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# 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



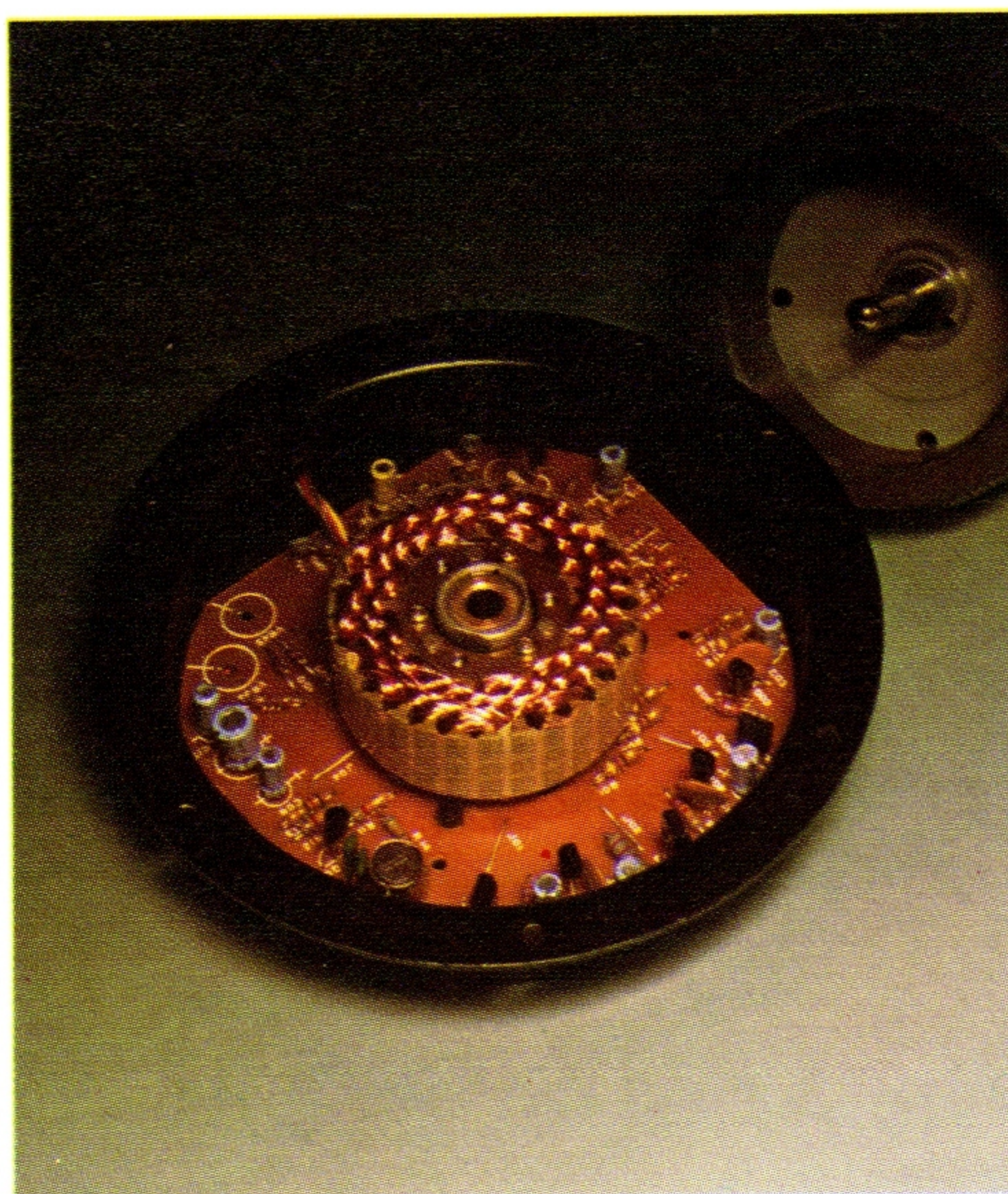
## PRECISION SERVO DRIVE

### 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

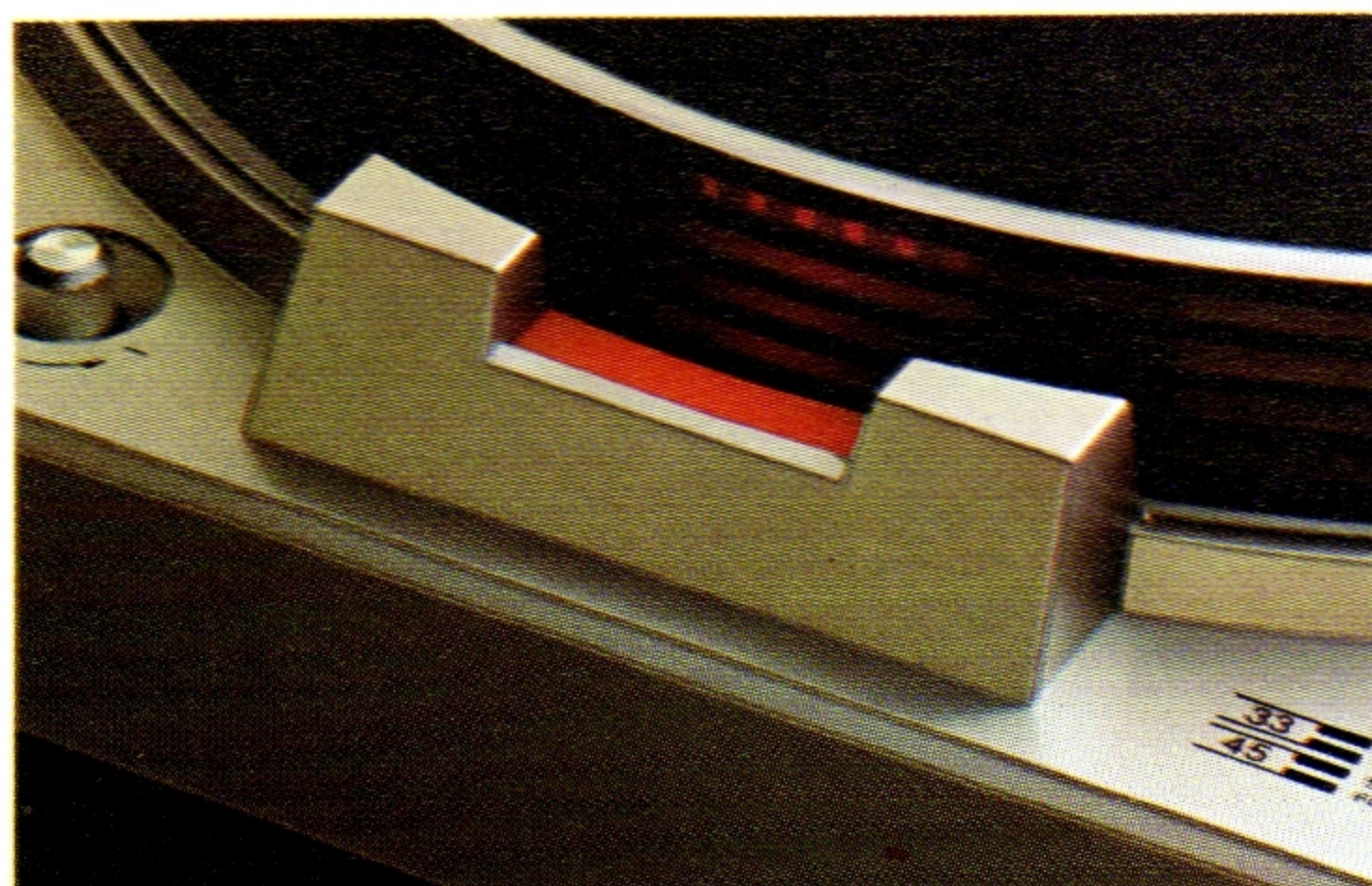
Low-resonance performance is further enhanced by the use of a newly-developed damping material (Pat. Pend.) *inside* the tough, tubular arm. The balance weight shaft is completely "decoupled" from the aluminum, S-shaped arm pipe by a newly-devised system incorporating a rubber damper. The reason is simple: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

