SANSUI SC737

DOLBY SYSTEM*STEREO CASSETTE DECK WITH M-C FERRITE HEAD Sansui feels so confident about the quality of this unusually fine cassette deck that we invite you to compare its performance and sound with that of *any* open-reel deck, even one of our own. That's a bold statement, particularly from a company known for its extreme concern for both the electronic specifications and actual tonal characteristics of its audio products. To back it up: the SC-737 delivers a frequency response of 35 to 14,000Hz, ±3dB; the built-in Dolby Type-B noise reduction system allows noise reduction effect of more than 8dB, the newly-designed tape transport mechanism provides a wow/flutter factor of less than 0.11%. One of the first things you'll notice is the unusual size of the SC-737. This allows sufficient space for the newly developed cassette tape transport mechanism of open-reel-performance quality, the advanced Dolby and all the sophisticated solid-state circuitry designed specifically for this deck. Feather-touch keyboard controls resist damage and wear. A built-in lock prevents accidental switching of mode. An automatic electro-optical shut-off device protects tape and moving parts. Hysteresis synchronous reel and capstan motor is unaffected by fluctuations in power. Sansui-developed Magni-Crystal ferrite head with super-hard, mirror-like surface eliminates dropout and fluctuation of high frequency signals. And here's a unique feature: a third microphone input with separate recording level control is provided for center mic mixing. Other professional extras include oversized VU meters and separate peak level indicator, an improved 19kHz Multiplex FM filter for FM recording, "radar" tape travel indicator, tape selector (normal - LH/CrO_2), 3-digit tape counter, no-click pause button, switchable voltage/cycle for international use, headphone jack, DIN and RCA-type input/output jacks and easy-to-clean, easy-to-use top panel displays and attractive wooden cabinet. *Dolby is a trademark of Dolby Laboratories Inc.

