

SANSUI SC1110

"DIRECT-O-MATIC" STEREO CASSETTE DECK



Sansui knows there's something missing on the SC-1110. It's the cramped tape compartment found on ordinary cassette decks. Our new "Direct-O-Matic" format has done away with it entirely! And gone with it are those hard-to-locate Eject buttons and door lifters, those noisy, jam-prone lids, those clattering, clanking loading racks and all.

In its place is our direct-mount system which not only increases handling and head-maintenance convenience and keeps your tapes fully visible but also has freed our engineers to refine a fail-safe system of transport for more constant tape-to-head contact and impressive improvements in hi-fi musicality.

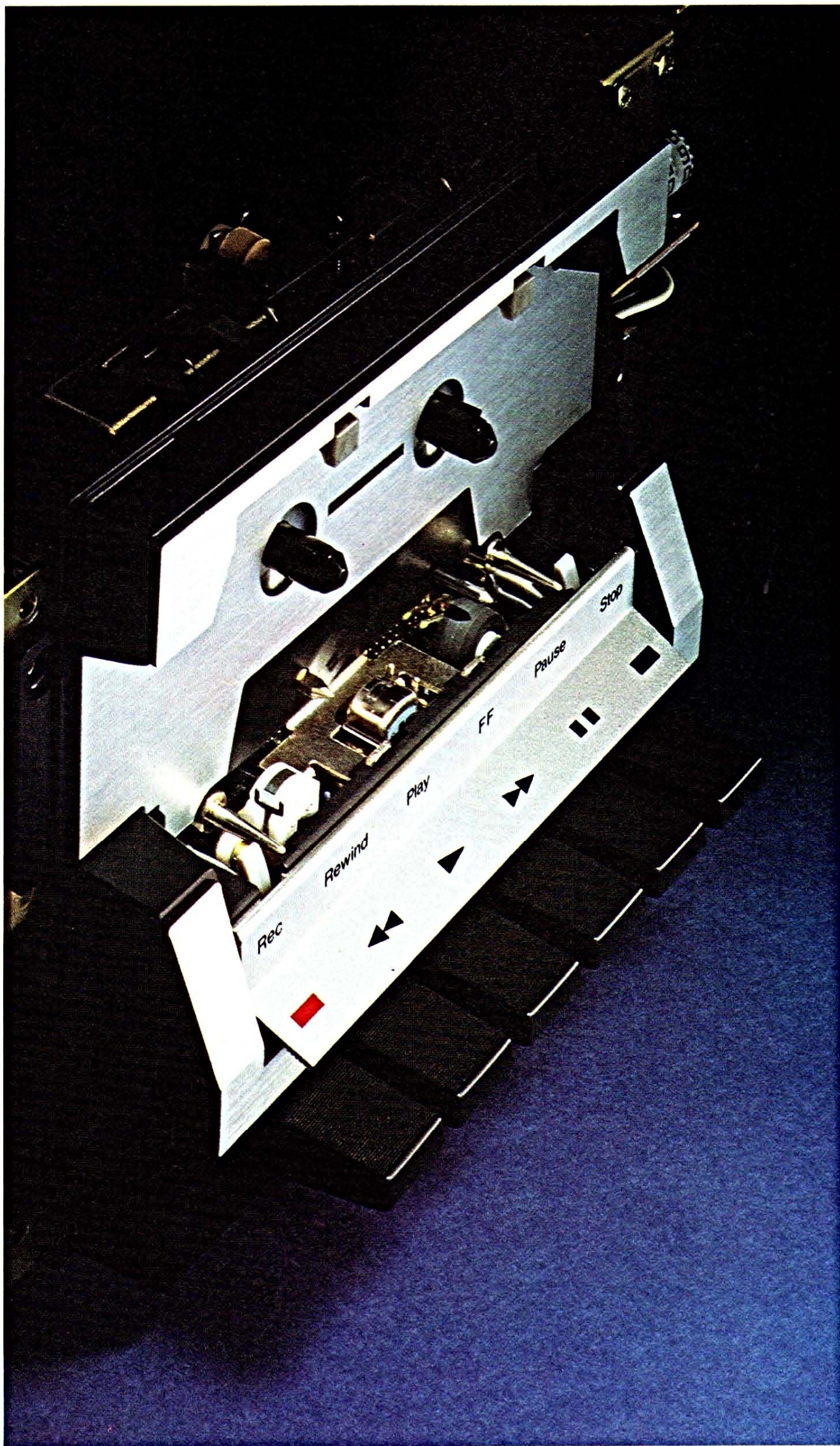
What isn't missing on the Sansui SC-1110

is what adds up to *strictly* high fidelity performance with all types and brands of tapes, *strictly* first-class convenience with our exclusive Tape Lead-In feature and more, and *strictly* clean electronics for the sound you've come to expect from Sansui, where it's *all* hi-fi.