### Solid Arm Base

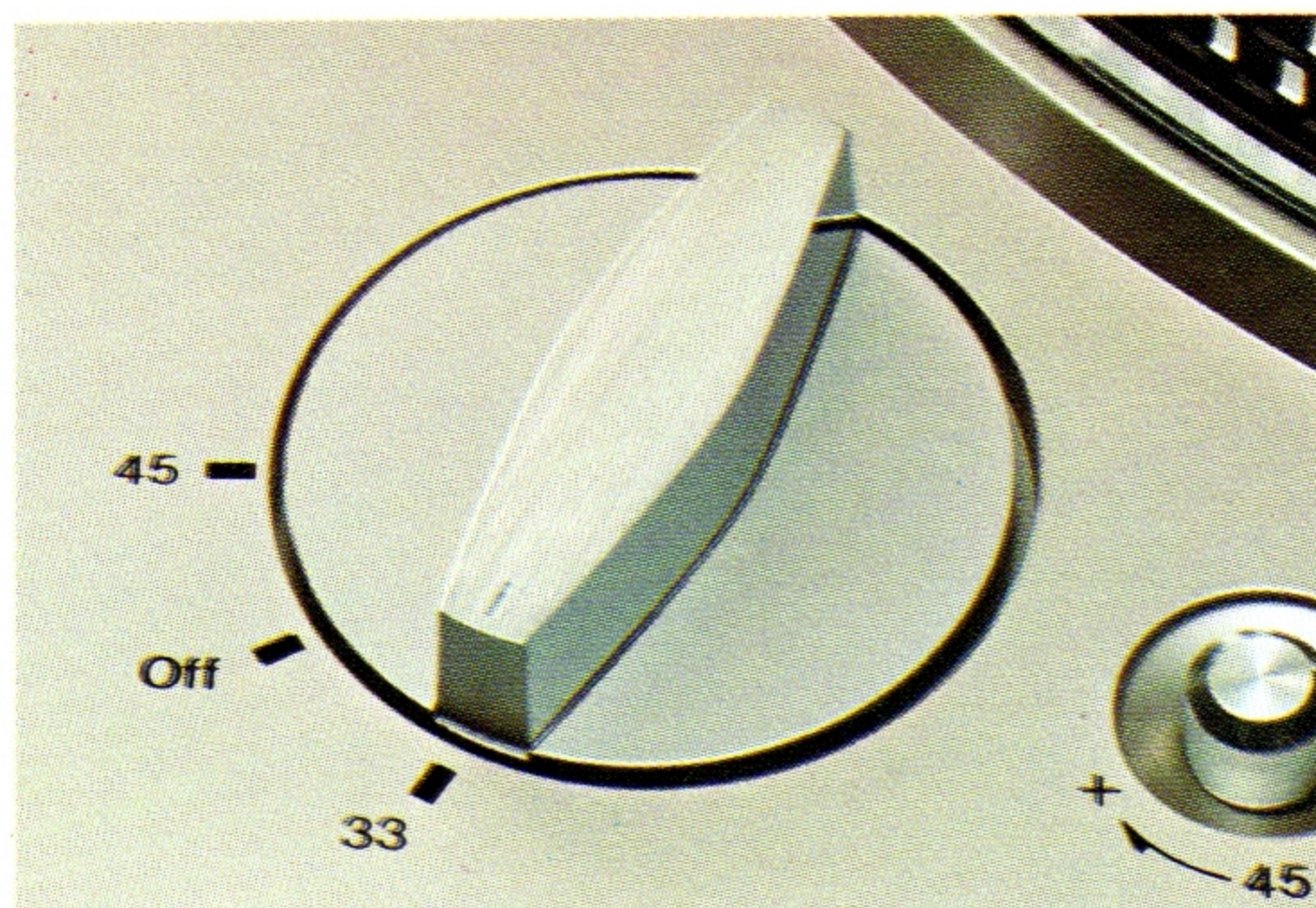
Here's a detail often overlooked. We ensure the high performance of the tonearm by mounting it on a very large, heavy base die-cast of zinc alloy. Cabinet vibrations are suppressed before they reach the tonearm and thus can never spoil your music.