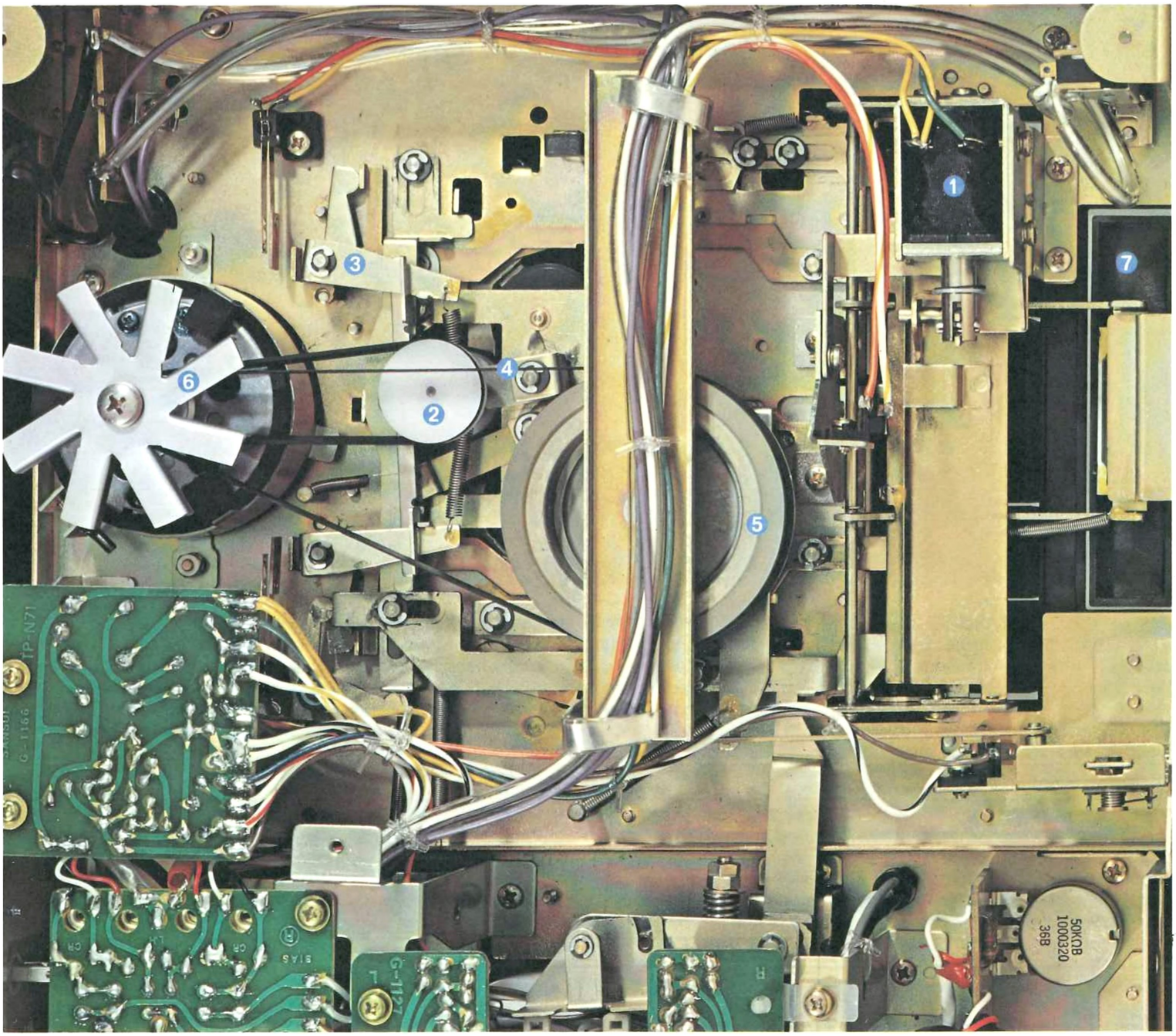
Sansui

Reel-to-Reel Quality, Cassette Convenience

TAPE TRANSPORT—KEY TO REEL-TO-REEL QUALITY

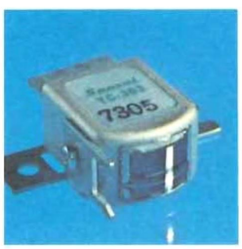
One of the most critical elements of any stereo cassette deck—and one which is all-too-often ignored by stereo shoppers who place specifications ahead of actual performance—is the overall tape transport system. Each metallic and non-metallic part of the system designed for the SC-737 has been machined, matched and hand assembled with the kind of care usually lavished only on the finest reel-to-reel decks. The newly-developed 4-pole hysteresis synchronous drive motor is entirely unaffected by fluctuations of load or power supply voltage. With the help of a large, high-inertia flywheel, super-polished flat drive belt and super-finished capstan shaft and wheel, the SC-737 guarantees undeviating tape speed with absolute minimum wow and flutter factors. To ensure maximum tape protection as well, the transport system has fail-safe devices which eliminate tape jamming, breakage and stretching. The "kangaroo-pocket" type cassette compartment is exceptionally easy to load and unload and is designed for noiseless operation. Safety features to prevent accidental erasures are included, along with feather-touch control keys which themselves are interlocked to prevent jamming and spaced for easy use.

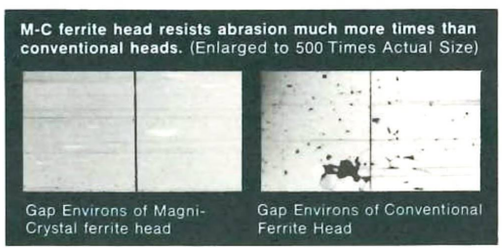
1 3 Automatic shut-off mechanism
2 Pulley for smooth reel drive
4 Super-polished flat drive belt
5 Large high-inertia flywheel
6 Four-pole hysteresis synchronous drive motor
7 Full-size soft touch stop button



