

# Turn over for Tracking Force Information

## Technical Specifications

Stylus	Contact Line NUDE, 0.100 SQ
Radius of curvature	Optimized Contour Contact Line
Cantilever	RUBY
Recommended Tracking Force	1.4g-1.6 grams
Effective Tip Mass	0.30 mg
Compliance	22 µm/mN
Frequency response	20-20,000 Hz    +/- 2.5 dB
Channel Separation	
1000 Hz	> 30 dB
50-15,000 Hz	> 20 dB
Channel difference	< 1.0 dB
@5 cm/sec. Lat. RMS	> 1.1 mV
Cartridge weight	6.4 grams
Load Resistance:	Minium 1.5k Ohms

# Soundsmith

## Phonograph Cartridge

### Norma

#### Ebony Mounted - Medium Compliance

**The Soundsmith Corp.**  
**8 John Walsh Blvd. Suite 417**  
**Peekskill, NY USA 10566**  
**1-800-942-8009**  
**www.sound-smith.com**

Information

### The Soundsmith NORMA cartridge

The **NORMA** cartridge you have purchased is hand-made to extremely exacting specifications by the president and chief engineer of the Soundsmith, using carefully selected and precision processed magnetic materials. The unique design results in a "no-compromise" cartridge, providing the listener with unparalleled performance through employing a tiny, ultra-low mass high-purity moving iron element. The **NORMA** cartridge differs primarily from other cartridges in that the moving mass has been reduced to an astonishing small level, with the stylus\* and cantilever\*\* using the best choices of material, shape and structure.

A key optimizing element in The **NORMA** is the use of a single-piece, ultra low-mass moving iron, stylus and cantilever assembly. In a similar sense to a "moving coil" cartridge, it does not have user replaceable styli, as The **NORMA** is designed for optimal performance. The **NORMA** is a "moving iron" design, and is compatible only with standard "moving magnet" phono inputs. It does not require the use of a special "moving coil" input or moving coil preamp. Your production select cartridge is housed in an handmade ebony enclosure to enhance the performance.

**Peter Ledermann ~ President/Chief Engineer**

The Soundsmith has taken great care to manufacture this cartridge to exacting standards and performance. It should provide you with many years of fine listening from your treasured vinyl collection.

\* **Stylus** - this is the actual "needle" or shaped diamond tip that fits in the record groove and follows the movements of the groove walls. All Soundsmith styli tip shapes are either elliptical or contact line, and are either titanium bonded or solid "nude" diamond.

\*\* **Cantilever** - This is the rod or arm that holds the stylus its function is to accurately transmit the movement of the stylus into the cartridge body, which converts that movement into small electrical signals. It should be, by design, extremely lightweight and very rigid. All Soundsmith cantilevers are either aluminum alloy, sapphire, ruby, exotic metal or ceramic.

**These handmade cartridges  
have been individually  
tested for perfect range of  
tracking force.**

**After 30 - 100 hours of play,  
you may be able to slightly  
lower the tested range  
below.**

**Minimum VTF**  
\_\_\_\_\_ grams

**Maximum VTF**  
\_\_\_\_\_ grams