



**HIGH - END ELECTRONICS
BORN IN ITALY**

Simply Phono

The *Simply Phono* is a preamplifier which was designed to be used both with MM and MC phono cartridges. A gold contact multiple micro-switch on the back will allow you to select the input impedance according to the characteristics of your phono cartridge, thus allowing the ideal interface.

Carefully check the correct insertion key when connecting the two units (*Simply Phono* and *Power Supply*). Never force the connection, you might damage both units.

After connecting, tighten the rotating sleeve to ensure a firm contact.

We recommend the preamplifier be positioned on the left side of *the main unit*,: this to prevent magnetic influence from the power transformer to induce net noise into *Simply Phono*.

The performance of the whole system will not be affected by the length of the connection cable, provided its quality meets our standard. Internal amplification circuits are suspended on a floating device, to prevent fly-back noise.

Attention!: We strongly recommend a free air flow be allowed around the unit. Do not put any object on the unit which might close the air outlets, even if partially. Do not use organic solvents to clean the cabinet.

How to take care of the wood

The finish of the wood parts is carried out entirely by hand in our own restoration workshop. We use an oleoresin lacquer similar to the ones developed in the eighteenth century by the Italian instrument makers. This has the effect both of bringing out the natural beauty of the wood and of protecting it.

From our own experience in restoration and from research in old books and from experts on the subject we came to the conclusion that in bygone times wood was worked and finished with a great deal more skill than today, despite all help available in modern times from chemistry and biology. In fact in any impersonal, industrial method we lose sight of one of the most important characteristics of any object: its warmth. When a craftsman handles a piece of wood over and over again in order to give it the colour and lacquer most suitable to its character and which bring out its own uniqueness, this can be an act expressing both culture and beauty.

The result of industrial production methods brings inevitably a reduction to a uniform standard. But to touch a warm wooden surface or pass one's hand over these friendly curves gives real pleasure.

Another feature of the old-fashioned lacquers is how well they harmonize both ambientally and over time. The products which we use are vegetable and animal based. Light, by its action, causes changes in the colour of the wood over time but, unlike synthetic lacquers, the end result is to give the wood the appearance of greater maturity.

The finish should be revived from time to time with a little beeswax. How often will depend on the ambient conditions and can vary from a few years to a great number of years. The best judge is the eye and the hand: when the wood appears dry it is time to apply a fine veil of wax and to rub it in well. No harm will come if you neglect to do this, but the wood will appear rather dull and out-of-sorts. On the other hand an excess of wax can cause an unpleasant build-up on the surface. Never use industrial products to clean the wood. If wet, dry it immediately. Often, by rubbing with a light pressure, the warmth produced can cause rings or marks to disappear.

Warning!

Make sure the main unit is disconnected from the mains when plugging the *Simply Phono* to it.

TECHNICAL SPECIFICATIONS

Class A phono stage

No feedback

Amplification: ~52 dB

Passive RIAA: ± 0.2 dB (20 Hz ÷ 20KHz)

Input impedance: 47 K Ω - 100 Ω - 50 Ω - 22 Ω / 100 pF

Output impedance: ~ 1K Ω

S/N ratio: - 72 dB

Total Harmonic Distortion (THD): 0.4 %

Valves: Four ECC83 (12AX7)

Power absorption: ~ 20W

Dimensions (mm): 140 x 290 x h.105

Weight : 3kgs. (including power supply)

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DECLARATION OF CONFORMITY

for
Simply phono

Manufacturer

A.R.I.A. Advanced Research In Audio srl

Via E. Barone, 4
31010 Dosson di Casier (TV)
ITALY

Statement of Conformity

Based on test results using appropriate standards, the product is in conformity with Electromagnetic Compatibility Directive

89/336/EEC

92/31/EEC

93/68/EEC

Low Voltage Directive

73/23/EEC

93/68/EEC

Sample test

Standard used:

EN 55013-1 : 1993 (and subsequent modifications)

Limits and methods of measurement of radio disturbance characteristics of broadcast receivers and associated equipment

EN 61000-3-2 : 1995 (and subsequent modifications)

Electromagnetic compatibility. Part3: Limits – Section 2: Limits for harmonic current emissions (equipment input current $\leq 16A$ per phase)

EN 61000-3-3 : 1995 (and subsequent modifications)

Electromagnetic compatibility. Part3: Limits – Section 2: Limitation of voltage fluctuations and flicker in low-voltage supply systems for equipment with rated current $\leq 16A$

EN 60335; EN 61305-1; EN 61305-3; CEI 84-2; CEI 84-3; CEI 84-8.

The tests have been performed in a typical configuration.

This Conformity is indicated by the symbol  , i.e. « Conformité européenne ».