

SANSUI SR333

DIRECT-DRIVE TURNTABLE WITH NEW, STABILIZED TONEARM



Sansui engineers think the SR-333 is worth its weight in gold. Technologically, that is. They did a thorough re-think of the basic values you expect in a true hi-fi turntable. To satisfy basic value #1 they gave the SR-333 a high-precision direct-drive brushless DC servomotor with all-electronic control. They added fine-adjust controls, also all-electronic, for

$\pm 3.5\%$ pitch change to satisfy basic value #2—true musical precision. Then they perfected a new design tonearm to deliver basic value #3—accurate tracking of the record groove to faithfully retrieve all the music it stores. There's more. And it adds up to a gold-medal value in hi-fi technology. But you don't need a gold mine to afford it. While they were at

it, Sansui engineers also made sure the SR-333 satisfies basic requirement #4—sensible price. In fact, this remarkable turntable has the best value/performance ratio of any direct-drive models in its price range. Learn more at your Sansui showroom, where it's *all* hi-fi.

Only hi-fi, everything hi-fi.



Sansui SR-333: A Remarkable Value in Direct-Drive Precision



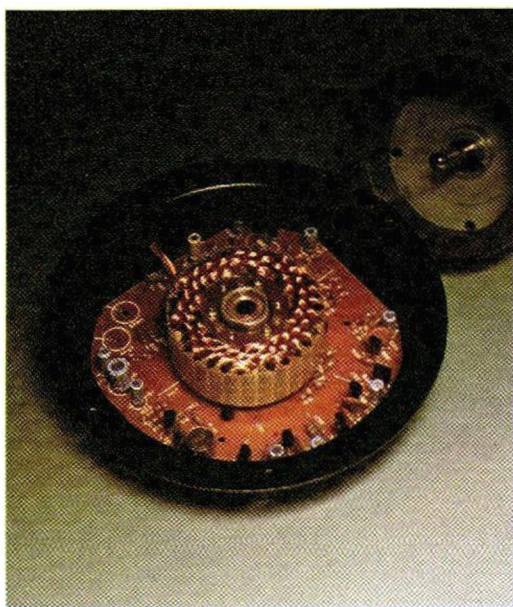
PRECISION SERVO DRIVE

Brushless DC Servomotor for Direct Drive

At the heart of the Sansui SR-333 is a proven low-speed, 20-pole, 30-slot brushless DC servomotor for direct platter drive. A Sansui-exclusive rotor-position sensor mechanism using the bias-controlled saturable core (Pat.Pend.) does away with mechanical speed control parts. The mechanism controls platter speed electronically, via a servo control circuit with differential-transistor amps; precise rotation speeds are assured—low 0.035% wow and flutter. The core features high drive torque, improving motor load characteristics.

Precision-Finished Components

The center spindle of the SR-333



platter is of specially-sintered, micron-finished stainless steel featuring very low friction. It rides in a thrust bearing micron-finished and treated with a special lubricant that never needs renewal. The unit thus features high resistance to shock and extremely low friction, contributing to a high 70dB rumble.

Fine Speed Adjustment with Strobe

Four rows of stroboscopic patterns on the edge of the platter not only help you tune platter speed to the correct values in both 33 $\frac{1}{3}$ and 45 rpm speeds, they also assist in fine-adjusting the pitch of a played record over a $\pm 3.5\%$ range. Controls are provided for this purpose and you use them as you observe the strobe patterns which are clearly illuminated by a built-in neon lamp.

NEW, STABILIZED TONEARM/SUPPORT

Sansui's Stabilized Tonearm

We developed an all-new tonearm for the SR-333 and accuracy is its number one advantage. Key points in the arm construction include increased mass and width in the unique support block. There's an extended arm holder that protects the arm from dynamic torsion and thus keeps the stylus strictly vertical to the record surface at all times. This same arm holder is also specially shaped to reduce the moment of inertia for the entire arm. As a result, the tonearm is more stabilized. Tonal quality of reproduced sound is noticeably improved.

Specially-Damped S-Shaped Tonearm

Low-resonance performance is further enhanced by the use of a newly-developed damping material (Pat. Pend.) inside the tough, tubular arm. The balance weight shaft is completely "decoupled" from the aluminum, S-shaped arm pipe by a newly-devised system incorporating a rubber damper. The reason is simple: it damps any vibration picked up by the tonearm.

