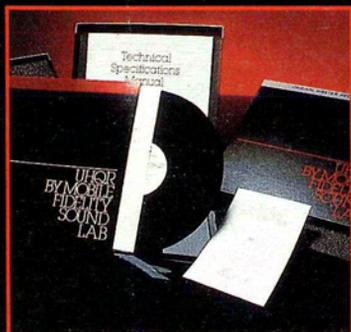


STATE-OF-THE-ART,  
LIMITED EDITION ALBUMS,  
CASSETTES AND MORE.

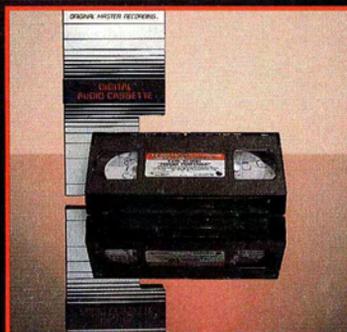
GUARANTEED TO IMPROVE  
THE HIGH FIDELITY PERFORMANCE  
OF YOUR STEREO SYSTEM!



UHQR by Mobile Fidelity Sound Lab



Geo-Tape by Mobile Fidelity Sound Lab



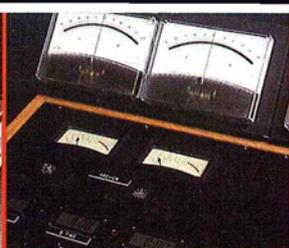
Original Master Recording Digital Audio Cassette



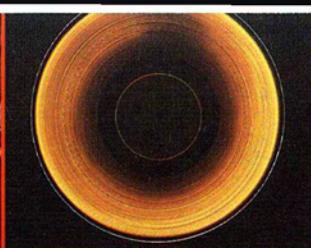
Geo-Disc by Mobile Fidelity Sound Lab



Mobile Fidelity Sound Lab's Master Tape Transport System



Adjusting the playback levels of the Original Master Tape



The purity of the Super Vinyl photographed with intense back light



The powerful amplifiers needed to drive the cutting stylus



The custom Ortofon cutter head inscribing grooves on a lacquer

## ORIGINAL MASTER RECORDINGS™ "Uncompromised Quality"

Original Master Recordings are limited edition, state-of-the-art records and tapes of spectacular and unparalleled audio quality. They are products resulting from years of unrelenting research and development in the technologies of musical transference and recovery by the engineers of Mobile Fidelity Sound Lab.

Hearing an Original Master Recording played through your own stereo system can virtually duplicate the experience of being in the recording studio and listening to your favorite artist create his greatest recordings. They provide you with all of the pure, natural sound that you've never heard before... plus freedom from such annoyances as distortion, surface noise, and warpage.

Original Master Recordings give you the opportunity, at last, to experience the full audio potential of your own contemporary sound system.

Mobile Fidelity Sound Lab crafted its first Original Master Recording in 1977. In the six short years since that auspicious debut, the term "Original Master Recording" has become synonymous with extraordinary sonics and the ultimate concern for quality control. In addition to the more than 100 musical selections that have emerged as Original Master Recording Lp's since 1977, an entire family of Original Master Recording software and associated accessories has been developed by Mobile Fidelity Sound Lab. These include: Original Master Recording High Fidelity Cassettes,™ Original Master Recording Digital Audio Cassettes,™ the Original Master Recording series of UHQR (Ultra High Quality Record) reference discs, the Geo-Disc,™ Original Master Sleeves™ and the recently developed Geo-Tape.™

### What distinguishes an Original Master Recording Lp from any other record?

**1** Original Master Recordings are exclusively transferred from the original stereo master tape that the musicians recorded in the studio (not from a second, third or fourth generation copy of that master tape).

**2** Each Original Master Recording employs Mobile Fidelity Sound Lab's exclusive half-speed mastering process, thus capturing every nuance of sound from the master tape.

**3** Quality, not quantity, is the overwhelming consideration in the creation of each Original Master Recording. The number of pressings is strictly controlled. These limited editions assure you that the quality of the last pressing matches the quality of the first.

**4** Original Master recordings are custom pressed overseas by the Victor Company of Japan (JVC). Super Vinyl, an exclusive compound far superior to even so-called 100% virgin vinyl, is utilized to achieve maximum clarity and startling quietness. To demonstrate the purity of the vinyl of an Original Master Recording, hold one up to a light source. You can actually see through it. Super Vinyl also bestows unsurpassed durability to each Original Master Recording Lp, achieving a "playing lifespan" at least five times longer than mass-produced records.

**5** Each Original Master Recording is ultra-protectively packaged to maintain flatness and prevent warpage.

**6** Mobile Fidelity Sound Lab exclusively warrants its Original Master Recordings not to have manufacturing defects in material or workmanship for a period of One Hundred Twenty (120) days.

Even though Original Master Recordings have garnered much acceptance and exposure since their 1977 debut, there are two questions continuously asked by audiophiles and concerned listeners that demand further attention.

**Q: WHY DO ORIGINAL MASTER RECORDINGS COST ALMOST DOUBLE THE PRICE OF REGULAR, MASS-PRODUCED ALBUMS AND CASSETTES?**

**A:** Mobile Fidelity Sound Lab will not compromise quality for quantity. Each step in the process of achieving an Original Master Recording is meticulously checked and double checked. Unlike a typical mass-produced record (which in some cases can be recorded, manufactured and on sale in a matter of days), an Original Master Recording takes at least three months to create. Remember, conventional record manufacturers are in the business of producing and selling as many records as they possibly can in the shortest amount of time and in the most cost-effective manner. Mobile Fidelity Sound Lab takes the opposite approach... spending as much time and money as is necessary to achieve the highest quality and most sonically spectacular products for its customers.

**Q: WHAT FACTORS DETERMINE THE SELECTION OF SPECIFIC TITLES AS ORIGINAL MASTER RECORDINGS?**

**A:** The number one consideration affecting the selection of new Original Master Recording releases is sonic quality. How much can an original master tape benefit from Mobile Fidelity Sound Lab's music reproduction technology? The overriding consideration is master tape quality... not artist popularity. Albums by some of the biggest "names" in contemporary music have been deemed unacceptable by Mobile Fidelity Sound Lab because of inferior recording or production standards. Another key consideration is based on the variety of music involved. The 100-plus titles that comprise the Original Master Recordings catalogue represent every key musical genre: rock, classical, jazz, pop, soul, country and blues. There is an Original Master Recording for every musical taste.

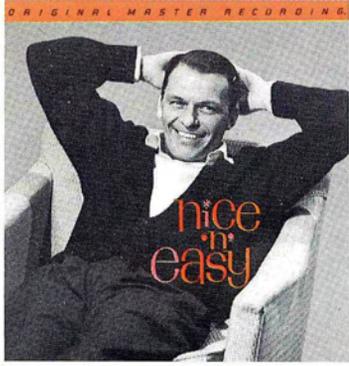
Mobile Fidelity Sound Lab gratefully acknowledges the technical support of the following companies and individuals: Acoustat Corp., Bang & Olufsen of America, Inc., Electro-Voice, Inc., Electron Kinetics Inc., and John Iverson; John Curl; King Instrument Corporation; Luxman, Inc.; Matsushita Electrical Industrial Company of Japan; Music Broker Company; The Nakamichi Corporation; Ortofon, Inc.; Panasonic Consumer Electronics Group, Inc.; Sound Lab, Inc. and Dr. Roger West; Sound Technology; Studer Revox America, Inc.; Victor Company of Japan (JVC); Zumaudio.

FRONT COVER: A photograph demonstrating the evolutionary process of an Original Master Recording Lp. It starts with the original master tape (top), later becoming a metalized (nickel) "mother" (middle) and finally a Super Vinyl custom pressing.

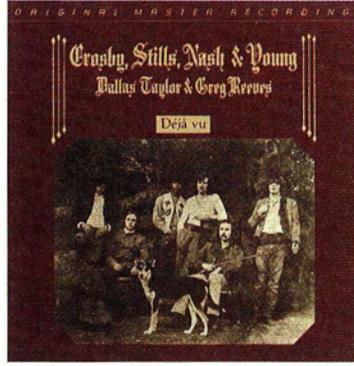
Photo: Chuck Piscitello Art Direction: Eileen Broudy Design: Murry Whiteman

# ORIGINAL MASTER RECORDINGS™

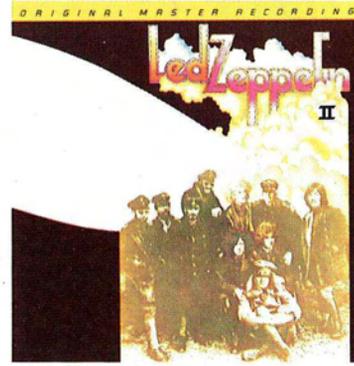
## AN EXPANDING UNIVERSE OF MUSICAL AND SONIC MASTERPIECES



**1-086 FRANK SINATRA "Nice 'n' Easy"** A classic song collection from America's premier male vocalist.



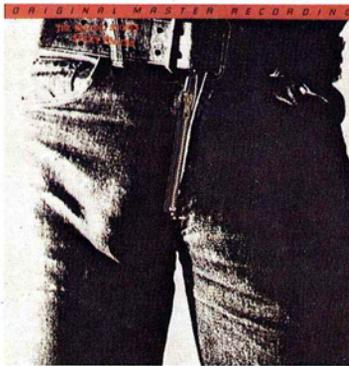
**1-088 CROSBY, STILLS, NASH & YOUNG "Déjà Vu"** Their highly praised second album, containing immaculate vocal harmonies with tight rock and roll.