Only hi-fi, everything hi-fi.



THE SANSUI SC-1110: "Direct-O-Matic" Convenience and Strictly Hi-Fi Performance at a Pleasing Price

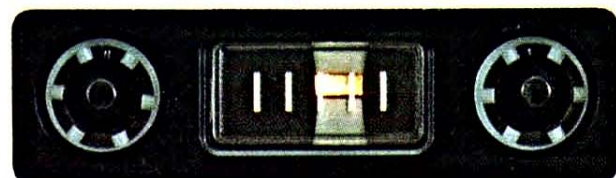


SANSUI'S "DIRECT-O-MATIC" & TAPE LEAD-IN EXCLUSIVES

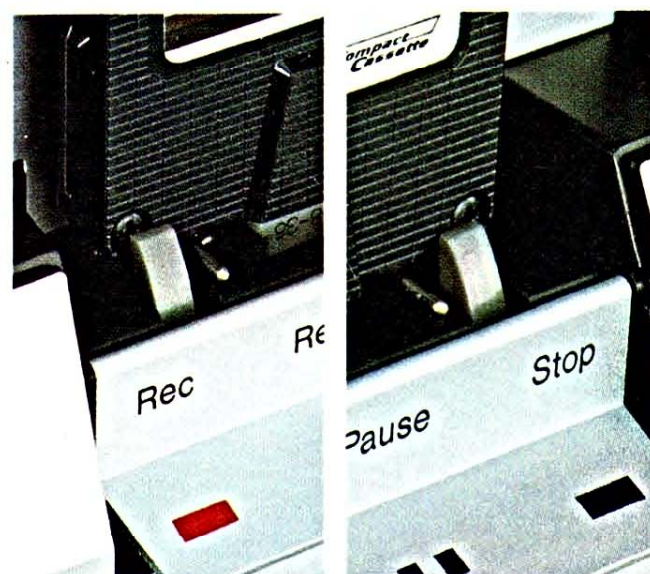
Why "Direct-O-Matic"? The big reason is that it puts the cassette right up front, not deep inside the chassis. There are three benefits: better tape handling/viewing, more stable, accurate tape transport, and easier access to the heads/capstan/pinch roller for maintenance. When you think about it, the professional open-reel decks in use for studio recordings offer the same benefits.

"Direct-O-Matic" ends the problems other designs inevitably face: noisy, jam-prone tape compartment doors, cramped tape compartments, limited handling access and, most particularly, restricted visibility. Now you can snap in a tape, watch as you rewind or fast forward to the spot you want, read tape labels at a glance and enjoy all the freedom open-reels offer with no fumbles, no fuss.

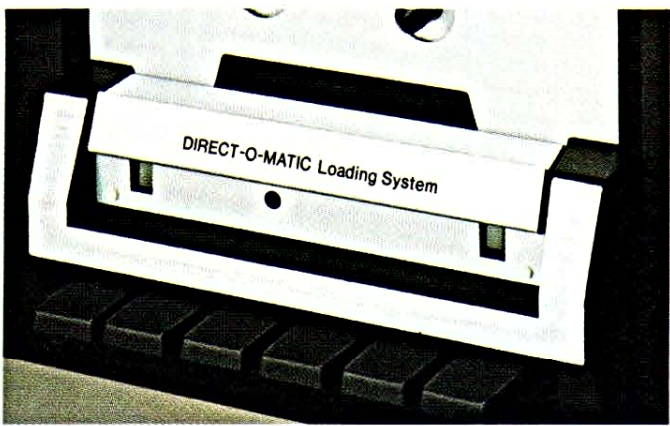
Pink Floyd/Animals LIII



"Direct-O-Matic" also greatly improves the ultimate performance of the Sansui SC-1110 by providing more stability, too. Four clamps grip the cassette shell firmly enough to keep it from jarring loose or "creeping" in the record or playback modes. This means drastically reduced wow/flutter and modulation noise, better tape-to-head contact and more reliability. In the rewind and fast forward modes, they are still at work to add margin for safety. When the deck is in the STOP mode, the clamps withdraw to permit you to remove the tape and mount another easily.



