

1

The World's First Hi-Res Wireless Turntable

- BLUETOOTH APTX HD
- HI-RES STREAMING
- VERSATILE PLACEMENT

2

Simple to Set Up, Simple to Own

- PRE-INSTALLED CARTRIDGE
- INTEGRATED PHONO STAGE
- ACCESSORIES INCLUDED

3

Outstanding Sound Quality

- DIRECT DRIVE MOTOR
- ALVA MC HIGH OUTPUT
MOVING COIL CARTRIDGE
- BRITISH-MADE
SINGLE-PIECE TONEARM

Just Add Vinyl

We know that finding the right equipment to play your record collection isn't as simple as just choosing a turntable.

What about a cartridge to fit to the tonearm? Have you thought about a phono stage? More importantly, how do you know it's all going to sound great together?

Enter the Alva TT, combining both convenience and sound quality into a single unit. The only thing you need to worry about is which album to play first.



Demonstration Tracks

At Cambridge Audio we use our ears constantly, both as passionate music lovers and audio professionals looking for test examples. We test our products with all types of content, and the following suggestions are our picks for a great demo experience for your customers.

1

NORWEGIAN WOOD
by THE BEATLES
Rubber Soul (2009 Stereo Remix)



Taken from the 2009 stereo remix of Rubber Soul, Norwegian Wood's gorgeous stereo separation and crisp, clear frequencies beautifully demonstrate the agile nature of the Alva TT's High Output Moving Coil Cartridge and Integrated Phono Stage.

2

RAVEN
by GO GO PENGUIN
A Humdrum Star (2018)



Raven is bustling and industrious modern jazz from Go Go Penguin that perfectly highlights the precision and constant performance of the Alva TT's medium torque direct drive motor. Why not send it to your chosen aptX HD capable amplifier using a wire-free connection?

Great British Sound

What does 'British Sound' mean? To us, it's about removing any barriers that might distort or alter the original recording and not adding any of our own flavour. What you hear from our products is a pure and unfiltered 'British' sound – just as the artist intended.



1

The World's First Hi-Res Wireless Turntable

Bluetooth aptX HD liberates your record player from the hi-fi rack. With the Alva TT, your records are invited into the limelight for an authentic vinyl experience, wherever it's placed.

BLUETOOTH APTX HD

Bluetooth can be a dirty word in audio circles thanks to the high levels of compression in older versions. Bluetooth aptX HD operates at 24bit/48kHz, meaning frequencies at the very limit of the best human hearing are captured with astonishing accuracy and transmitted to your receiving device. Providing that receiving device is also aptX HD enabled, you'll hear all of the characteristic warmth contained in your record collection. If you're not yet on board with aptX HD, the Alva TT also supports the aptX and SBC Bluetooth codecs.



HI-RES STREAMING

There's a growing number of aptX HD enabled receiving devices available - the Edge A and Edge NQ from Cambridge Audio amongst them. Headphones, amplifiers and speakers are all capable of receiving a hi-res signal from the Alva TT, opening up a whole host of new listening opportunities.



VERSATILE PLACEMENT

Turntables are entirely mechanical playback devices and work best positioned away from sources of vibration. Bluetooth frees your turntable to be placed not only where it works the best, but where it looks the best too!

2

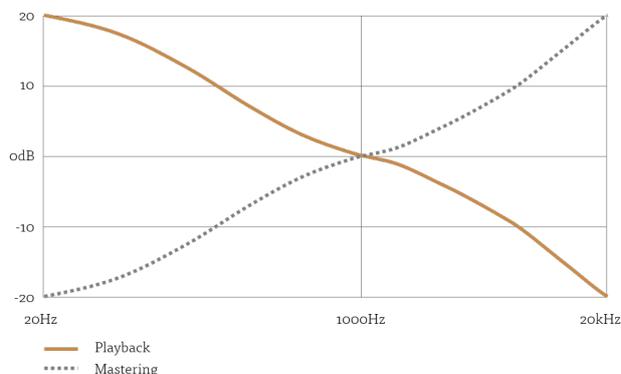
Simple to Set Up, Simple to Own

A wise man once said "There are two reasons I love vinyl - the inconvenience and the expense". The Alva TT tackles the argument head on with extremely well-thought-out features bundled into one outstanding value package.

