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**Audio-Technica introduces its upgraded VMx moving magnet phono cartridges**

*STOW, OH, May 15, 2025* — Audio-Technica announces the introduction of its [VMx premium dual moving magnet (MM) phono cartridges](https://www.audio-technica.com/en-us/cartridges/line-series/vmx-series), which incorporate significant improvements over the previous VM Series to offer more musical and expressive sound. The nine new models in the VMx Series offer a variety of stylus shapes and build materials, to deliver superior playback of all types of stereo, mono and even 78 RPM records for a variety of systems and budgets.

The new VMx cartridges feature Audio-Technica’s renowned Dual Magnet design, which duplicates the “V”-shaped configuration of the record cutter head and precisely positions the magnets to match the positions of the left and right channels in the groove walls. The VMx Dual Magnet design employs a generator with paratoroidal construction – two coils per channel stacked behind the other – yielding even better channel separation and lifelike sound.

The internal wiring has been upgraded to PCUHD (Pure Copper Ultra High Drawability) and fewer coil turns are needed, resulting in clearer, more detailed music reproduction. In addition, all VMx models have a center shielding plate to reduce crosstalk and maintain a solid stereo image. All VMx cartridges now feature threaded bodies, making it easier to install the cartridges on a headshell or integrated tonearm. Depending on the model, VMx phono cartridges are available with special line contact (SL), Shibata (SH), microlinear (ML), nude or bonded elliptical (EN, EB) or conical (CB) stylus shapes. Another useful refinement is a redesigned flip-up stylus guard with a center V cut, which provides a quick reference of the stylus’ position and serves as a guide when lowering the stylus onto a record.

Since all VMx cartridges share the same body design and have removeable and interchangeable styli (except for the mono cartridges), listeners and hobbyists can experiment with using different styli in order to tailor the sound and performance of VMx cartridges to their personal preferences.

The top-of-the-line 700 Series models include the AT-VM760xSL (SRP: $599), AT-VM750xSH ($369), AT-VM745xML ($329) and AT-VM740xML ($249). 700 Series cartridges have die-cast aluminum bodies to reduce resonance, and all except the AT-VM740xML have upgraded boron cantilevers that enable the cartridges to be more responsive to even the most subtle musical details (the AT-VM740xML’s is made from aluminum).

In addition, the AT-VM750xSH/H and AT-VM740xML/H combo packages ($429, $309) have the cartridge pre-mounted on an AT-LT10 headshell. The AT-LT10 (also available separately) is a universal lightweight die-cast aluminum headshell that’s ideal for use with Audio-Technica and other cartridges.

Audio-Technica’s VMx 600 Series cartridges are specifically designed to play mono records. Connoisseurs of vintage monaural discs will be sure to appreciate the AT-VM610xMONO ($129), which is optimized for vinyl mono LPs, and the AT-VM670xSP ($139), a dedicated phono cartridge for 78 RPM shellac discs.

The VMx 500 Series is created to offer outstanding record playback performance at attractive prices. In addition to high-performance VMx features like Audio-Technica’s proven Dual Magnet design and upgraded PCUHD internal wiring, VMx 500 Series models also offer threaded polymer cartridge bodies and aluminum cantilevers. Models include the AT-VM530xEN ($199), AT-VM520xEB ($109) and AT-VM510xCB ($99). The AT-VM520xEB/H cartridge/headshell combo pack ($169) is also available.

Audio-Technica VMx phono cartridges will be available in May 2025.

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Photo file 1: VMx\_group\_01.JPG

Photo caption 1: Audio-Technica VMx premium dual moving magnet (MM) phono cartridges

Photo file 2: AT\_VM760xSL\_lifestyle.JPG

Photo caption 2: Audio-Technica AT-VM760xSL cartridge (application photo)

Audio-Technica was founded in 1962 with the mission of producing high-quality audio for everyone. As we have grown to design critically acclaimed headphones, turntables and microphones, we have retained the belief that great audio should not be enjoyed only by the select few, but accessible to all. Building upon our analog heritage, we work to expand the limits of audio technology, pursuing an ever-changing purity of sound that creates connections and enriches lives.

*— 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 Tabea Eckl (**teckl@audio-technica.eu**).*