### Other Tonearm Advantages

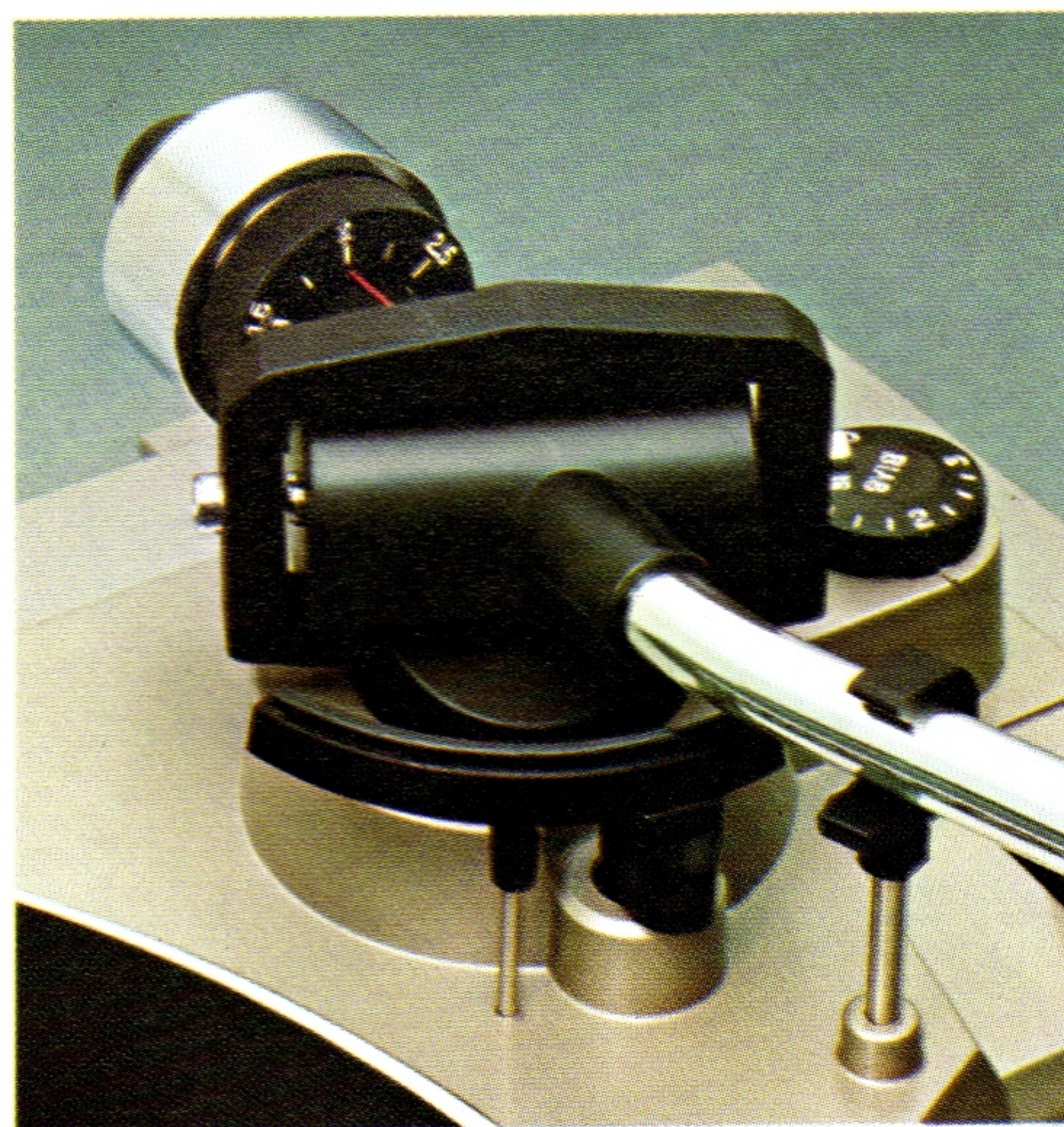
- COUNTERWEIGHT WITH DIRECT TRACKING FORCE READOUT—One rotation covers the 0 to 3-gram range to make adjustment easy.
- GOLD-PLATED CONNECTORS—Electrical connection between cartridge and arm leads is never jeopardized.
- ANTI-SKATING—Direct readout indication to make it easy to match it with tracking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