INTEGRATED PHONO STAGE

Turntables need a specialist piece of amplification equipment called a phono stage in order to boost the signal from the cartridge to a level where an amplifier can work with it. The phono stage will also apply RIAA equalisation to the signal.

Recording Industry Association of America (RIAA) equalisation is a form of pre-emphasis on recording and de-emphasis on playback. The recording is made with reduced bass and increased treble then reversed on playback. Without it, record grooves would be ultra-wide and recording time would be greatly reduced.



As a by-product of correcting the RIAA curve, ultra low rumble from the motor can be added to the signal. Thankfully, the Alva TT's integrated phono stage features many of the electronics from our award-winning Duo phono stage, including a subsonic filter that eliminates motor rumble.

PRE-INSTALLED CARTRIDGE

The Alva MC High Output Moving Coil Cartridge is factory fitted to the Alva TT. There's no tricky installation and just a couple of simple steps between you and spinning your first disc. Check out the set-up video on our support site for the proof. <https://techsupport.cambridgeaudio.com>.



ACCESSORIES INCLUDED

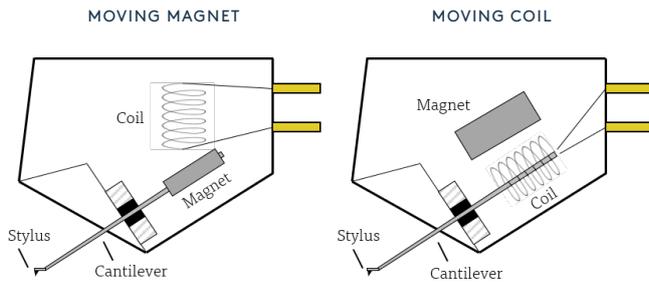
As well as pre-fitting the cartridge and building in a quality phono stage, we've also included a dust cover, RCA cables and a gauge for setting the cartridge tracking force. All you have to supply is your record collection.

Outstanding Sound Quality

Quality should never be sacrificed for convenience, and despite its ground-breaking features, the Alva TT is no exception.

ALVA MC HIGH OUTPUT MOVING COIL CARTRIDGE

There are two main types of cartridge used for vinyl playback: Moving Magnet and Moving Coil. Both types generate a signal by capturing the motion of the stylus through the cantilever arm using magnets and coils. A moving magnet cartridge has a magnet on the end of the cantilever that moves against a coil in the cartridge body and vice versa.



Whilst a MM cartridge has a higher signal output and an easily replaceable stylus, it doesn't have the sonic nuance or musical detail of its MC cousin.

We designed a high-output variant of the MC design for Alva TT. All of the musical benefits of a MC cartridge but with a bigger signal due to a highly refined magnet.

The Alva MC cartridge has an approximate life of around 1,000 hours but when it's time to replace it you can choose another Alva MC (highly recommended), or go with a MM if preferred.

DIRECT DRIVE MOTOR

Direct drive motors are generally used in DJ decks because, when paired with a high torque motor, they are quick to get up to speed and therefore ideal for mixing. They can however be noisy as the dampening between the motor and the platter provided by their belt driven cousins doesn't exist.

The Alva TT pairs its medium-torque motor with a heavy, high-density, platter made from polyoxymethylene (POM, an engineering thermoplastic used in precision parts requiring high stiffness, low friction, and excellent dimensional stability. Items such as gear wheels, ski-bindings, lock systems etc).

Whilst it's not as quick as a bespoke DJ deck to get up to speed, the Alva TT is a lot quieter and, compared to belt-driven turntables, has higher pitch stability. Low and high frequency pitch distortion (known as wow and flutter) measures at just 0.06% compared to the best belt drives at 0.20%. Test this for yourself with the long, sustained notes produced by strings, horns or keyboards.



BRITISH-MADE SINGLE-PIECE TONEARM

The tonearm used for Alva TT is a classic design that hasn't really changed in 40 years. Why? Because it never had to! Its single-piece casting eliminates vibration that can reduce musical detail, and it provides the best possible grounding for the pre-installed Alva MC cartridge.