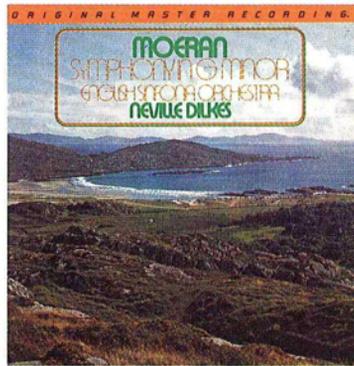
**1-065 LED ZEPPELIN "II"** Captures the all-out, hard rock intensity of this best selling super group.



**1-523 EUGENE ORMANDY "Sibelius: Four Legends"** Ormandy conducts the powerful Philadelphia Orchestra. A stunning performance.



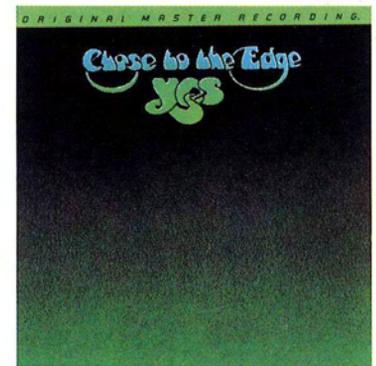
**1-060 THE ROLLING STONES "Sticky Fingers"** The Stones' best-produced album, featuring some of their biggest songs.



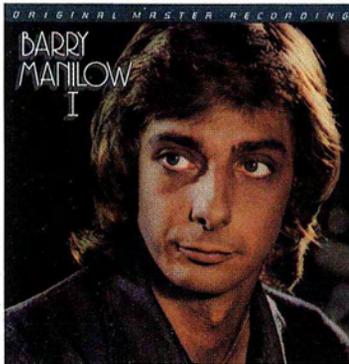
**1-524 NEVILLE DILKES "Moeran Symphony"** Dilkus conducts the English Sinfonia Orchestra. Stunning sonics.



**2-518 VARIOUS ARTISTS "The Blues: A Real Summit Meeting/Live At Newport, 1973"** Features some of the top blues artists of our time in a historic live concert.



**1-077 YES "Close to the Edge"** Progressive Instrumental tapestries with sharp vocal bridges.



**1-097 BARRY MANILOW "I"** The highly memorable debut album from this superstar singer.



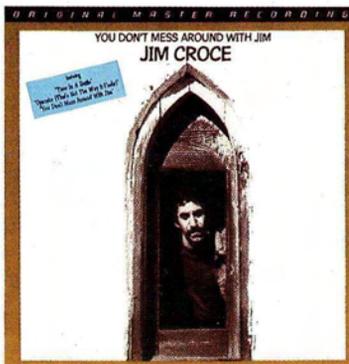
**1-075 KING CRIMSON "In The Court Of The Crimson King"** Their powerfully progressive debut Lp, spotlighting amazing instrumental dynamics.



**2-072 THE BEATLES "The Beatles" (White Album)** Considered to be their best and most musical achievement. Excellent production.



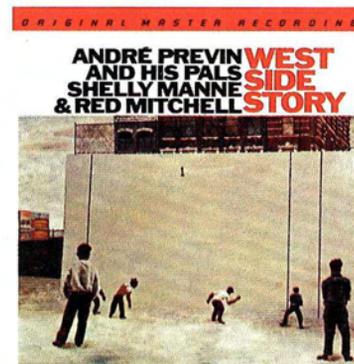
**1-521 YURI TEMIRKANOV "Rachmaninoff Symphony No. 2"** Temirkanov conducts the Royal Philharmonic Orchestra. A rare composition.



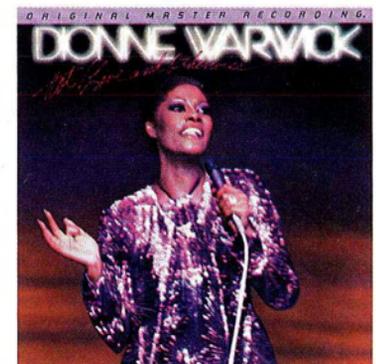
**1-079 JIM CROCE "You Don't Mess Around With Jim"** Features some of his best selling and most acclaimed songs.



**1-071 NEIL DIAMOND "The Jazz Singer"** The first Original Master Recording soundtrack Lp. Powerful vocals.



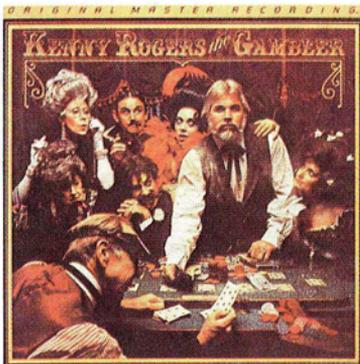
**1-095 ANDRÉ PREVIN/SHELLY MANNE/RED MITCHELL "West Side Story"** The legendary Broadway play, performed in a stunning jazz context.



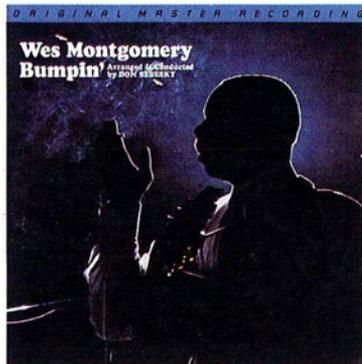
**2-098 DIONNE WARWICK "Hot! Live & Otherwise"** Many of her most acclaimed hits, sung to an appreciative audience.

**INTERNATIONAL:** Contact your local distributor for availability of specific selections.

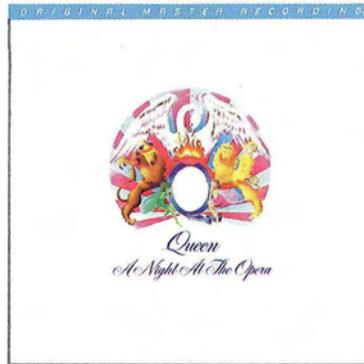
# ORIGINAL MASTER RECORDINGS™



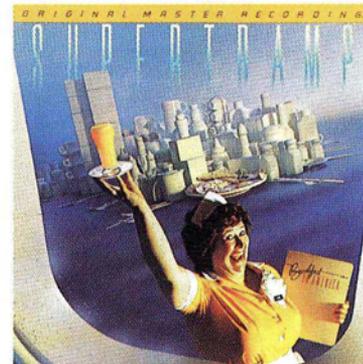
**1-044 KENNY ROGERS "The Gambler"** His strong vocals and a superior production make this a must for Rogers' fans.



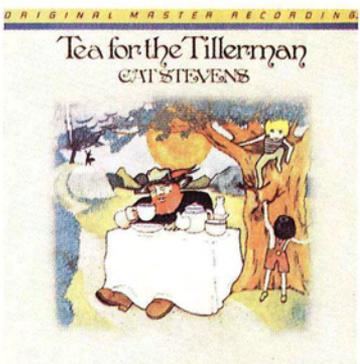
**1-508 WES MONTGOMERY "Bumpin'"** Montgomery established his formidable jazz guitar reputation with this Lp.



**1-067 QUEEN "A Night At The Opera"** Extraordinary production values from these English rock masters.



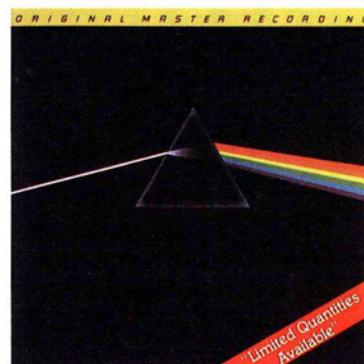
**1-045 SUPERTRAMP "Breakfast In America"** Brilliant, precise production. Sequel to the sold-out "Crime Of The Century."



**1-035 CAT STEVENS "Tea For The Tillerman"** A spirited folk-rock collection of song classics.



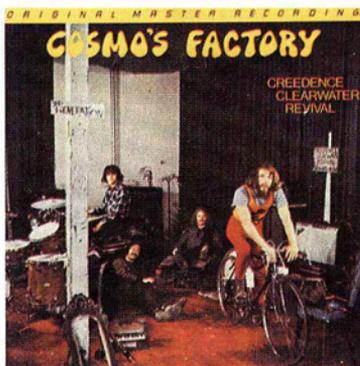
**1-048 JUDY GARLAND & LIZA MINNELLI "Live At The London Palladium"** The rare, legendary mother-daughter concert.