Finally, "Direct-O-Matic" gives you all the advantages of the front-loading/operating format, with none of the disadvantages. Cleaning and maintaining cassette tape heads is easier than ever before, too. By the way, a hinged cover snaps shut to protect the heads/mechanism when not in use. "Direct-O-Matic" makes sense. No wonder we've applied for a patent on it.



Another Sansui Exclusive—Tape Lead-In

We're applying for a patent on yet another exciting cassette convenience on the SC-1110. It's the Sansui-exclusive Tape Lead-In device and here's why you'll appreciate it:

The first 8 to 12 seconds of most cassette tapes—the first 45 centimeters or so of it including the strip of leader of the oxide-coated tape—are unsuitable for recording because

their surfaces are not uniform. This can cause dropouts and level fluctuations. Professionals *never* use the first few seconds, and semi-pros are learning to follow their lead.

Sansui's unique Tape Lead-In works like this:

First, insert your tape, fully wound on the left-hand spool, and set the Tape Lead-In

button ON. Then touch the FF button to advance the tape. In one second or so the tape will automatically stop at a point sufficiently past the uneven portion of the lead-in where good recordings can begin, and the FF button is disengaged. Use the Tape Lead-In device on playback, too. It always stops at the same place, so you'll never miss the opening bars of your recorded music.

HIGH FIDELITY TONAL QUALITY

Despite its reasonable price, the Sansui SC-1110 delivers excellent high fidelity specifications in all important areas—frequency response, dynamic range, wow/flutter, signal-to-noise ratio, etc. Still more vital is its ability to capture the living musicality of any source you record, and play it back with accuracy and authenticity. Here are some of the ways we've achieved this impressive performance:

Accurate Head-to-Tape Contact

As mentioned, our new "Direct-O-Matic" format has let us perfect a transport and head system that ends the kinds of dropouts, level fluctuations and modulation noise that can be generated when cassette-case dimensions are not up to exact tolerances. Use any tape you like and get clean musical results each time.

DC Motor for Speed Constancy

High-torque generation and long life are just two of the features of the electronically-controlled DC servo motor in the SC-1110. Micro-electronic circuits control the motor for constant tape transport speed regardless of changes in supply voltages or tape loads. Wow/flutter is a low 0.08%—an excellent figure for a deck in this price range.

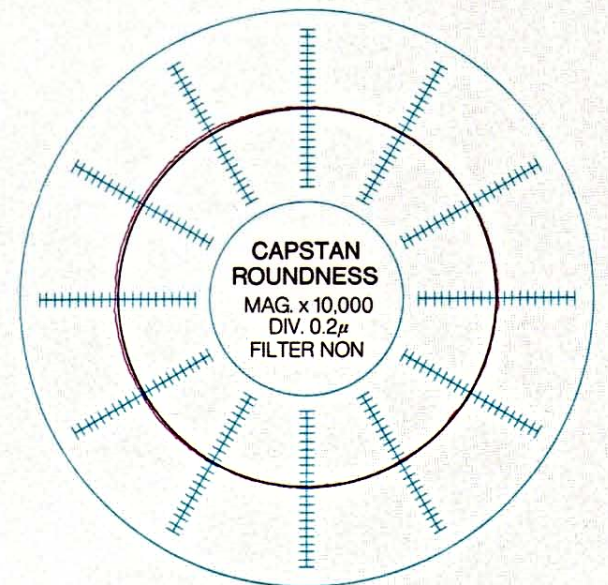
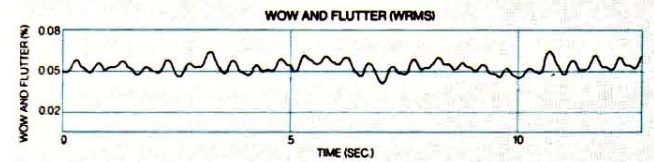
Amp Design for Clean, Stable Sound

Sansui's reputation for clean and stable amplifier design gets a further boost here. We've used some of the same advanced technology found in our new "DC" configuration stereo amplifiers to assure the maximum transfer of audio information on recording and to play it back:

(1) Sound image localization within the stereo sound field is resolved with precision and clarity thanks to reduced phase shift.

(2) Noise and hiss is reduced (S/N: 64dB Dolby in) thanks to advanced recording/playback amp circuitry matched with high-performance heads.