HIGH-DENSITY MAGNI-CRYSTAL FERRITE RECORD/PLAY HEAD

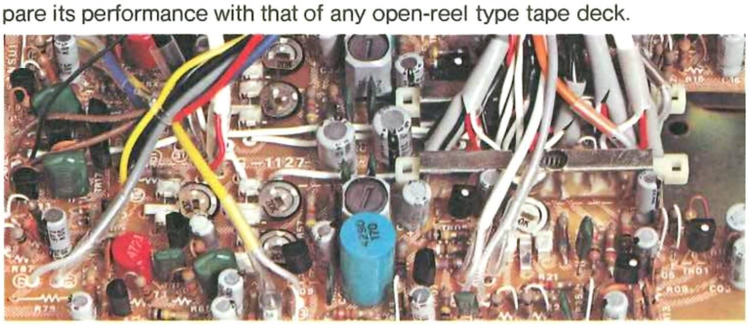
The surface of the unique record/playback tape head in the SC-737 is precision polished by a special process to eliminate harmful friction against tape surface yet provide excellent tape-to-head contact. Optimum electrical performance and extra-long life are assured by the use of high-density, large-grain ferrite material, developed by Sansui and named Magni-Crystal because of its unique properties. The extraordinary high frequency response characteristics of the SC-737 are due, in large part, to the care with which the headgaps are set with microscopic precision. To provide sure and complete erasing even with chrome and other newly-developed tapes, the erase head is also of a ferrite material and shaped to reduce tape wear.





RECORD/PLAYBACK PREAMPLIFIER

Using carefully selected, low-noise silicon transistors throughout, the recording and playback preamplifier in the SC-737 provides exceptional tonal quality with a minimum of distortion. Here again we invite you to compare its performance with that of any open-reel type tape deck.

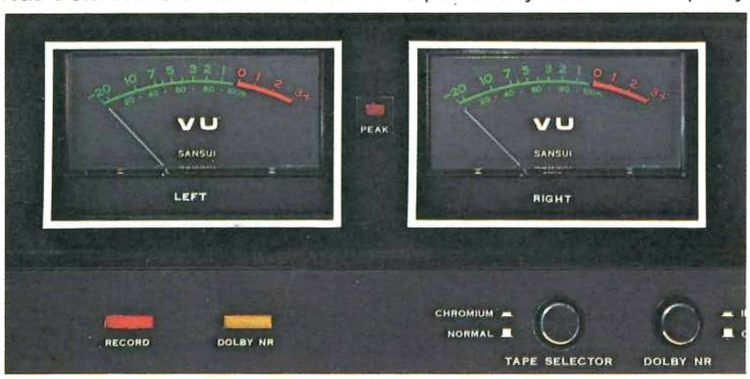


TAPE SELECTOR SWITCH

The SC-737, like any quality tape deck, features a tape selector switch which allows you to use all types of cassette tapes as they are meant to be used. This selector changes both the bias and equalization performance of the deck to result in a wider frequency response, wider dynamic range, better S/N ratio and much-improved tonal quality from low-noise/high-output cassettes as well as from the more expensive but far more effective chromium dioxide (CrO_2) types.

PEAK LEVEL INDICATOR & PROFESSIONAL VU METERS

In addition to the extra-large, tilted VU meters for left and right channels, the SC-737 features an instantly-responding Recording Peak Level Indicator. This lamp-type indicator flashes a bright red warning signal whenever recording inputs reach +6dB—the level at and above which overload distortion is evident. This feature is particularly essential for quality recording since, when recording levels are adjusted prior to actual recording, unforeseen pulse bursts are sometimes undetected by monitoring the VU meters only.



PHOTOELECTRIC SENSOR SHUT-OFF

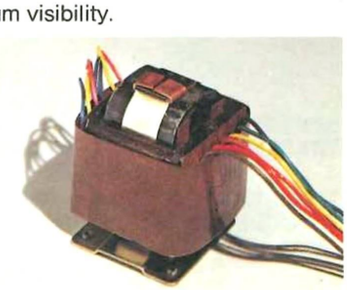
The SC-737 features an automatic shut-off device with a photo-electric sensor to release the drive mechanism in all transport modes and switch it to stop at the end of tape. This eliminates damage to tape, and to transport mechanism itself, and also eliminates your need to manually shut off the deck.

