

THE TURNTABLE REIMAGINED:

Designing a whole new vinyl audio concept where the record arm spins while the vinyl remains stationary

OVERVIEW



Rolling Stone magazine reported in September 2019 about the booming vinyl records sales, outstripping CD sales.

THE CHALLENGE



Love Turntable wanted to introduce a new listening experience for people who like vinyl. Traditional turntables are anchored to a wired outlet, connected to wired speakers, and deliver music in the vicinity of the device, or needing complex audio acoustics.



Vinyl records earned \$224.1 million (on 8.6 million units) in the first half of 2019, closing in on the \$247.9 million (on 18.6 million units) generated by CD sales. Vinyl revenue grew by 12.8% in the second half of 2018 and 12.9% in the first six months of 2019, while the revenue from CDs barely budged...

VOLER AS THE DESIGN PARTNER

Love turned to Voler, and we worked with Fusion Design to create a whole new vinyl audio concept—where the record arm turns and the vinyl record remains stationary. Using a standard cartridge, Voler designed the record arm to compactly contain all electronics, allowing only the stylus to touch the vinyl.



RESULTS



Working with the world-famous Yves Behar, Voler delivered a beautifully engineered unit that, while delivering incredible acoustics, is also provisioned for:

- ✓ Very carefully controlled speed during the entire play that avoids wow and flutter
- ✓ An optical sensor to perfectly guide the needle as it tracks across the record and avoids skips and sputters
- ✓ A memory component to place the needle on the track you want to play
- ✓ Fine, real-time adjustments to the record as the vinyl has lots of imperfections
- ✓ Communication by Bluetooth and WiFi to an app or wireless speakers
- ✓ Compact battery for a long play cycle