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**Audio-Technica Introduces Its ART Series AT-ART20 High-End Phono Cartridge**

*STOW, OH, June 15, 2022* — [Audio-Technica](https://www.audio-technica.com/en-us/) today announced the introduction of its [AT-ART20](https://www.audio-technica.com/en-us/at-art20) Dual Moving Coil Stereo Cartridge, the latest in A-T’s ART Series of high-end phono cartridges. The AT-ART20 utilizes Audio-Technica’s magnetic-core design to achieve extraordinary musical realism. Complementing its superlative vinyl playback performance, the AT-ART20 has a striking, distinctive contoured appearance.

“Our goal in creating the new AT-ART20 was to capture the full expressiveness of the original recording,” said Bob Peet, Audio-Technica Global Product Manager – Analog Products. “To that end, the AT-ART20 embodies technologies and know-how that are the result of our 60 years of experience in phono cartridge design and manufacturing.”

The AT-ART20 (SRP: US$2,900) delivers expansive, detailed sound with unmatched imaging and dynamics. The AT-ART20 utilizes the advanced manufacturing and polishing techniques that have been developed in the eyeglass industry of Sabae City in Japan’s Fukui Prefecture. The cartridge’s body features graceful curves with a flowing, organic design that has never been previously achieved. The body is made of precision-machined titanium combined with an aluminum cartridge base and an elastomer under cover, a selection of materials that provides significant resonance reduction along with lower mass. The cartridge body has threaded mounting holes to facilitate installation.

The AT-ART20 features dual moving coils aligned in an inverted “V” shape which provides optimal channel separation for superior stereo imaging and wide dynamics. The front yoke of the magnetic circuit is 0.6 mm thicker than previous designs, to improve magnetic flux density and increase the output efficiency by more than 15 percent to 0.55 mV.

The cartridge employs a nude special line-contact stylus with a solid boron cantilever just 0.011 inches (0.28 mm) in diameter, to extract a remarkable amount of information from the record groove. The boron cantilever is connected to the armature utilizing a stepped-pipe construction, which provides increased rigidity and improved strength with decreased resonance for a purer audio signal with clearer, more detailed sound. The AT-ART20’s tip reinforcement plate is made of titanium, which reduces overall mass and improves the cartridge’s high-frequency performance, which extends to 50,000 Hz.

The Audio-Technica AT-ART20 Dual Moving Coil Stereo Cartridge is now available.

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[Click here](https://www.audio-technica.com/en-us/at-art20) for AT-ART20 product profile and downloadable high-res photos.

Photo file 1: AT-ART20\_01.JPG

Photo caption 1: Audio-Technica AT-ART20 Dual Moving Coil Stereo Cartridge

Photo file 2: AT-ART20\_02.JPG

Photo caption 2: Audio-Technica AT-ART20 Dual Moving Coil Stereo Cartridge

Photo file 3: AT-ART20\_03.JPG

Photo caption 3: Audio-Technica AT-ART20 Dual Moving Coil Stereo Cartridge

Photo file 4: AT-ART20\_04.JPG

Photo caption 4: Audio-Technica AT-ART20 Dual Moving Coil Stereo Cartridge

Photo file 5: AT-ART20\_05.JPG

Photo caption 5: Audio-Technica AT-ART20 Dual Moving Coil Stereo Cartridge

Photo file 6: AT-ART20\_06.JPG

Photo caption 6: Audio-Technica AT-ART20 Dual Moving Coil Stereo Cartridge

Celebrating 60 years of audio excellence, Audio-Technica is a recognized leader in the development and manufacture of high-quality personal and professional audio equipment. Founded in Japan in 1962 by Hideo Matsushita, the company made its name by manufacturing state-of-the-art phonograph cartridges and tonearms. Today, Audio-Technica is a worldwide group of companies devoted to creating high-performance microphones, headphones, wireless systems, mixers, turntables, phono cartridges and other electronic products.

A reputation for quality, durability, performance and value has made Audio-Technica products the first choice for many of today’s top musical artists and audio engineers, and for discerning listeners everywhere. Drawing from its audiophile heritage, Audio-Technica remains dedicated to providing music enthusiasts with great-sounding, innovative audio gear, including the award-winning QuietPoint® active noise-cancelling headphones, popular ATH-M50x monitor headphones, versatile USB microphones, and new Hi-Res Audio headphones and high-fidelity gaming headsets. Learn more at [www.audio-technica.com](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html).

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*— For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752.*

*— For further information regarding product availability and pricing in Europe, contact Tanya Williams (**TWilliams@audio-technica.eu**).*