Clearly Illuminated Strobe Patterns

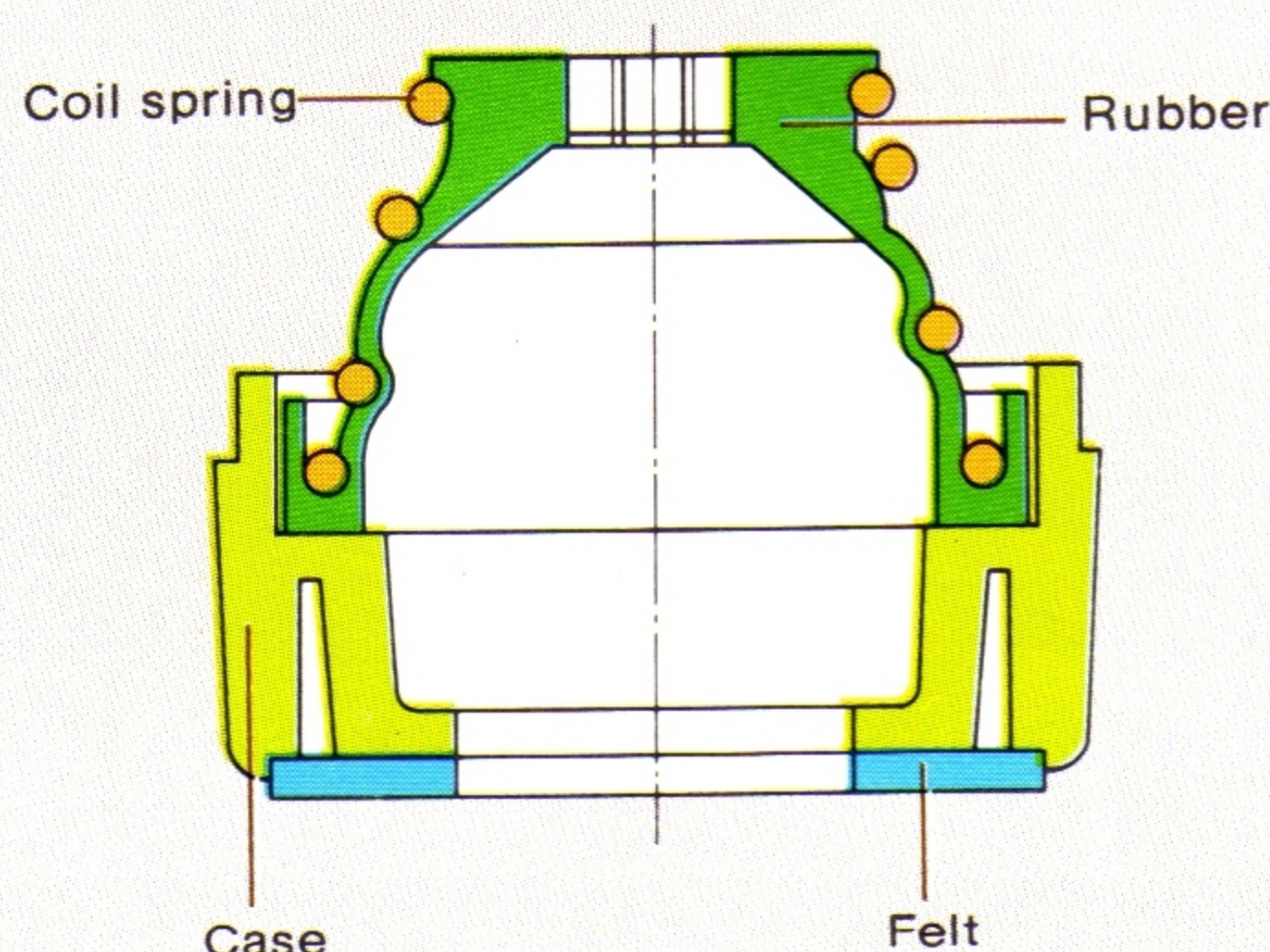


Power/Speed Switch



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/2.2 lbs.) 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

<b>TYPE</b>	Two-speed, direct-drive manual turntable
<b>MOTOR</b>	20-pole, 30-slot DC brushless
<b>DRIVE SYSTEM</b>	Direct spindle drive, electronically servo controlled
<b>PLATTER</b>	318mm (12 $\frac{5}{16}$ " ) aluminum alloy die-cast, weighing 1.4kg (3.1 lbs.)
<b>SPEEDS</b>	33 $\frac{1}{3}$ , 45rpm
<b>FINE SPEED ADJUSTMENT</b>	$\pm 3.5\%$ (separate knobs for 33 $\frac{1}{3}$ and 45rpm)
<b>SPEED CONTROL</b>	Illuminated stroboscope with markings on platter periphery
<b>PERFORMANCE</b>	
<b>WOW &amp; FLUTTER</b>	less than 0.035% (WRMS)
<b>SIGNAL TO NOISE RATIO</b>	better than 60dB (IEC-B)
<b>RUMBLE</b>	better than -70dB (DIN-B)
<b>TONARM</b>	Statically-balanced S-shaped tonearm with two-point pivot support
<b>LENGTH</b>	220mm (8 $\frac{1}{16}$ " )
