

# Ortofon, Phonocut Team for Vinyl Recorder

VIENNA, AUSTRIA—Phonograph cartridge manufacturer Ortofon has teamed with startup Phonocut in the continuing development and production of a push-button private vinyl recorder.

Originating as a 2019 Kickstarter campaign, the long-gestating Phonocut recorder aims to allow nontechnical users to cut 10-inch vinyl records with the same amount of effort as using a typical cassette recorder. Users will place a custom blank lacquer on the cutter, connect a source, and press start. Each disc is anticipated to hold up to nine minutes of audio. The first generation Phonocut recorder is expected to ship this year for around \$3,000—a price point that places it out of reach for casual consumers but is perhaps more attractive to private studios looking to add new



Ortofon will contribute to the final development of Phonocut's push-button vinyl recorder.

services for clients.

Almost 40 years after the introduction of its last stereo cutting head in 1982, Ortofon is collaborating with Phonocut on the project. Leif

Johannsen, Ortofon's chief officer of acoustics and research, will join the international Phonocut development team to contribute his and Ortofon's applicable knowledge in high-end audio hardware development, production and quality control.

"This is a new segment for vinyl music and we support the development of this new technology with our experience and know-how. I am impressed by the quality and sound of Phonocut vinyl recorders and I see a big potential for it," said Johannsen.

Phonocut co-creator Kamran V said, "For Ortofon to join our effort, it humbly validates our work and paves a path for new possibilities. We consider Ortofon to be the best partner for our vinyl revolution."

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