



For Immediate Release

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LKV Research Introduces *Veros One* Phono Preamp

LKV Research of North Conway, NH today announced the introduction of the Veros One, a phono preamp that provides the ultimate in musically engaging and accurate LP reproduction in a convenient to use design. It is the first in LKV's top-of-the-line Veros series of components.

Designed by Bill Hutchins, creator of the highly acclaimed LKV Phono 2-SB, the Veros One takes the excellent performance of the 2-SB to a higher level with premium parts; innovative RIAA circuitry; accurate, extremely quiet gain blocks; increased dynamic headroom; revised power supply regulation and filtering; and an output buffer that delivers astonishingly good performance into low impedances.

In discussing the Veros One, Bill said, "This was a real challenge. The 2-SB is so very good, that trying to improve on it was daunting. We had two goals. First, find every way we could to improve on the sound of the 2-SB, without losing any of the magic we hear in music played through it. Second, to make a phono amp that is easier and less demanding to set up and use. It has taken a huge amount of my time for almost a year, but I think we nailed it."

The result is a phono stage that removes the remaining veils between the listener and the music encoded in the grooves of the LPs. The soundstage is deep and the images within it, precise and solid. The music arises out of a still, black background revealing all the low level information that is critical to the meaning and emotional impact of the music. Dynamics are startling. The sound is detailed but natural and harmonically true.

The Veros offers the user convenient, panel mounted switches to select among 10 cartridge loading options and two equalization curves: the precisely accurate "RIAA" network, and the warmer sounding "Contour" network. Like the Phono 2-SB, the Veros one accepts balanced and single ended inputs and delivers its output in either mode.

The MSRP for the Veros One is \$6500.

The Veros One represents a new departure for LKV, which heretofore has sold its products only direct to customers through its own website. The Veros One, however, will be offered to dealers and distributors in the U.S. and abroad. Initially, LKV will sell it at MSRP through its website. Once an adequate dealer network is established, website sales will likely be phased out.

www.lkvresearch.com

Bill Hutchins (bill@lkvresearch.com; 603 730 7400)