Solid Arm Base

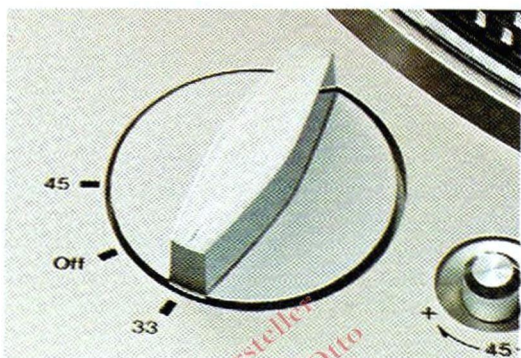
Here's a detail often overlooked. We ensure the high performance of the tonearm by mounting it on a very large, heavy base die-cast of zinc alloy. Cabinet vibrations are suppressed before they reach the tonearm and thus can never spoil your music.

Other Tonearm Advantages

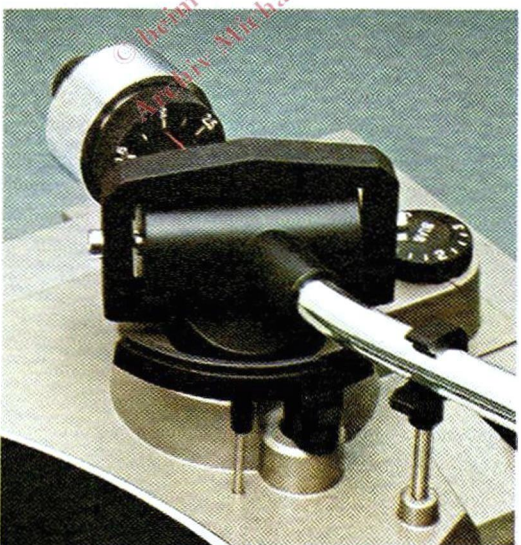
- COUNTERWEIGHT WITH DIRECT TRACKING FORCE READOUT—One rotation covers the 0 to 3-gram range to make adjustment easy.
- GOLD-PLATED CONNECTORS—Electrical connection between cartridge and arm leads is never jeopardized.
- ANTI-SKATING—Direct readout indication to make it easy to match it with tracking force value.
- LOCKABLE ARM REST—Locks/unlocks with a touch.
- ARM LIFTER—Smooth ascent/descent from special design adds convenience.



Clearly Illuminated Strobe Patterns

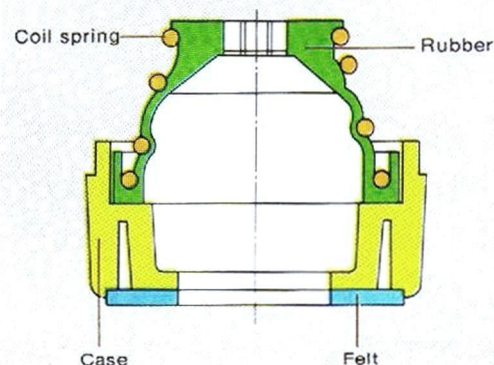


Power/Speed Switch



New Stabilized Fulcrum

INSULATOR: CROSS SECTION



SOLID CABINET & CONTROLS

Complex Low-Howl Suspension

Sansui's SR-333 benefits from all the anti-howl technology of recent turntables and goes them one better by combining anti-howl characteristics with a floating, shock-absorbing suspension. A complex rubber/coil spring system effectively damps all vibration—whether structure-borne (rattles and bumps) or air-borne (acoustic "howling")—and it remains effective over long years of use.

Balanced Solid Base

A 20mm-thick particleboard/rubber damper is attached to the cabinet from below to achieve two major advantages: one, the horizontal balance is optimized; two, cabinet resonance is eliminated because of the increased mass of the base. Clear bass response is the musical pay-off.

Dust Cover with Free-Stop Hinges

It's balanced on free-stop hinges so that you'll never notice how heavy it is. But it's heavy (1 kg/2.2lbs.) for a purpose: the dust cover effectively avoids sympathetic resonance. Also, since the hinges are mounted on the cover itself you may remove it entirely to provide a flush edge on the back of the cabinet for custom installation.