CENTER-CHANNEL MICROPHONE MIXING

The SC-737 lets you mix signals from the line input jacks (or DIN connector socket) with those from the center microphone, or signals from the center microphone with those from the left and right microphones. By connecting a stereo amplifier to the line input jacks (or DIN connector socket) you can mix any sounds processed through the amplifier with your own voice, or with voices picked up by the center mike. If, on the other hand, you mix the left and right microphones with the center microphone, even those sounds which diffuse rapidly are effectively picked up—the center void effect usually experienced when recording with only two microphones is gone, particularly effective when recording a vocal chorus or a conference where a number of people are spread around a table.

TAPE TRAVEL RADAR INDICATOR

The newly-developed tape travel "radar" indicator shows the direction and speed of the running tape and makes it easier to watch the movement of the tape from a position away from the deck. Like the VU meters, it is placed on the tilted panel for optimum visibility.



CUT-CORE TRANSFORMER

A cut-core transformer, usually found only in precision measuring instruments and oscilloscopes, is employed in the SC-737. Its construction uses a coiled core transformer to reduce leakage flux dramatically and provide better S/N, eliminating the inductive influence on heads, tapes and electrical circuitry.

OTHER MAJOR FEATURES

- Built-In Push/Pull 85kHz Bias Oscillator
- Line/Mic Shorting Circuit—eliminates hum and other noise when microphone inputs are unused.
- Dolby and Record Mode Indicators
- International Voltage/Cycle Selector
- Stereo Headphone Jack
- No-Click Pause Button
- Standard DIN Connector Socket
- Standard Accessories—including head-cleaning pen, polishing cloth and Operation Manual.
- Attractive, Deep-grained Wood Base
- Optional Accessories—include stereo headphones, microphones, etc.

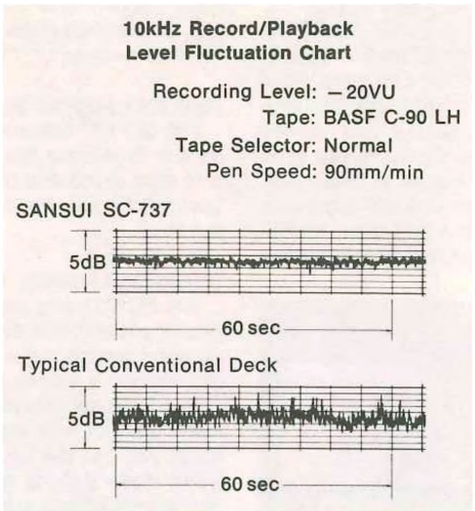
These graphs tell the story your ears will tell the difference.

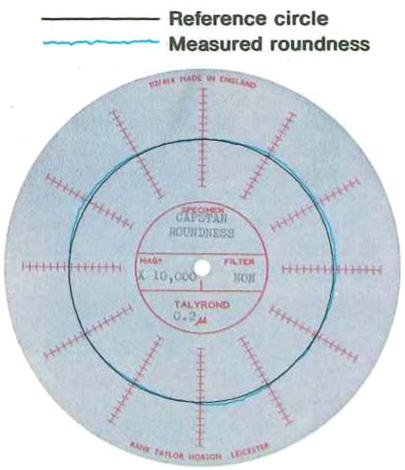
LEVEL FLUCTUATION CHART

Level fluctuation is very small as shown by this measurement with normal tape. Not only smooth head to tape contact but accurate precision mechanism assures such unusually excellent performance.