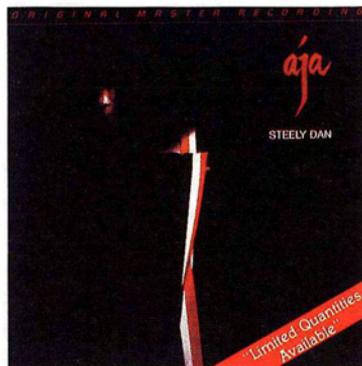
**1-017 PINK FLOYD "The Dark Side Of The Moon"** An interstellar benchmark in hi-fi sonics. Spectacular.



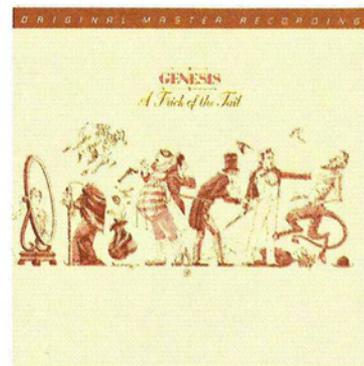
**2-501 SIR ADRIAN BOULT "Elgar-Falstaff Suite"** Acclaimed as this decade's definitive classical performance. London Philharmonic.



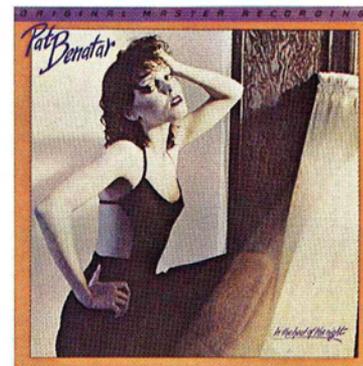
**1-037 CREEDENCE CLEARWATER REVIVAL "Cosmo's Factory"** Sharp, crisp and classic rock and roll from this master group.



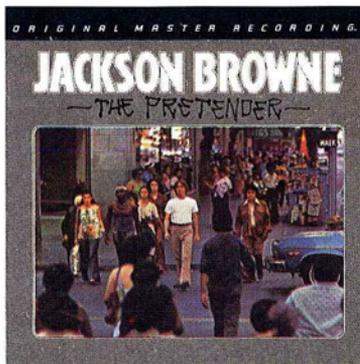
**1-033 STEELY DAN "Aja"** A sonic rock and roll masterpiece, years in the making.



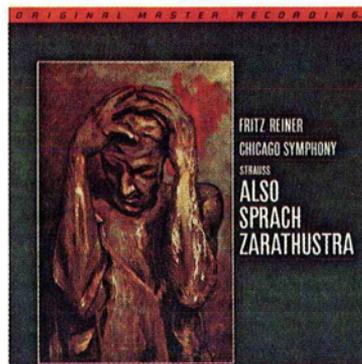
**1-062 GENESIS "A Trick Of The Tail"** Definitive progressive rock, with emphasis on solid instrumentation.



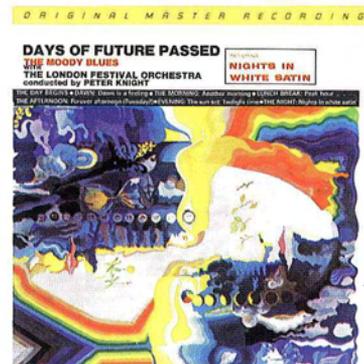
**1-057 PAT BENATAR "In The Heat Of The Night"** The most exciting new female vocalist in many years.



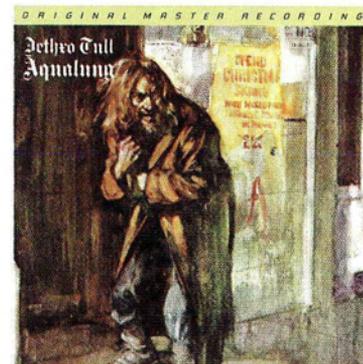
**1-055 JACKSON BROWNE "The Pretender"** A beautifully produced album classic from one pop music's most influential singer-songwriters.



**1-522 FRITZ REINER "Also Sprach Zarathustra"** Featuring an unparalleled hi-fi version of "2001". Chicago Symphony.

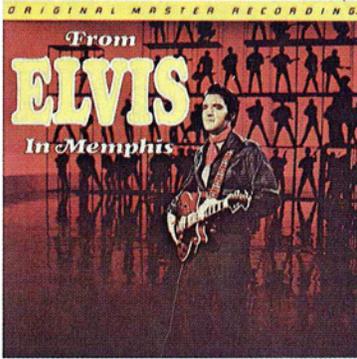


**1-042 THE MOODY BLUES "Days Of Future Passed"** A classic concept Lp. Soft rock with beautiful orchestration.

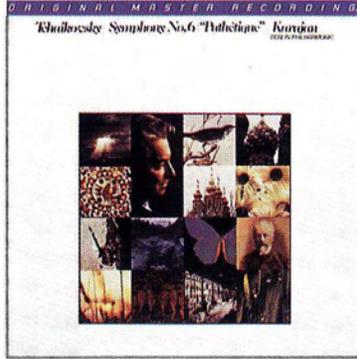


**1-061 JETHRO TULL "Aqualung"** Features England's infamous Ian Anderson on vocals and flute.

# ORIGINAL MASTER RECORDINGS™



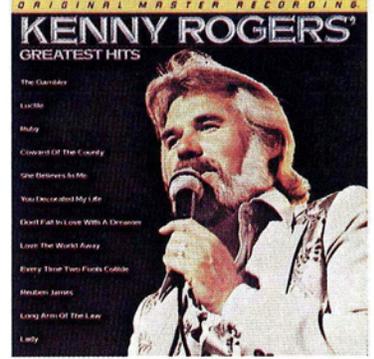
**1-059 ELVIS PRESLEY "From Elvis In Memphis"** The king of rock and roll, as he's never been heard before



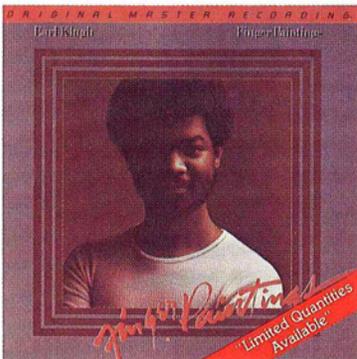
**1-512 HERBERT VON KARAJAN "Tchaikovsky's 6th Symphony"** A stereo spectacular from the Berlin Philharmonic.



**1-064 DAVID BOWIE "Ziggy Stardust"** A highly thematic space-age rock and roll spectacular.



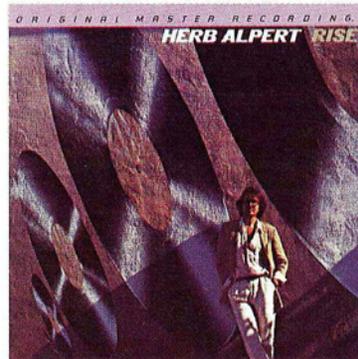
**1-049 KENNY ROGERS "Greatest Hits"** A first in Original Master Recording technology... a greatest hits Lp.



**1-025 EARL KLUGH "Finger Paintings"** An unparalleled jazz guitar showcase from this talented musician.



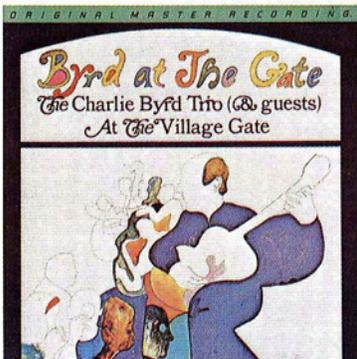
**1-514 OREGON "Distant Hills"** Electric, acoustic instrumentation featuring guitar, flute, tabla, bass, drums, keyboards and more.



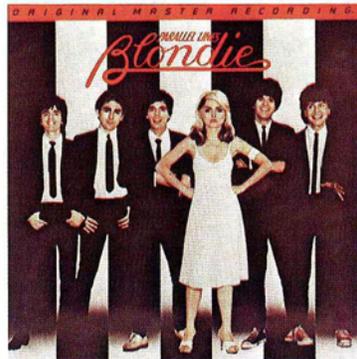
**1-053 HERB ALPERT "Rise"** A beautiful instrumental excursion blending jazz, rock and disco.



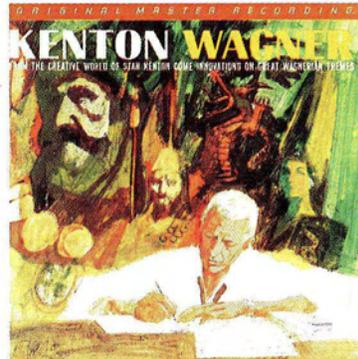
**1-520 MUTI/FIREBIRD "The Firebird (Suite, 1919)/Pictures From An Exhibition"** A perfect classic showcase as an Original Master Recording.