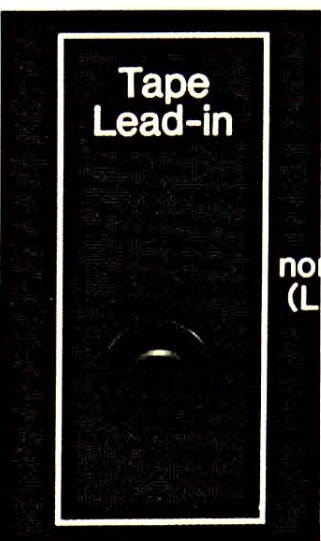
(3) Distortion and frequency response factors are excellent, in part due to the use of a well-designed power supply that avoids voltage fluctuations which can cause variations in bias current.



— Reference circle
— Measured roundness

TAPE SELECTOR POSITION

TAPE	MODE TAPE SELECTOR	REC	PLAY
		BIAS, EQUALIZER	EQUALIZER
AGFA	Hifi-Low-Noise SUPER	normal (LH)	normal (LH)
BASF	LN LH LH super		
FUJI FILM	FL FX FX Duo		
MAXELL	LN UD-XLI		
SCOTCH	LD LH		
SONY	LOW-NOISE HF		
TDK	D SD ED	high (CrO ₂)	high (CrO ₂)
AGFA	STEREO CHROM		
BASF	chromdioxid		
MAXELL	UD-XL II		
SONY	CR		
TDK	SA		
BASF	ferrochrom	Fe-Cr	Fe-Cr
SCOTCH	CLASSIC		
SONY	DUAD		
SCOTCH	Master	normal (LH)	high (CrO ₂)
TDK	AD		
FUJI FILM	FX Jr	normal (LH)	normal (LH) high (CrO ₂)
MAXELL	UD		



SANSUI'S SC-1110: Extra Convenience at no Extra Charge

Illuminated Tape Counter

Specially designed for ideal readability, even when your room lights are dimmed.

The counter numerals are well contrasted against the background and the frame of the counter is bevelled to prevent glare.



Dolby Noise Reduction

We've used the dependable IC format for the Dolby* system. Tape hiss is reduced and signal-to-noise is improved by 10dB or more above 5kHz.

Bias/Equalizer Switch

Make the most of each and any tape or brand of tape you care to use. The 3-position switch for Bias/EQ selects time constants and equalization curves appropriate for Normal (LH), High (CrO₂) and FeCr.

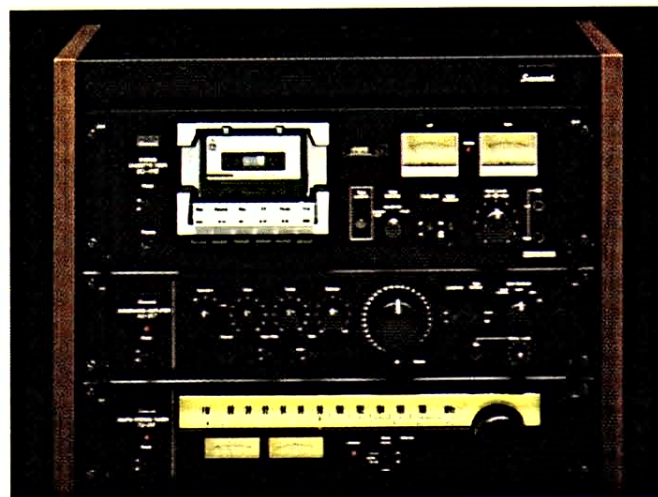
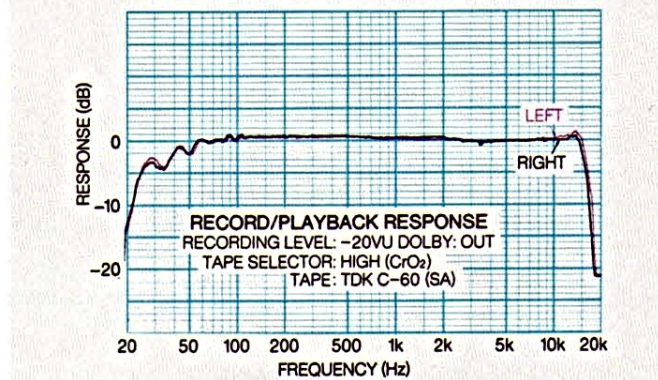
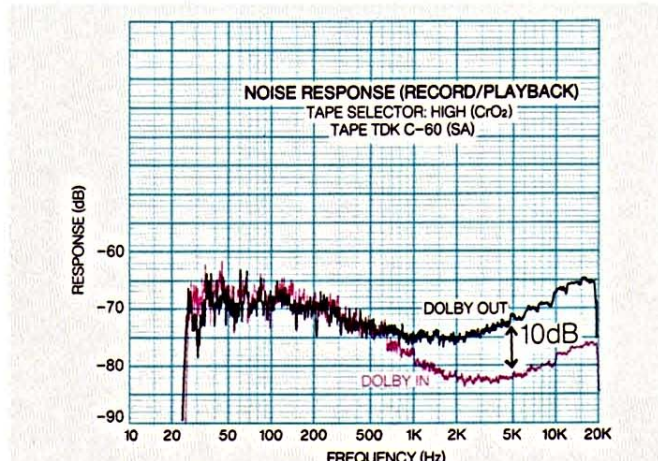
The chart on page 3 lists the positions recommended when you use various different premium tape brands/types and desire a flat response from each.