Other Features

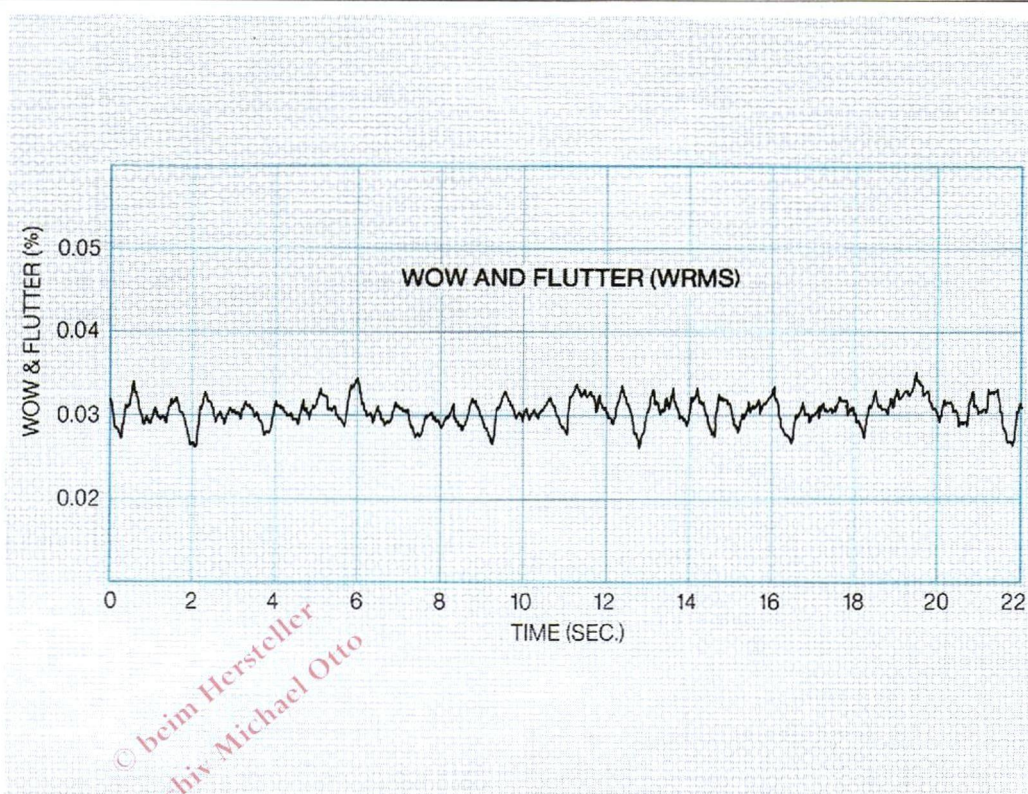
- 45rpm Adaptor and Adaptor Recess
- Headshell Storage Recess
- New Contour Mat with Special Pattern for Improved Tonal Quality
- Low-Capacitance Connection Cable

Sansui High-Resolution Cartridge

In some areas, the Sansui SR-333 comes complete with a high-resolution IM (Induced Magnet) cartridge (Sansui SC-50). A comparison demonstration at your dealer's showroom will convince you that you'd pay much more for another cartridge to equal its clear and musical performance.

SPECIFICATIONS

TYPE	Two-speed, direct-drive manual turntable
MOTOR DRIVE SYSTEM	20-pole, 30-slot DC brushless Direct spindle drive, electronically servo controlled
PLATTER	318mm (12 $\frac{5}{8}$ ") aluminum alloy die-cast, weighing 1.4kg (3.1 lbs.)
SPEEDS	33 $\frac{1}{3}$, 45rpm
FINE SPEED ADJUSTMENT	$\pm 3.5\%$ (separate knobs for 33 $\frac{1}{3}$ and 45rpm)
SPEED CONTROL	Illuminated stroboscope with markings on platter periphery
PERFORMANCE	
WOW & FLUTTER	less than 0.035% (WRMS)
SIGNAL TO NOISE RATIO	better than 60dB (IEC-B)
RUMBLE	better than -70dB (DIN-B)
TONELARM	Statically-balanced S-shaped tonearm with two-point pivot support
LENGTH	220mm (8 $\frac{1}{8}$ ")
OVERHANG	17.5mm ($\frac{3}{4}$ ")
MINIMUM TRACKING FORCE SETTING	0.8g (when using cartridge guaranteed to operate at 0.8g stylus pressure)
ACCEPTABLE CARTRIDGE WEIGHT	4 to 11g
COMPENSATION	Bias
CUEING	Separate lever at base
CABINETY	Slim-line cabinet with anti-howling insulators and hinged free-stop dust cover
CARTRIDGE	SC-50
TYPE	IM Type
FREQUENCY RESPONSE	10 to 20,000Hz
OUTPUT VOLTAGE	3mV per channel (1,000Hz, 35.4mm/sec.)
OPTIMUM LOAD	47k ohms
TRACKING FORCE	2.5 $\pm$ 0.4g
STYLUS	0.6 mil diamond spherical (SN-50)
POWER REQUIREMENTS	100V, 120V, 220V, 240V 50/60Hz
	U.S.A. and Canada models: 120V 60Hz only
	European models: 220V, 240V 50Hz
	UK models: 220V, 240V 50Hz
POWER CONSUMPTION	less than 5 watts (rated)
DIMENSIONS	460mm (18 $\frac{1}{8}$ ") W
	153mm (6 $\frac{1}{8}$ ") H
	373mm (14 $\frac{1}{8}$ ") D
WEIGHT	8.2kg (18 lbs.) Net
	9.4kg (20.7 lbs.) Packed
ACCESSORIES	45rpm record spindle adaptor



No cartridge is provided on units sold in the U.S.A., Canada or the U.K.
Design and specifications subject to change without notice for improvements.

