

# AESTHETIX



## ABCD-2 MC CARTRIDGE DEMAGNETIZER

Designed and assembled in America, our cartridge demagnetizer, the ABCD-2, is the successor to the wildly popular ABCD-1. Inexpensive and easy to use, the ABCD-2 will keep your analog front-end sounding its absolute best.

With use, moving coil cartridges build up an undesirable magnetic field, compromising their performance. Details become less distinct, and a slowly expanding veil dampens the vibrancy of your favorite music. This degradation happens slowly enough that you usually don't realize it until it has been removed.

Today's best moving coil phono cartridges use strong magnets such as neodymium or samarium cobalt. As the cartridge's stylus (needle) rides in the record groove, it moves the coil in the cartridge to create the electrical signal. As the coil moves, it inherently absorbs some of the magnet's charge in the copper's impurities. The charge that accumulates on the coil limits its movement within the magnetic field of the phono cartridge, thus compromising the sound quality.

Restoring your cartridge's full potential is simple with the Aesthetix ABCD-2. Once every week or two, connect your turntable leads to the RCA connectors on the back of the ABCD-2. Activate the demagnetization process by pushing the button on the front. The ABCD-2 will run its unique algorithm for a minute or two, neutralizing the magnetic field and returning your system to its optimal performance.

The ABCD-2 incorporates the same great algorithm you loved in the ABCD-1 and a few other additions. Planning for the future, the ABCD-2 is capable of having its algorithm updated if we ever improve upon it. The batteries powering the ABCD-2 are now easier to replace, and our redesign has made the ABCD-2 quicker to build, enabling us to lower its cost.

Crafted with precision and care at our headquarters in Moorpark, California, the ABCD-2 is an essential tool for prolonging the life of your phono cartridge and getting the most from your system.