CAPSTAN ROUNDNESS

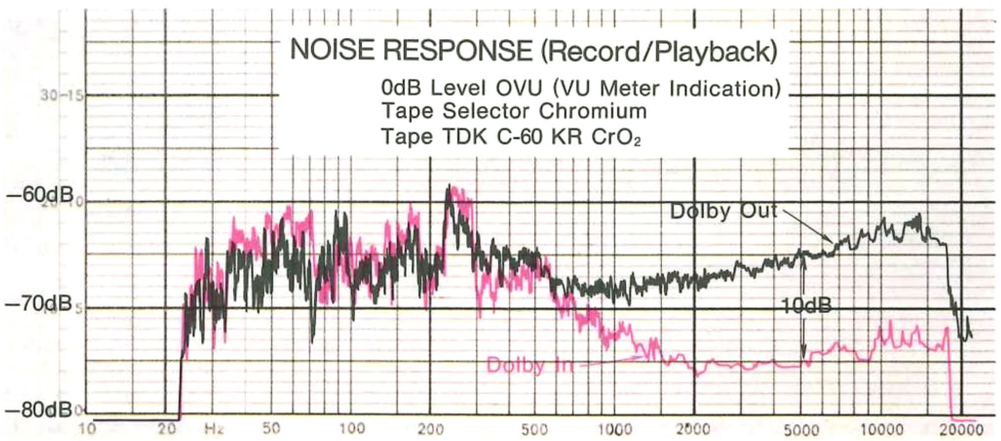
A capstan shaft is carefully inspected for perfect roundness by a Talyrond tester.





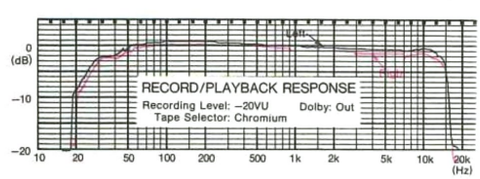
BUILT-IN DOLBY TYPE-B NOISE REDUCTION SYSTEM

The SC-737 incorporates the popular and highly-effective Dolby Type-B Noise Reduction System which reduces tape hiss and other unwanted noise by about 10dB. The operation of this system (see chart) is extremely easy—one pushbutton on the SC-737 operating panel engages the system for either playback of Dolby-ized tapes or recording your own. It assures quieter and cleaner response with all types of cassette tape—another reason the SC-737 is able to provide sound which is entirely comparable to that of the best open-reel type decks.



SPECIFICATIONS

TRACK SYSTEM 4-track 2-channel record/playback
TAPE STANDARD Philips cassette standard
TAPE SPEED 4.8cm/sec. (1⅞ ips)
HEAD record/playback head (M-C ferrite head)
erase head (ferrite head)
MOTOR hysteresis synchronous type
TAPE DRIVING SYSTEM belt driving system
WOW AND FLUTTER within 0.11% (wrms)
TAPE SPEED ACCURACY within ±1.5%
FAST WIND TIME within 75 seconds (C-60)
FREQUENCY RESPONSE (RECORD/PLAYBACK)
NORMAL TAPE (L.H.) 30—13,000Hz, 35—11,000Hz ±3dB
CHROMIUM TAPE 30—16,000Hz 35—14,000Hz ±3dB



SIGNAL TO NOISE RATIO
CHROMIUM TAPE DOLBY OUT better than 50dB (weighted)
DOLBY NOISE REDUCTION EFFECT better than 8dB (above 5kHz)
CHANNEL SEPARATION better than 38dB (1kHz)
ERASURE FACTOR more than 60dB (1kHz)
INPUT SENSITIVITY AND IMPEDANCE (0 VU 1kHz)

MIC (L.R)	0.5mV	10kΩ
MIC (CENTER)	0.5mV	10kΩ
LINE	70mV	100kΩ
DIN	14mV	30kΩ

OUTPUT LEVEL (0 VU, 1kHz)

LINE	0.56V
DIN	0.56V

BIAS FREQUENCY 85kHz Nominal
INDICATORS Tape Run, Dolby NR, Record, Peak level
POWER VOLTAGE 100, 117, 220, 240V 50/60Hz
POWER CONSUMPTION 22W (rated)
SEMICONDUCTORS 41 Transistors, 2 FET's, 2 Zener Diodes, 17 Diodes, 6 Varistors, 1 Cds Cell
DIMENSIONS 464mm (18¼")W × 121mm (4¾")H × 294mm (11⅝")D
WEIGHT 8.1kg (17.8 lbs.) net 10.0kg (22.0 lbs.) packed

Design and specifications subject to change without notice for improvements.

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Sansui

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