Quick-Change Mode Facility

You can safely change directly from any mode to another (i.e. PLAY to REWIND, FF to PLAY, etc.) without going through STOP and without fear of damaging the mechanism. Buttons operate smoothly, positively at a light touch.

Full Auto Stop/Shutoff

This dependable Sansui facility works



Sansui audio rack GX-5/SC-1110/AU-317/TU-217

on an improved system to provide positive detection of tape-end status and set the deck in the STOP mode, with the heads moved away from the tape and the motor idling. It works in all modes.

Super-Hard Permalloy Head

The REC/Play head is formed of high-quality, super-hard permalloy. It performs with low distortion and excellent musicality over long years of use.

Cassette Illumination

Cassettes in place are illuminated from behind to let you know at a glance the amount of tape in either reel.

Large, Illuminated VUs

The twin VU meters are illuminated for maximum readability and calibrated with precision for accurate recording level adjustment.

Mic/Line Selection

The SC-1110 has an input select switch for mic/DIN or Line to let you make the best recordings from all sources.

LED Recording Indicator

It lets you determine Recording status at a glance.

Separate L/R Mic Inputs

Best possible results are always achieved from mics of any quality.

Headphone Jack

Use any quality headphones and enjoy comfortable reproduction levels.

EIA Rack-Mounting Brackets

Sansui provides a pair of brackets with each SC-1110 to permit you to mount it in professional-type audio equipment racks of standard EIA-specified dimensions.

*Dolby is a trademark of Dolby Laboratories, Inc.

SPECIFICATIONS

TRACK	4 Track (2-Channel) Record/Playback	ERASURE FACTOR	more than 60dB (1kHz)	DIMENSIONS	430mm (17") W 160mm (6 3/8") H 302mm (11 7/8") D
TAPE SPEED	4.8cm/sec. (1 7/8 ips)	INPUT SENSITIVITY AND IMPEDANCE (0VU, 1kHz)			
HEADS	REC/PB (Super Hard Permalloy) ERASE (Ferrite)	MIC (LEFT, RIGHT)	0.2mV 200-10k ohms	with Rack-mounting Adaptors	482mm (19") W 160mm (6 3/8") H 302mm (11 7/8") D
MOTOR	Electronically Speed Controlled DC Motor	LINE	70mV 100k ohms		
WOW & FLUTTER	within 0.08% (WRMS)	DIN	0.2mV 4.7k ohms	WEIGHT	6.3kg (13.9 lbs.) Net
FAST WIND TIME	Approximately 75 seconds (C-60)	OUTPUT LEVEL (0VU, 1kHz=160pwb/mm)		with Rack-mounting Adaptors	6.8kg (15 lbs.) Net 8.3kg (18.3 lbs.) Packed
FREQUENCY RESPONSE (RECORD/PLAYBACK)		LINE	400mV (imp. 47k ohms)	ACCESSORIES	Dust cover, Head cleaning pen, Connecting cords
NORMAL TAPE (LH)	30-13,000Hz	DIN	400mV (imp. 47k ohms)		
CHROMIUM TAPE	35-12,500Hz ±3dB	PHONES	0.1mW/8 ohms		
	30-16,000Hz	BIAS FREQUENCY	85kHz		
	35-13,000Hz ±3dB	SPECIAL FEATURES			
SIGNAL TO NOISE RATIO (RECORD/PLAYBACK)		Tape Lead-in, Illuminated Tape Counter, Tape Selector (Equalizer, Bias), Dolby NR System, Automatic Stop			
CHROMIUM	54dB (without DOLBY) (Weighted)	POWER REQUIREMENTS			
	64dB (with DOLBY) (Above 5kHz)	VOLTAGE	100, 120, 220, 240V (50/60Hz)		
		CONSUMPTION	13 watts (Rated)		
		SEMICONDUCTORS	19 Transistors; 2 ICs; 16 Diodes; 1 LED		

Design and specifications subject to change without notice for improvements.

