

Why you don't need an automatic turntable?

Dear Music Lover,

We're often asked the question, "Why don't you design your turntables with more automated features built in?" There are many good reasons why we eschew some of these modern features:

1. Playing records is a multi-sensory experience, as much tactile as it is auditory. You can only achieve the greatest amount of pleasure from playing music on your turntable by engaging your full attention on every level.
2. If background music is instead what you are after, there are many other options available to you that are more accessible and easier to use, such as streaming services.
3. Turntables with in-built automatic features are often designed in such a way that compromises their sonic qualities; as evidenced by the fact that the vast majority of high-end brands do not design or build automatic turntables.
4. Your records are just as important as the turntable upon which you play them, and to ensure they have a long life, they should immediately be returned to their sleeves after playing. If you use an automatic turntable you're far more likely to accidentally leave your record on the platter, letting it gather dust and degrade far more quickly.
5. Manual turntables have fewer mechanical or electronic parts. An automatic turntable will require regular servicing of its various electronics and mechanical parts throughout its life, whereas a manual turntable by comparison will give you many years of enjoyable and low-maintenance listening, without the need for expensive repairs.
6. You inevitably end up spending more on features that you really don't need. Surely it's better to invest that extra money into a turntable that will actually give you better sound!

Ultimately, we believe that one of the most important aspects of listening to records is that it helps you to slow down, and gives you some quiet and meaningful moments away from the chaos of a world where everything is too fast and too automated.

Listening to records requires your time and attention in the same way that a good bottle of wine is improved by a good glass, the right temperature, and even opening and decanting the wine several hours before enjoying it. If you automate this process, you would remove some of the most important and enjoyable steps in the journey.

As a music lover, you love every little step of the process of playing records on your turntable, and you are happy to spend your time, effort and attention upon them - which is why you would not want them automated either.