Initial Press Reactions

We launched Alva TT to the world at CES 2019. Here's a round-up of media responses.

'Best Audio of CES2019'
WIRED

'...makes zero compromises as
a wireless turntable.'
DIGITAL TRENDS

'Cambridge shows that decades-old
tech still has room for innovation.'
SOUND & VISION

'Your next turntable.'
DIGITAL TRENDS

'Best of CES2019.
[The Alva TT is] exquisite.'
TECH HIVE

'The Alva TT offers something
genuinely new.'
POCKET LINT

'The vinyl frontier.'
TECHRADAR

'...worth getting excited about.'
STUFF

'This turntable is a modern
audiophile's dream.'
GEAR PATROL

Inside Story

We're located in London SE1, right on the doorstep of some of the most creative, exciting developments in the music industry and our products are designed and engineered in-house. Outside work, we're musicians, sound engineers and above all music lovers.



MARK WHITEMAN
MARKETING DIRECTOR
AND VINYL JUNKIE

"Putting together a system to play your records from scratch can be a frustrating and ultimately expensive experience at times.

We do know however that through vinyl, true musical happiness can be achieved!

We designed the Alva TT with our own experiences front of mind.

What if we could manufacture a high-quality turntable that had all the components a vinyl lover needed straight out of the box?

Wireless seemed like a good idea and a modern approach. Bluetooth aptX HD was of a high enough quality to make it possible.

The end result is nothing short of breathtaking. Convenience, quality and elegance in one stunning package."

Technical Specification

ALVA TT

DRIVE TYPE:	Direct Drive
TURNTABLE SPEEDS:	33 1/3, 45 rpm
MOTOR TORQUE:	1.6kg/cm
WOW & FLUTTER:	<0.1%
TURNTABLE PLATTER:	POM (Polyoxymethylene)
DIAMETER:	305mm
TONARM TYPE:	One piece aluminium casting
TONARM EFFECTIVE LENGTH:	238mm
TONARM OVERHANG:	17.2mm
TONARM EFFECTIVE MASS:	11g
PHONO STAGE GAIN @ 1KHZ:	42dB
PHONO STAGE NOMINAL OUTPUT (WITH CA CARTRIDGE):	250m Vrms
PHONO STAGE EQUIVALENT INPUT NOISE (A-WEIGHTED):	0.1u Vrms
PHONO STAGE RIAA CURVE ACCURACY:	+/- 0.3dB 30Hz-20Hz
PHONO STAGE SIGNAL/NOISE RATIO (REF 1V OUT, 20-20K BW):	>90dB
PHONO STAGE THD+N 1KHZ:	0.0025%
PHONO STAGE INPUT IMPEDANCE:	47kΩ
PHONO STAGE INPUT CAPACITANCE:	320pF
AUDIO OUTPUTS:	RCA line level
BLUETOOTH:	SBC, aptX, aptX HD
POWER SUPPLY:	AC 100-240V, 60/50Hz
POWER CONSUMPTION:	6W Approx, 20W max, <0.5W (Standby)
DIMENSIONS (W X H X D):	435 x 139 x 368mm
WEIGHT:	11kg

ALVA MC

CARTRIDGE TYPE:	High Output Moving Coil
CARTRIDGE FREQUENCY RESPONSE:	+/- 1dB 30Hz-20kHz
CARTRIDGE STYLUS:	Elliptical
CARTRIDGE CANTILEVER:	Aluminium
CARTRIDGE OUTPUT LEVEL:	2mV @ 1kHz
CARTRIDGE TRACKING FORCE:	2g
CARTRIDGE RECOMMENDED LOAD:	47kΩ

Related Products

ALVA MC

HIGH OUTPUT MOVING COIL CARTRIDGE

The Alva TT's pre-installed Alva MC cartridge will give you approximately 1000 hours of listening pleasure. When it's time to change it out, we have you covered.



EDGE NQ

PREAMPLIFIER AND NETWORK PLAYER

Support for Bluetooth aptX HD wireless streaming makes our flagship preamplifier a perfect partner for the Alva TT