<b>OVERHANG</b>	17.5mm ( $\frac{3}{4}$ " )
<b>MINIMUM TRACKING FORCE SETTING</b>	0.8g (when using cartridge guaranteed to operate at 0.8g stylus pressure)
<b>ACCEPTABLE CARTRIDGE WEIGHT</b>	4 to 11g
<b>COMPENSATION</b>	Bias
<b>CUEING</b>	Separate lever at base
<b>CABINETRY</b>	Slim-line cabinet with anti-howling insulators and hinged free-stop dust cover
<b>CARTRIDGE</b>	SC-50
<b>TYPE</b>	IM Type
<b>FREQUENCY RESPONSE</b>	10 to 20,000Hz
<b>OUTPUT VOLTAGE</b>	3mV per channel (1,000Hz, 35.4mm/sec.)
<b>OPTIMUM LOAD</b>	47k ohms
<b>TRACKING FORCE</b>	2.5 $\pm$ 0.4g
<b>STYLUS</b>	0.6 mil diamond spherical (SN-50)
<b>POWER REQUIREMENTS</b>	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
<b>POWER CONSUMPTION</b>	less than 5 watts (rated)
<b>DIMENSIONS</b>	460mm (18 $\frac{1}{8}$ " ) W 153mm (6 $\frac{1}{16}$ " ) H 373mm (14 $\frac{1}{16}$ " ) D
<b>WEIGHT</b>	8.2kg (18 lbs.) Net 9.4kg (20.7 lbs.) Packed
<b>ACCESSORIES</b>	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.