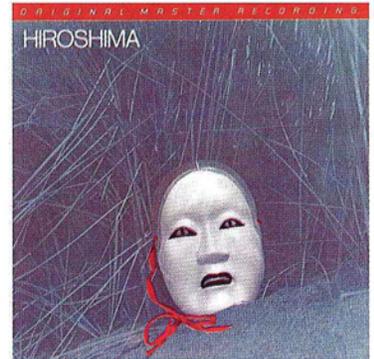
**1-515 CHARLIE BYRD "Byrd At The Gate"** A very rare and extremely well-produced live jazz session.



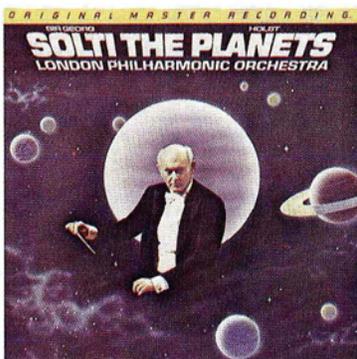
**1-050 BLONDIE "Parallel Lines"** Vocalist Deborah Harry dominates this hard-hitting rock and roll session.



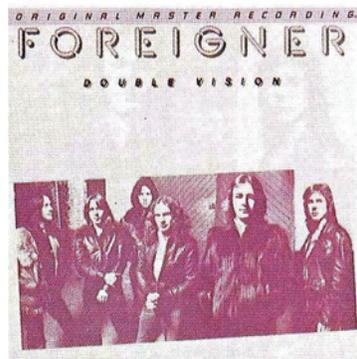
**1-091 STAN KENTON "Kenton Plays Wagner"** Jazz and classical sonics blend in a rich orchestral setting.



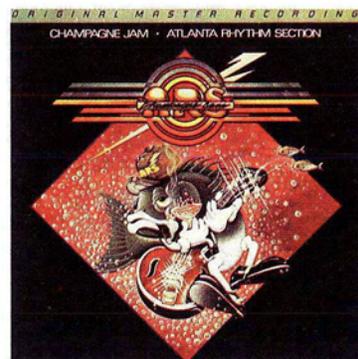
**1-525 HIROSHIMA "Hiroshima"** A fusion of rock, jazz and R&B... plus Japanese musical instruments.



**1-510 SIR GEORG SOLTI "Holt: The Planets"** A stellar performance by Solti and the London Philharmonic.



**1-052 FOREIGNER "Double Vision"** Hot-blooded rock and roll from this internationally known group.

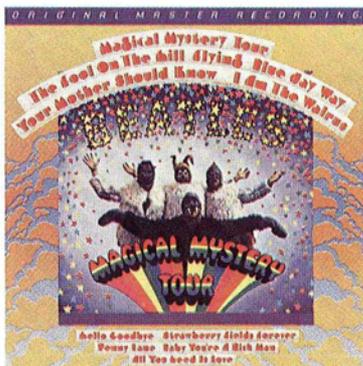


**1-038 ATLANTA RHYTHM SECTION "Champagne Jam"** There's no finer example of the power of Southern rock and roll.

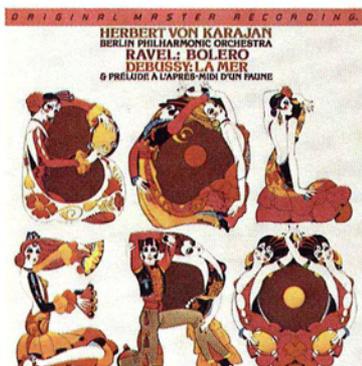


**1-507 LORIN MAAZEL "Respighi: Feste Romane"** A brilliant performance by Maazel and the Cleveland Orchestra.

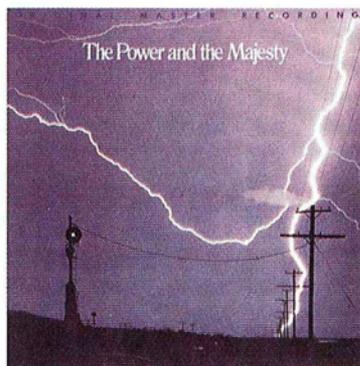
# ORIGINAL MASTER RECORDINGS™



**1-047 THE BEATLES "Magical Mystery Tour"** A legendary Lp with sonic potential unrealized until now.



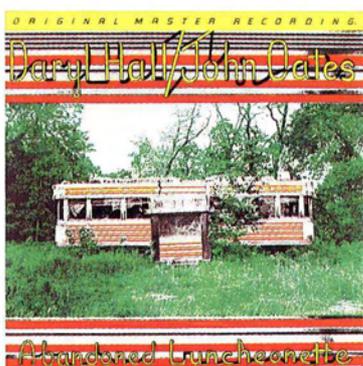
**1-513 HERBERT VON KARAJAN "Ravel: Bolero"** A masterful rendition and an excellent production. Berlin Philharmonic.



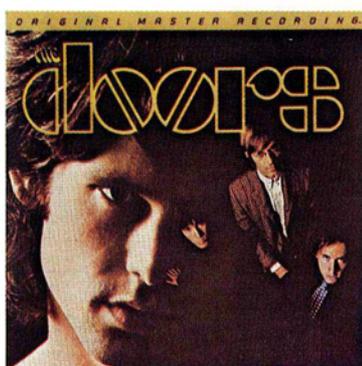
**1-004 THE POWER AND THE MAJESTY** An environmental sonic spectacular guaranteed to test the limits of any stereo system.



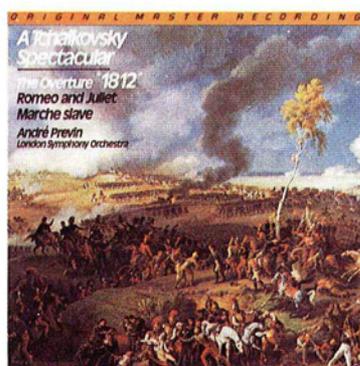
**1-054 ROD STEWART "Blondes Have More Fun"** Rock and roll's most distinctive voice on one of his finest Lp's.



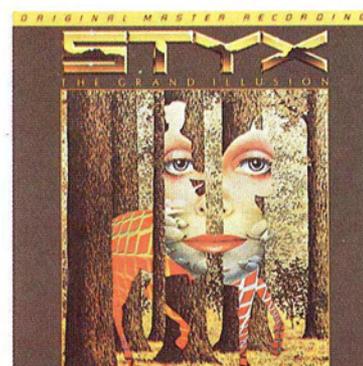
**1-069 HALL & OATES "Abandoned Luncheonette"** Tight harmonies and solid instrumentation highlight this duo's breakthrough Lp.



**1-051 THE DOORS "The Doors"** Their debut album is a powerful and chilling rock statement.



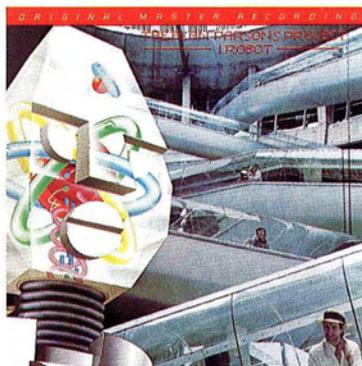
**1-502 ANDRÉ PREVIN "Tchaikovsky: 1812"** Excellent sonics highlight this fine Previn undertaking. London Symphony.



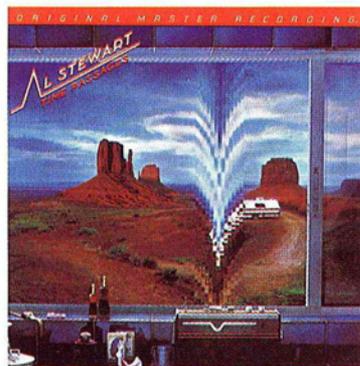
**1-026 STYX "The Grand Illusion"** Progressive rock music at its finest.



**1-092 JETHRO TULL "The Broadsword And The Beast"** Their most recent and most potent musical blend, again spotlighting the flute in a rock setting.



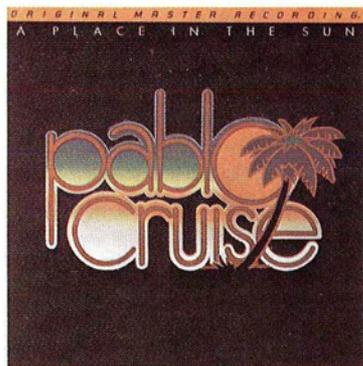
**1-084 ALAN PARSONS "I Robot"** Powerful and precise production values in a contemporary rock setting.



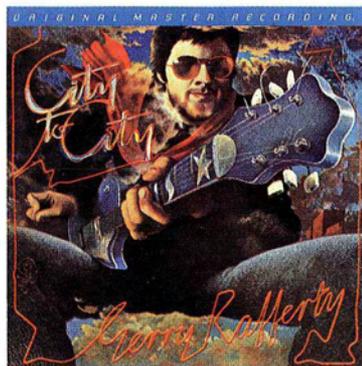
**1-082 AL STEWART "Time Passages"** Another exceptional collection of songs from this gifted performer.



