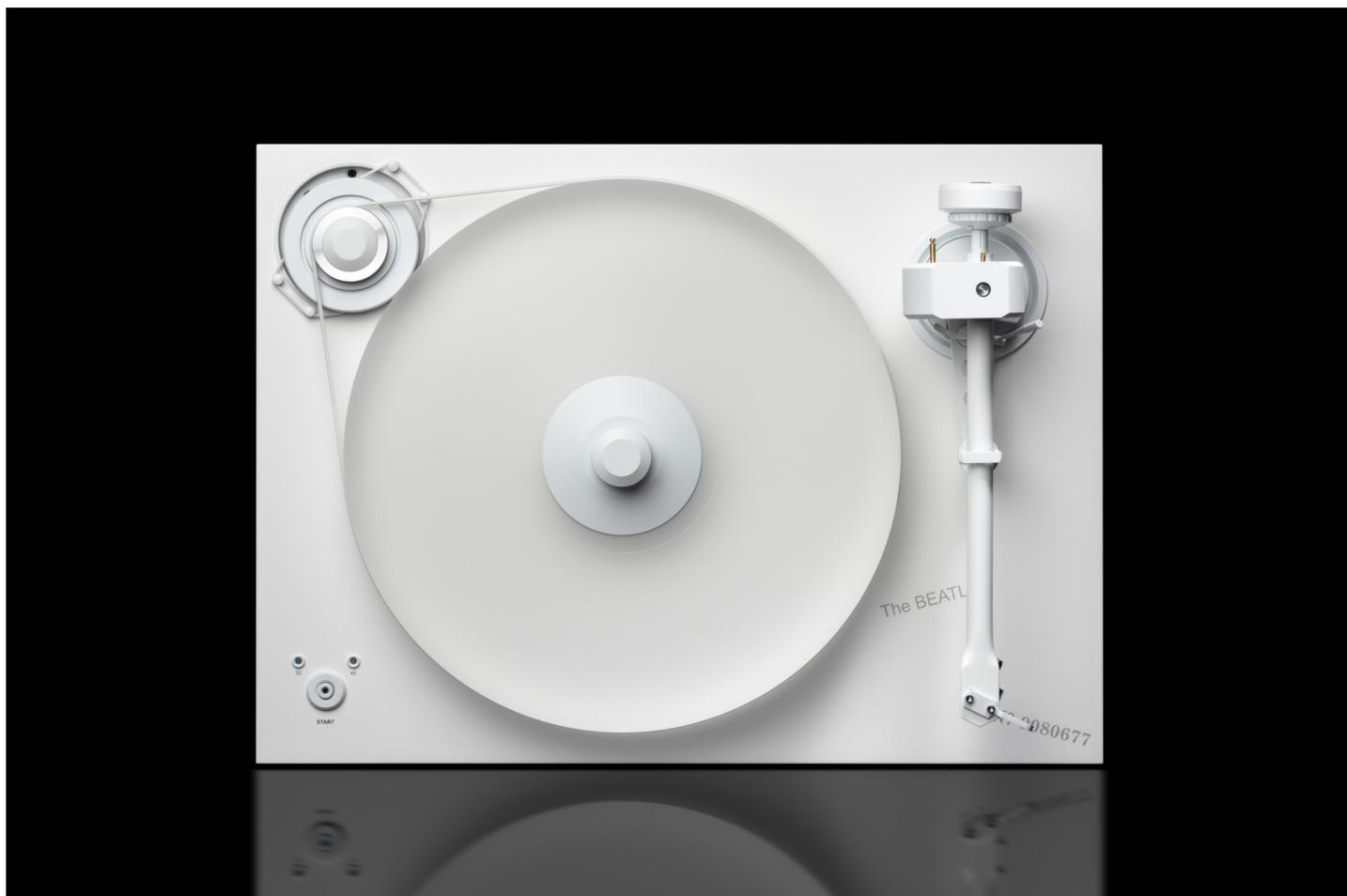


## Pro-Ject releases White Album turntable

With great honour and pleasure we announce that Pro-Ject has partnered again with The Universal Music Group and The Beatles to bring out another Beatles themed turntable. The White album was the most anticipated Beatles record of all. Released November 22<sup>nd</sup>, 1968 it contained hits like "Dear Prudence", "Back in the USSR" or "While My Guitar Gently Weeps". Now it's time to celebrate its 50<sup>th</sup> anniversary in style.



2Xperience The Beatles White Album is available worldwide as a limited edition of 500 pieces for 1.499€ MSRP.

For further information please read the following pages and consult the product information sheets.

High resolution images can be downloaded here:

[2Xperience The Beatles White Album](#)

## 50 Years White Album

In celebration of the 50<sup>th</sup> jubilee of the Beatles classic White Album, Universal Music Group is releasing the iconic album again. Everything has been remastered from the original four track and eight track session tapes by an expert team of engineers and audio restoration specialists in the Abbey Road Studios in London.

On November 9<sup>th</sup>, 2018, The Beatles will release a suite of lavishly presented 'White Album' packages, including 180g DLP Vinyl. These 'White Album' sets also contain never released material and studio outtakes from the original recording sessions, as well as a 5.1 audio Blu-ray disc and a total of six CDs (White Album, Esher Demos, Sessions).

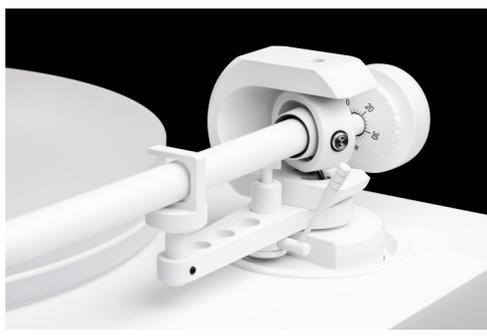


Vinyl/CD/BD set optionally available on request



In celebration of this spectacular event, we are happy to partner again with The Beatles and Universal Music Group to release a 'White Album' themed recordplayer. For this special occasion we made a limited edition turntable that fits the artwork like nothing else. A turntable where even the cartridge and tonearm are held in distinctive white, to pay respect to one of the most reputable albums of all time.

Based on the 2Xperience SB we produced the *2Xperience The Beatles White Album*. It features class leading components and sound.

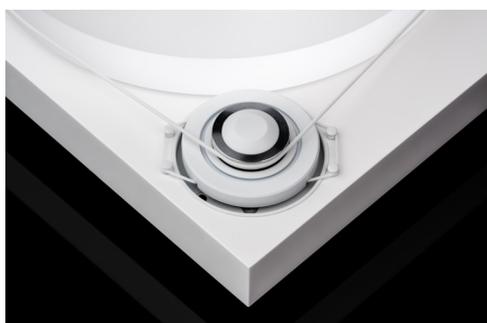


An audiophile grade 9" EVO tonearm and a highly dense and rigid MDF chassis, together with the acrylic platter give the turntable the needed weight for a secure stand and perfect decoupling and elimination of unwanted vibrations.



A special collaboration 2M White moving magnet cartridge by phono pioneer Ortofon guarantees a high class sound experience.

The supplied white record clamp securely fixes the LP on the platter and ensures a smoother running Vinyl.



The decoupled AC motor is driven by a DC power supply and a DC/AC power generator acts like a power filter and makes sure the platter is rotating at the optimum speed with incredible stability. A diamond cut pulley offers excellent power transmission and the belt-drive principle not only gives stunning looks, but also great sound.



For everyone who enjoys a big record collection, an electronic speed change has been built-in, for superior comfort by switching speeds with the push of a button.



@ Roland Voraberger

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.