

**For Immediate Release**

**January 2, 2015**

**Press Release**

**LKV Makes Its Acclaimed Phono 2-SB Even Better**

LKV Research announces that it has made its great-sounding phono preamp, the Phono 2-SB, even better in two audibly important ways: (1) the already very quiet 2-SB now has an even lower noise floor; and (2) the 2-SB now incorporates a version of the excellent, jfet-based third gain stage originally designed for LKV's state-of-the-art Veros One phono pre.

The result is sound reproduction that is even more natural, detailed and lifelike. Asked about these improvements, LKV's chief Designer Bill Hutchins said, "The 2-SB was so good to begin with, that improving it was a bit daunting. But, silence is one the most critical factors in a phono preamp, so even though the reviewers have commented on how quiet the original 2-SB was, we did everything we could to push the noise floor down several more decibels. We liked the new third stage we designed for the Veros so much that we just had to incorporate a version of it here. I love the sonic results: more natural detail and slightly warmer, more relaxed sound. The noise floor reduction is critical for these results."

Links to the reviews of the original Phono 2-SB, by Michael Fremer, Harry Pearson and Tom Lyle, and the awards earned by that design can be found on the LKV website: [www.lkvresearch.com](http://www.lkvresearch.com).

To support these improvements, LKV will be increasing the MSRP of the Phono 2-SB to \$3000 as of February 1, 2015. But any orders placed through the LKV website with payment before that date will still pay the original \$2500 price. These orders will be filled with the new, improved units.

Owners of existing 2-SBs can have their units upgraded to the new, lower noise floor for \$300 plus shipping to and back from LKV. Upgrading the third gain stage to the new jfet design requires all new circuit boards. It can be done along with the noise floor upgrade for \$1000.

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