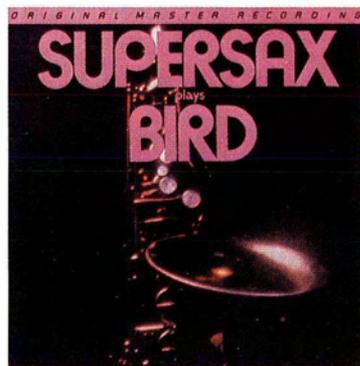
**2-516 SIR GEORG SOLTI "Beethoven's 9th Symphony"** The complete work, with a stunning performance by the Chicago Symphony.



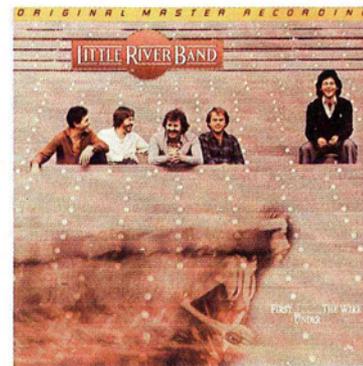
**1-029 PABLO CRUISE "A Place In The Sun"** Clean, clear and highly-memorable rock tunes.



**1-058 GERRY RAFFERTY "City To City"** Features some of the tastiest sax work ever heard on a pop/rock Lp.



**1-511 SUPERSAX "Supersax Plays Bird"** The classic jazz of Charlie Parker in a sonic tribute.

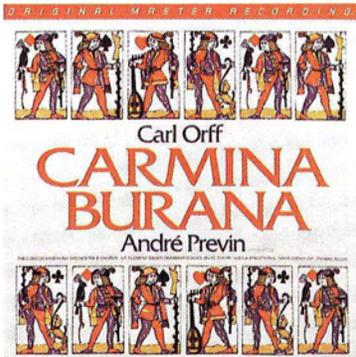


**1-036 LITTLE RIVER BAND "First Under The Wire"** Highly individual rock and roll from this Australian band.

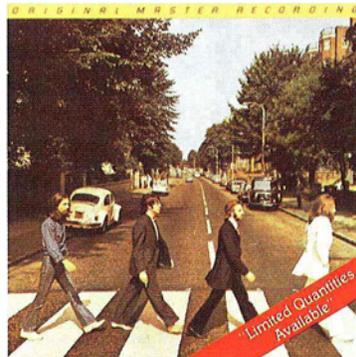
# ORIGINAL MASTER RECORDINGS™



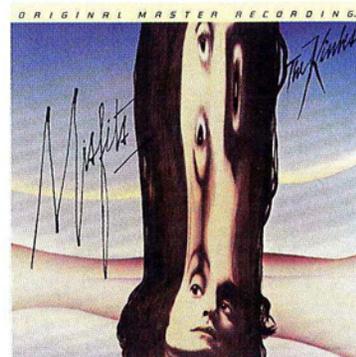
**1-039 THE BAND "Music From Big Pink"** The legendary debut Lp from Bob Dylan's former backup band.



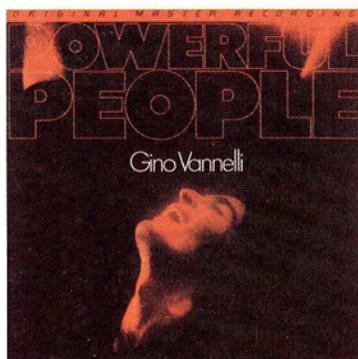
**1-506 ANDRÉ PREVIN "Carmina Burana"** Superb stereo separation spotlights every tone and shade of the orchestra. London Symphony.



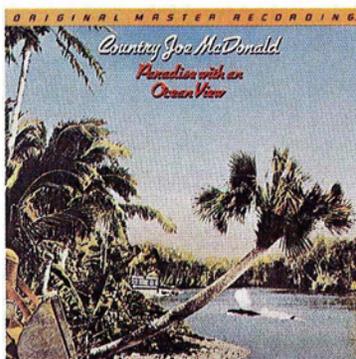
**1-023 THE BEATLES "Abbey Road"** The last Lp they recorded together, with some of their biggest hits.



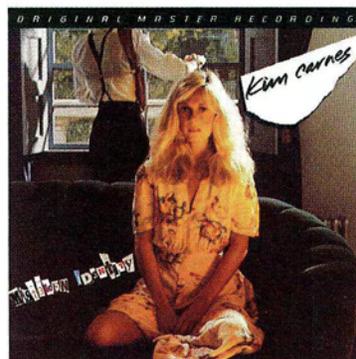
**1-070 THE KINKS "Misfits"** A brilliant Lp from these English rock and roll survivors, featuring Ray Davies.



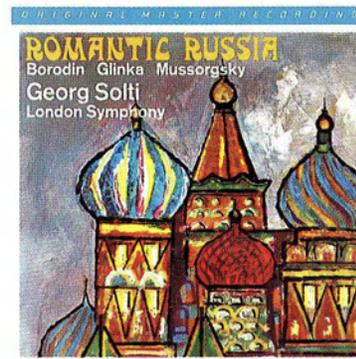
**1-041 GINO VANNELLI "Powerful People"** An unforgettable musical statement from this popular singer-performer.



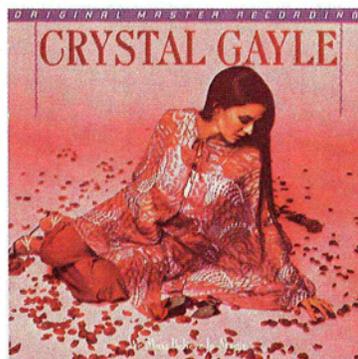
**1-056 COUNTRY JOE McDONALD "Paradise With An Ocean View"** From one of the pioneers of the San Francisco Sound.



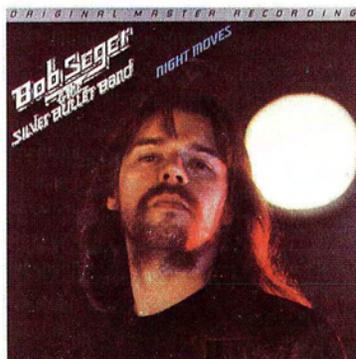
**1-073 KIM CARNES "Mistaken Identity"** The Grammy Award winning Lp from this powerful female vocalist.



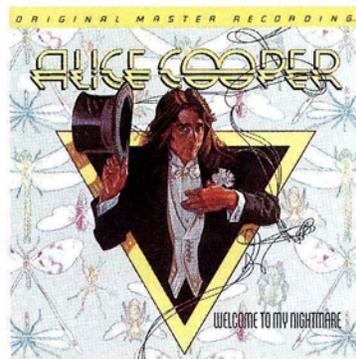
**1-517 GEORG SOLTI "Romantic Russia"** Russian classics conducted by Solti and the London Symphony.



**1-043 CRYSTAL GAYLE "We Must Believe In Magic"** A vocal showcase of country and pop songs.



**1-034 BOB SEGER "Night Moves"** Hard-punching rock and roll from one of rock music's true legends.



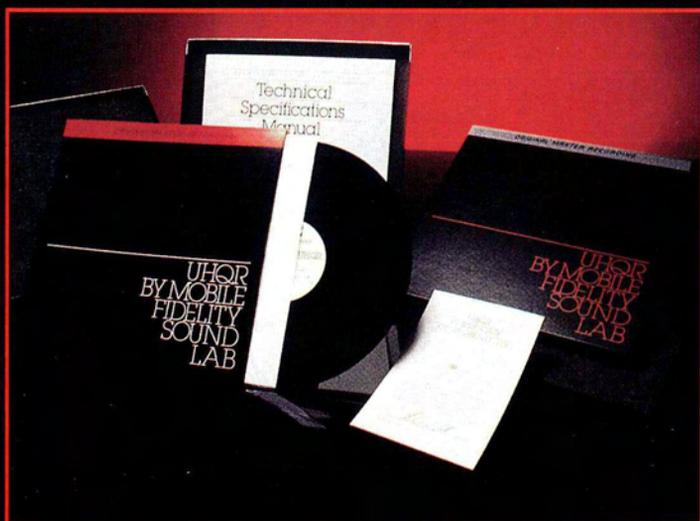
**1-063 ALICE COOPER "Welcome To My Nightmare"** Hard rock and gentle ballads on a thematic soundtrack Lp.



## ORIGINAL MASTER SLEEVES™

These are the very same "rice paper" record sleeves used by Mobile Fidelity Sound Lab for all of its Original Master Recordings and UHQR's. The anti-static, anti-abrasive album protectors will provide continuous protection for all of the non-Original Master Recording Lp's in your collection. Far superior to all paper-only, plastic-lined paper and heavy plastic album sleeves, Original Master Sleeves are a definitive answer to the problems of record storage. They are also the premier storage medium for all video-discs. Available in packages of ten.

# ORIGINAL MASTER RECORDINGS™



## UHQR by Mobile Fidelity Sound Lab "The Ultimate Analog Lp"

The UHQR by Mobile Fidelity Sound Lab represents a dramatic breakthrough in high fidelity reproduction. It is the highest quality and most technically advanced analog "record" ever conceived or manufactured. It even surpasses the unparalleled standards of Original Master Recording Lps.