SR333

DIRECT-DRIVE MANUAL TURNTABLE

Smooth and Silent Brushless Motor • Dependable Direct-Drive Mechanism • New Sensitive S-Shaped Tonearm
• Attractive and Functional Design & More



Sansui

SR-333



A dependable, high-performance manual turntable reasonably priced? That's Sansui's SR-333, a direct drive design that's perfect in every way, especially for audiophiles moving into the total world of component sound. Scientific measurements, even its fine performance specifications, can't really describe the key criterion of this unit: its superb tonal quality. And it also has many of the most important features of the more expensive Sansui turntable line.

20-Pole, 30-Slot Brushless Direct-Drive Motor

The platter is driven directly by a 20-pole 30-slot brushless motor. The motor's speed is regulated

correctly at all times. Besides an excellent start-up torque, the motor features many other superior performance specifications including low wow and flutter of 0.035%. Also included are fine pitch controls.

The platter is large (12 $\frac{1}{16}$ -inches diameter) and heavy (3 pounds), die-cast of aluminum and provided with four stroboscopic stripe patterns on the rim. Superior inertia characteristics keep the platter revolution silky smooth.

Long-life Parts for Durability

The revolving and moving parts of the SR-333 are designed for supreme long life. Sansui has used a new, super-hardened stainless steel spindle and

a new bearing made of a special nylon compound containing molybdenum disulfide. Additionally, the surface of the bearing is finished with a special "mirror finish" technique that minimizes wear.

New Accurate-Tracking S-Shaped Tonearm

This tonearm improves on conventional models. The fulcrum point of the tonearm now has increased area and weight, and thus it is more securely positioned. This means it will resist any harmful vibration in the front-back or left-right directions, and respond positively only to the undulations in the record groove. The result is increased stability.

Other advantages include a tubular tonearm filled with a special acoustic absorbent, and the tonearm which is solidly mounted on a large, thick zinc die-cast base to prevent resonance. Also, the connector contacts of the universal headshell are gold-plated to prevent deterioration.

All of this careful attention to detail contributes overall to the enhanced tonal quality of the SR-333 that is obvious when you play a record on it.

Sturdy, Howling-Resistant Cabinet

The elegant, ruggedly designed cabinet includes numerous anti-howling measures specially developed by Sansui for this turntable. The particle-board base fixed inside the cabinet increases the internal loss of vibration energy. There are also newly-developed complex-structure insulators that absorb any external vibration. The cabinet also comes complete with a removable, transparent dust cover with free-stop hinges.

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MOTOR	20-pole, 30-slot DC brushless
DRIVE SYSTEM	Direct spindle drive, electronically servo controlled
PLATTER	318mm (12 $\frac{1}{16}$ "), aluminum alloy die-cast, weighing 1.4kg (3lbs.)
PERFORMANCE	
WOW & FLUTTER	less than 0.035%
SIGNAL TO NOISE RATIO	better than 60dB (IEC-B)

RUMBLE	better than 70dB (DIN-B)
FINE SPEED ADJUSTMENT	$\pm 3.5\%$
TONEARM	Statically-balanced S-shaped resonance-free tonearm with two point pivot support
LENGTH	220mm (8 $\frac{1}{16}$ ")
OVERHANG	17.5mm ($\frac{3}{4}$ ")
OFFSET ANGLE	24.5°
MINIMUM TRACKING FORCE SETTING	0.8g
ACCEPTABLE CARTRIDGE WEIGHT	4-11g

COMPENSATION	Bias
CUEING	Separate lever at base
POWER CONSUMPTION	less than 5 watts
DIMENSIONS	460mm (18 $\frac{1}{8}$ ") W 153mm (6 $\frac{1}{8}$ ") H 373mm (14 $\frac{1}{8}$ ") D
WEIGHT	7.8kg (17.2lbs.)

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●Design and specifications subject to change without notice for improvements.

Printed in Japan