

AD-THE 'NORMAL' BIAS TAPE WITH SUPERIOR PERFORMANCE

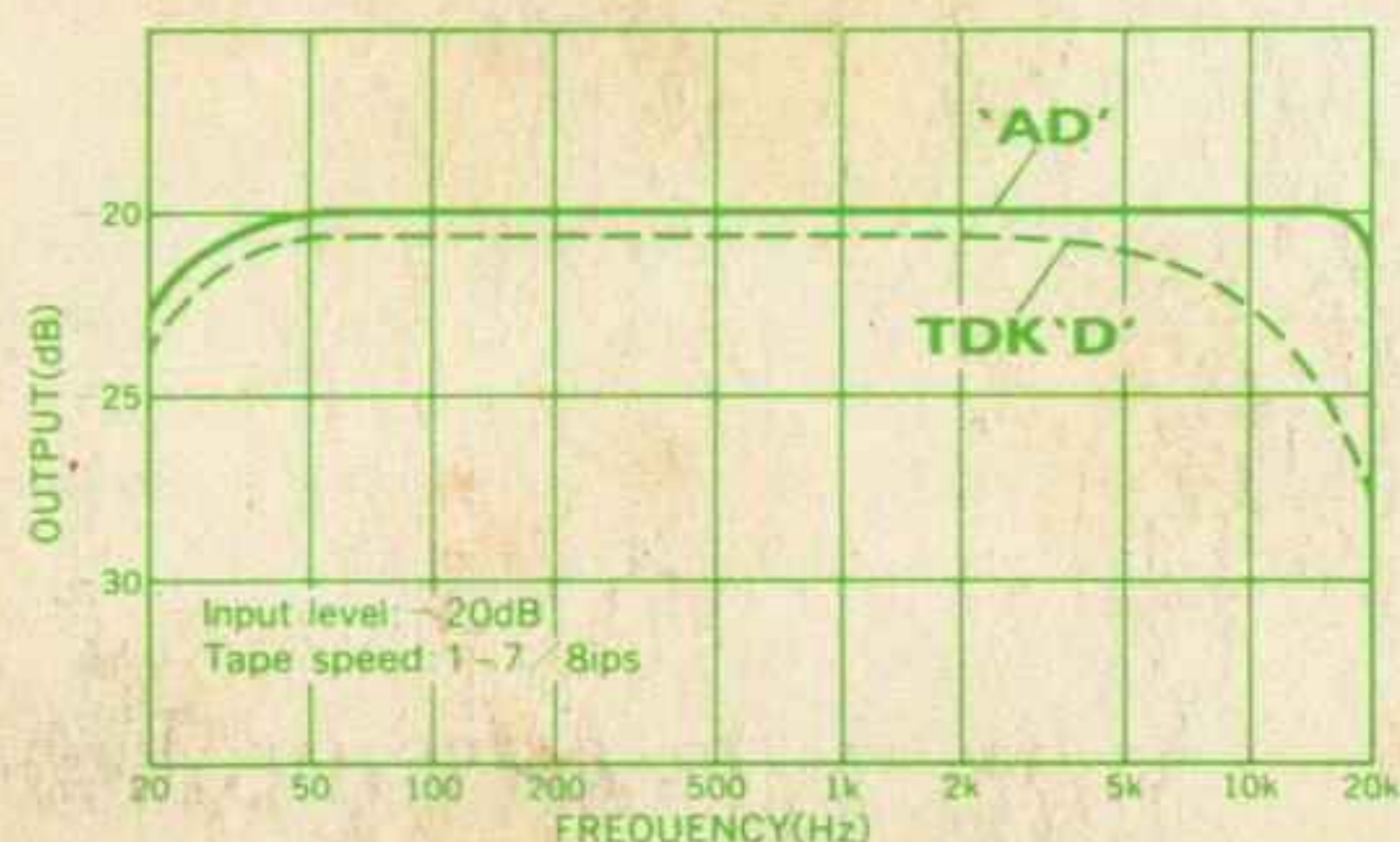
Added High-End Response

TDK's AD was designed to take full advantage of recent improvements in tape recorder technology, and to provide a more brilliant high-end response and more dynamic range on these machines. It will completely satisfy discriminating audiophiles who prefer brighter "highs" to enrich the listening experience of all kinds of modern music.

The frequency response curve of the AD cassette shown below reflects the superb engineering and improved magnetic properties made possible by TDK's high technology. This added high-end energy makes possible the fullest enjoyment from any modern cassette deck.

Super Energy-More Output With Less Noise

AD's vastly improved high-end response (linearity) has other advantages, too. It improves the tape's MOL (Maximum Output Level) and reduces distortion to inaudible levels in the highly critical treble zone. Combined with AD's unique low-noise qualities, it produces a signal-to-noise ratio (S/N) that is unmatched in a tape of this kind, designed to operate with normal bias and equalization.



The AD Super Precision Cassette Mechanism

As cassette tape formulations like AD have been improved to match the operating characteristics of modern cassette decks, the cassette mechanism, or "shell," itself has become a greater factor in total overall performance. To this end, TDK engineers developed the "super precision cassette mechanism," completely re-designed and re-engineered to tolerances measured in microns, and offering such unique features as a newly designed liner sheet to cushion the tape transport and prevent excessive wear, a new clamp to assure perfect hub circularity, and an entirely new pressure pad to provide perfect head contact without lateral movement. Completely jam-proof and error-free, its mechanism assures years of trouble-free service.



Noise Reduction ☐

Equalizer

☐ NORMAL 120μs



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