The sonic impact of the UHQR (Ultra High Quality Recording) is startling! The stereo imaging is so specific that you'll feel you can nearly walk around the instruments. You will almost taste the resin on the strings. You will feel as if the musicians are performing in your own living room.

**EXTREMELY LIMITED QUANTITIES:** Only 5000 custom pressings are crafted for each UHQR title. Once this limited supply is sold out, these UHQR's will never again be available for sale. To underscore its value as a collectible, each UHQR edition is hand-numbered and includes an individually signed Certificate of Authenticity. Two UHQR's are already totally sold out, commanding prices among collectors of up to six times their original selling price.

UHQR EDITIONS ISSUED BY MOBILE FIDELITY SOUND LAB:

SGT. PEPPER'S LONELY HEARTS CLUB BAND/

The Beatles/MFQR 1-100/

**SOLD OUT!**

THE DARK SIDE OF THE MOON/Pink Floyd/MFQR 1-017

**SOLD OUT!**

CRIME OF THE CENTURY/Supertramp/MFQR 1-005

FINGER PAINTINGS/Earl Klugh/MFQR 1-025

FESTE ROMANE/Lorin Maazel cond. The Cleveland

Orchestra/MFQR 1-507

TEA FOR THE TILLERMAN/Cat Stevens/MFQR 1-035

HOLST: THE PLANETS/Sir Georg Solti cond. The London

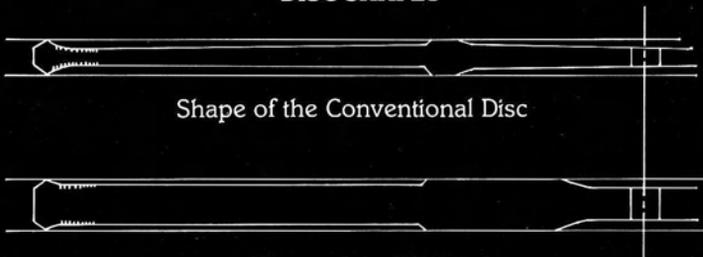
Philharmonic Orchestra/MFQR 1-510

**ELEGANT & PROTECTIVE PACKAGING:** Each UHQR is protectively showcased in a thick library-type presentation box. Included with each UHQR edition is: a highly detailed and illustrated Technical Specifications Manual; a sturdy inner jacket that contains background information on the particular album selection; two layers of impact-protective foam insulation; and the special Original Master ("rice paper") Sleeve.

### SPECIFICATIONS

Disc weight is approximately 200 grams (more than twice as heavy as a conventional Lp; Individual Pressing Cycle is 2 1/2-3 minutes (compared to the 12-20 seconds of a standard, mass-produced Lp); IM Distortion is reduced to the theoretical limits of vinyl; Improved Channel Separation >10db; Frequency Response  $\pm 0.5$ db 20hz to 40khz; Vinyl Resonance raised beyond audibility.

### DISC SHAPES



Shape of the Conventional Disc

Shape of the UHQR

The UHQR by Mobile Fidelity Sound Lab. Available at very select and discriminating stores nationwide... while supplies last. Write us for the name of a store near you.

**GEO-DISC™**  
by mobile fidelity sound lab

The high fidelity pleasures of Original Master Recordings... even the audio content of conventional records... cannot be totally realized if your phonograph pickup apparatus (stylus/cartridge) is not aligned accurately.

The Geo-Disc solves this problem... and more.

A product of extensive research and development, the Geo-Disc features a proprietary three-dimensional visual alignment system (patent pending). It delivers incredibly precise, uncomplicated, rapid and economical cartridge alignment. It enables you to achieve critical alignment to within .003 of an inch in moments... not hours. The Geo-Disc exclusively addresses the three most important factors of alignment: proper offset, proper tracking angle and proper overhang.

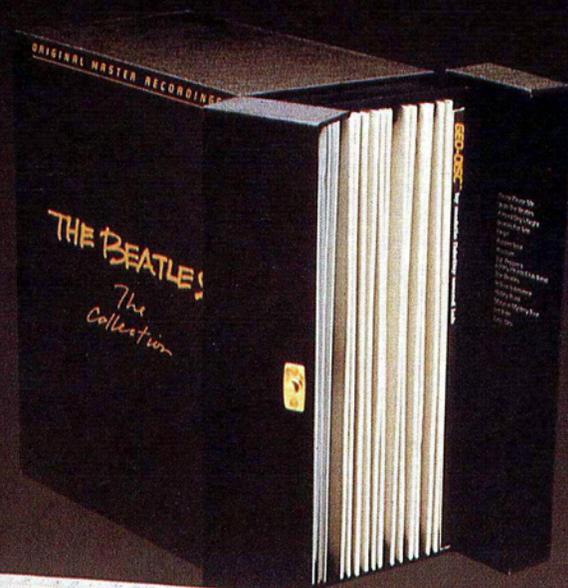
Precise alignment with the Geo-Disc can literally result in a sonic improvement as significant as the addition of a new stereo component... at a fraction of the price.

The Geo-Disc is available at select audio stores. Write us for more detailed information.

A limited edition, 14-record library of Original Master Recordings by The Beatles. Meticulously transferred direct from their original recording studio stereo master tapes.

# THE BEATLES

## The Collection

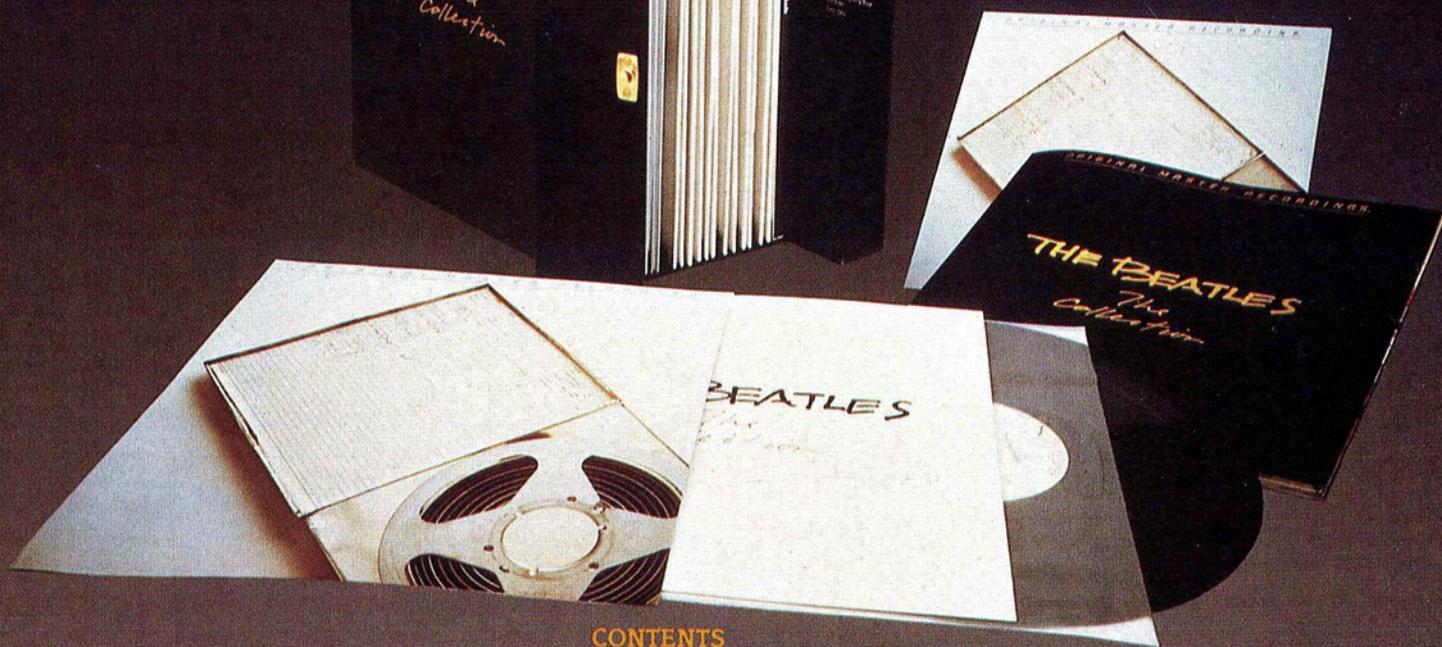


"The Mobile Fidelity renderings allow us to hear what we perhaps weren't intended to hear originally: The Beatles' music reproduced accurately."

**AUDIO MAGAZINE**

"...this particular black box is worth hearing and having..."

**NEW YORK TIMES**



### CONTENTS

#### **LP DISCOGRAPHY**

Please Please Me  
With The Beatles  
A Hard Day's Night  
Beatles For Sale  
Help!  
Rubber Soul  
Revolver  
Sgt. Pepper's Lonely Hearts Club Band  
The Beatles (2 Lp's)  
Yellow Submarine  
Abbey Road  
Magical Mystery Tour  
Let It Be

#### **THE BEATLES/THE COLLECTION ARTBOOK**

A large-format, full color chronology of the original British Beatles album cover artwork. Includes a technical and historic account of the making of this unique set.

#### **GEO-DISC™ by MOBILE FIDELITY SOUND LAB**

It enables you to even more accurately and dramatically experience the sonic dynamics of these Original Master Recordings.

#### **A TOTALLY UNIQUE ULTRA PROTECTIVE PACKAGING CONCEPT**

Each Original Master Recording is enveloped in an Original Master ("rice paper") Sleeve and wrapped in a stiff insert board. These components are inserted in custom designed Lp jackets that feature exact photographic reproductions of the actual studio log sheets used by the producers and engineers of each Beatles recording. These complete Lp packages are filed and catalogued in a high impact, styrene divider rack for stabilized vertical storage. A luxurious library presentation case, covered in black linen and gold foil stamped with matching metal hardware, encases the entire Collection.



# ORIGINAL MASTER RECORDING™ HIGH FIDELITY CASSETTES

**“A New Look...  
And An Even More  
Perfect Sound”**



**NEW! By Mobile Fidelity Sound Lab**  
**“A Precision Tool That Optimizes The Playback Potential  
 Of Any Pre-Recorded Cassette”**

The Geo-Tape by Mobile Fidelity Sound Lab can make a dramatic difference in the playback performance of your cassette system. It allows you, for the first time, to critically align your system without the use of specialized (and expensive) oscillators or oscilloscopes.

In a matter of seconds, the Geo-Tape helps you adjust your deck's playback head to the individual requirements of each and every pre-recorded cassette you own. The result is perfect alignment of playback head azimuth. Plus precise retention of all of the high frequency information originally transferred onto your cassettes. (Example: If your deck's playback head azimuth is a mere 2/15's of a degree out of alignment, the playback response will be down -2.5db at 10khz and reproduction of a 20khz signal becomes impossible.)

The only requirement for the use of a Geo-Tape in the average home system is an accessible head alignment screw on the deck, a mono button (on your amp, pre-amp or receiver) and a small screwdriver.

The Geo-Tape. A product of cassette research from Mobile Fidelity Sound Lab.

Mobile Fidelity Sound Lab first introduced its limited edition series of Original Master Recording High Fidelity Cassettes in 1981. They represented not only a technological breakthrough in the area of master tape transference, but a musical breakthrough as well. The remarkable sonic experience of Original Master Recordings could, at last, be captured and enjoyed almost anywhere...through your home system, your automobile cassette deck or your high fidelity portable player.

Since that time, the engineers of Mobile Fidelity Sound Lab have continuously refined the science of music recovery via the cassette medium...achieving benchmark standards of sonic playback. The unparalleled combination of direct transfer from the original master tape, real time (1:1) duplication, the purest and highest quality CrO2 Chromium Dioxide tape stock, Dolby System™ noise reduction and access to the finest recorded performances by today's most influential recording artists seemed to be the ultimate in technological progress. It wasn't.

Mobile Fidelity Sound Lab's newest cassette innovations center around the cassette shell and its myriad playback mechanisms.

The so-called "perfect pre-recorded cassette series," about which High Fidelity magazine's tape critic labeled "...undoubtedly the best sounding audiophile cassettes I've heard to date..." has just become more perfect.

The new, state-of-the-art tape shell mechanism that surrounds each Original Master Recording High Fidelity Cassette offers a multitude of design innovations that dramatically optimize cassette playback performance. These include: a single-sided, silicon slipsheet with carbon-sputtered static discharge stripes; a copper/mu-metal sandwich hum shield for maximum nullification of residual magnetic flux; and an innovative polycarbonate shell with exceptional rebound memory.

What effects will these...and other new Mobile Fidelity Sound Lab shell design modifications have on the playback performance of Original Master Recording High Fidelity Cassettes through your own cassette deck?

- 1 There is no longer a static discharge when the splice of the tape passes the cassette's guides.
- 2 There is no variation of azimuth from Side A to Side B
- 3 There is no longer a drop in playback level due to flux retention in the hum shield.

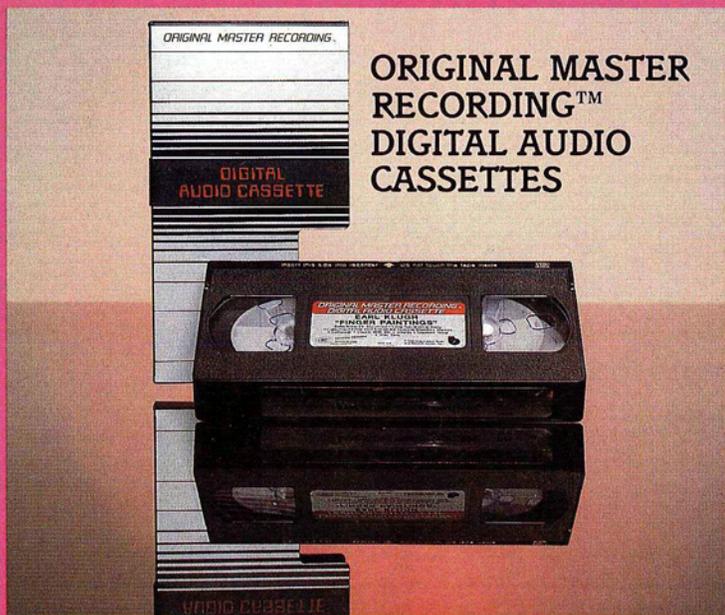
4 There is no possibility of warpage of the shell due to marginally high temperatures.

5 There is no loss of signal due to pressure pad particle contamination.

What does all of the above mean to you? It means that there is no longer any excuse to miss out experiencing...and owning...the most sonically spectacular pre-recorded cassettes ever created.

The Original Master Recording High Fidelity Cassette series includes the following selections:

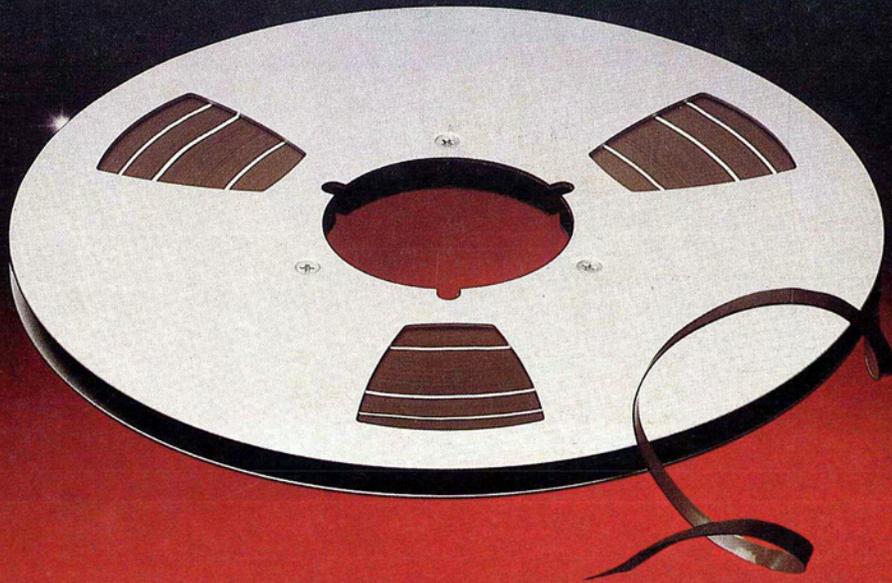
- |            |   |
|------------|---|
| MFSL C-088 | <b>CROSBY, STILLS, NASH &amp; YOUNG</b> "Déjà Vu"   |
| MFSL C-074 | <b>CHRISTOPHER CROSS</b> "Christopher Cross"  |
| MFSL C-096 | <b>L.A. JAZZ CHOIR</b> "Listen..."  |
| MFSL C-520 | <b>RICCARDO MUTI COND. THE PHILADELPHIA ORCHESTRA</b> "Firebird Suite"  |
| MFSL C-084 | <b>THE ALAN PARSONS PROJECT</b> "I Robot"   |
| MFSL C-069 | <b>HALL &amp; OATES</b> "Abandoned Luncheonette"  |
| MFSL C-086 | <b>FRANK SINATRA</b> "Nice 'n' Easy"  |
| MFSL C-042 | <b>THE MOODY BLUES</b> "Days Of Future Passed"  |
| MFSL C-078 | <b>QUINCY JONES</b> "You've Got It Bad Girl"  |
| MFSL C-507 | <b>LORIN MAAZEL COND. THE CLEVELAND ORCHESTRA</b> "Feste Romane"  |
| MFSL C-060 | <b>THE ROLLING STONES</b> "Sticky Fingers"  |
| MFSL C-017 | <b>PINK FLOYD</b> "The Dark Side Of The Moon"   |
| MFSL C-510 | <b>SIR GEORG Solti COND. THE LONDON PHILHARMONIC ORCHESTRA</b> "Holst: The Planets"                             |
| MFSL C-047 | <b>THE BEATLES</b> "Magical Mystery Tour"   |
| MFSL C-522 | <b>FRITZ REINER COND. THE CHICAGO SYMPHONY</b> "Also Sprach Zarathustra"  |
| MFSL C-025 | <b>EARL KLUGH</b> "Finger Paintings"  |
| MFSL C-009 | <b>AL STEWART</b> "Year Of The Cat"   |
| MFSL C-005 | <b>SUPERTRAMP</b> "Crime Of The Century"  |
| MFSL C-011 | <b>GEORGE BENSON</b> "Breezin'"   |
| MFSL C-062 | <b>GENESIS</b> "A Trick Of The Tail"  |
| MFSL C-049 | <b>KENNY ROGERS</b> "Kenny Rogers' Greatest Hits"   |
| MFSL C-008 | <b>ZUBIN MEHTA COND. THE LOS ANGELES PHILHARMONIC ORCHESTRA</b> "Star Wars/ Close Encounters Of The Third Kind" |
| MFSL C-006 | <b>JOHN KLEMMER</b> "Touch"   |
| MFSL C-004 | <b>(Environmental Sonics)</b> "The Power & The Majesty"   |
| MFSL C-035 | <b>CAT STEVENS</b> "Tea For The Tillerman"  |
| MFSL C-033 | <b>STEELY DAN</b> "Aja"   |



One of the most talked-about new technologies in the world of audiophile-quality software is the science of digital audio sonic reproduction. It has created a new generation of playback hardware...PCM (pulse code modulation) cassette decks. Mobile Fidelity Sound Lab now exclusively offers the first pre-recorded software for these decks...Original Master Recording Digital Audio Cassettes.

These cassettes are available in both the VHS and Beta format, playable through either self-contained record/playback DAC decks or via processors that directly interface with any video cassette deck. The following selections are now available, with new titles scheduled for release on a regular basis by Mobile Fidelity Sound Lab:

- |              |   |
|--------------|---|
| VHS/BETA-005 | <b>SUPERTRAMP</b> "Crime Of The Century"              |
| VHS/BETA-017 | <b>PINK FLOYD</b> "The Dark Side Of The Moon"         |
| VHS/BETA-025 | <b>EARL KLUGH</b> "Finger Paintings"                  |
| VHS/BETA-510 | <b>Solti/LONDON PHILHARMONIC</b> "Holst: The Planets" |
| VHS/BETA-084 | <b>THE ALAN PARSONS PROJECT</b> "I Robot"             |
| VHS/BETA-507 | <b>MAAZEL/CLEVELAND ORCHESTRA</b> "Feste Romane"      |
| VHS/BETA-120 | <b>DONALD FAGEN</b> "The Nightfly"                    |



UHQR by Mobile Fidelity Sound Lab



Geo-Tape by Mobile Fidelity Sound Lab



Original Master Recording Digital Audio Cassette



Geo-Disc by Mobile Fidelity Sound Lab

**MOBILE FIDELITY SOUND LAB • Post Office Box 919, Chatsworth, California 91311 • (213) 709-8440**

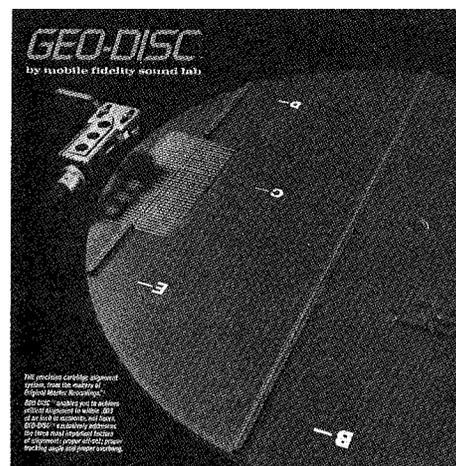


**NEW! FROM MOBILE FIDELITY SOUND LAB**

# GEO-DISC™

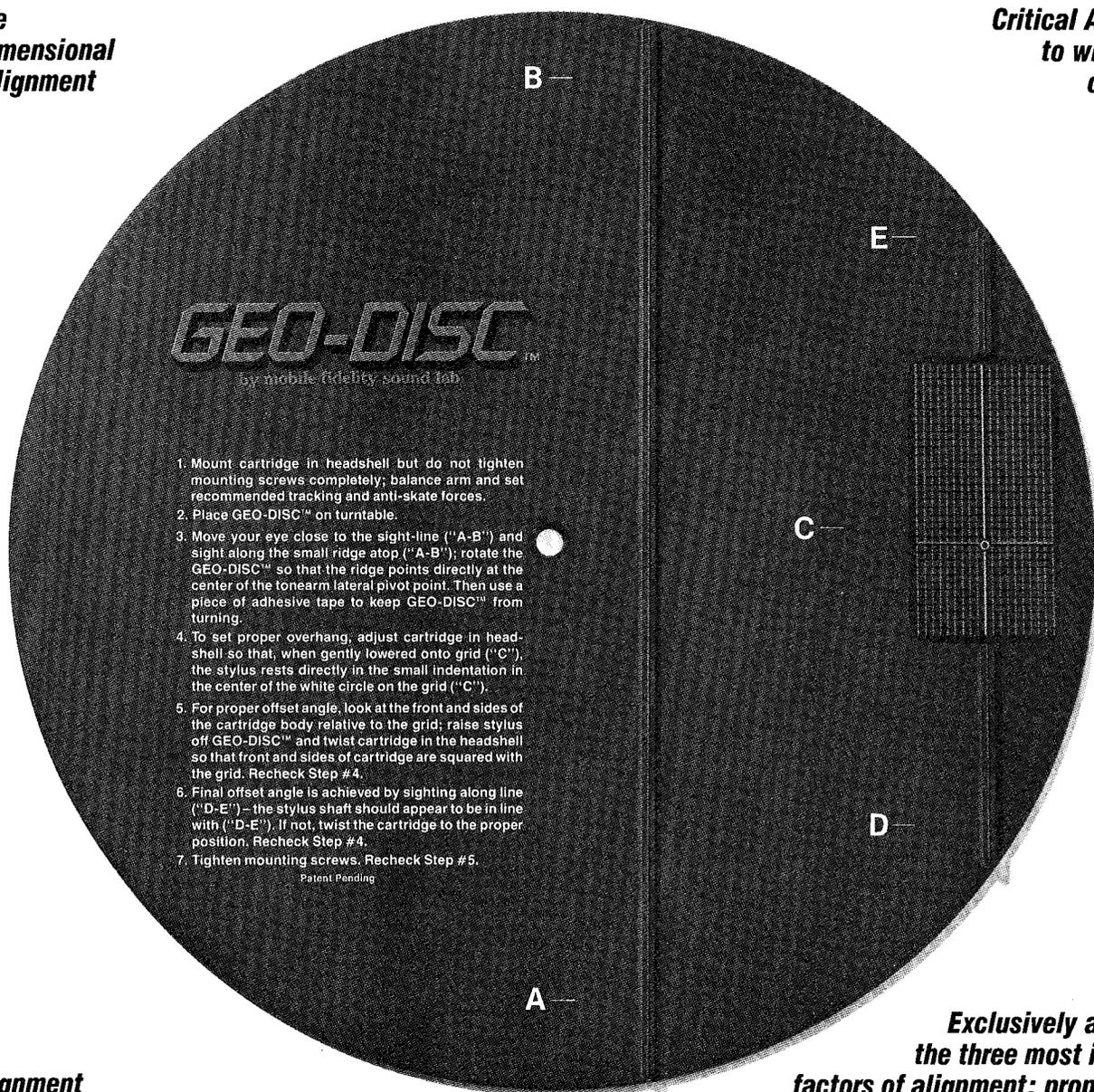
by mobile fidelity sound lab

**THE MOST ACCURATE CARTRIDGE  
ALIGNMENT SYSTEM EVER AVAILABLE.  
AND THE EASIEST TO USE.**



**Exclusive  
Three-Dimensional  
Visual Alignment  
System**

**Critical Alignment  
to within .003  
of an inch**



1. Mount cartridge in headshell but do not tighten mounting screws completely; balance arm and set recommended tracking and anti-skate forces.
2. Place GEO-DISC™ on turntable.
3. Move your eye close to the sight-line ("A-B") and sight along the small ridge atop ("A-B"); rotate the GEO-DISC™ so that the ridge points directly at the center of the tonearm lateral pivot point. Then use a piece of adhesive tape to keep GEO-DISC™ from turning.
4. To set proper overhang, adjust cartridge in headshell so that, when gently lowered onto grid ("C"), the stylus rests directly in the small indentation in the center of the white circle on the grid ("C").
5. For proper offset angle, look at the front and sides of the cartridge body relative to the grid; raise stylus off GEO-DISC™ and twist cartridge in the headshell so that front and sides of cartridge are squared with the grid. Recheck Step #4.
6. Final offset angle is achieved by sighting along line ("D-E") - the stylus shaft should appear to be in line with ("D-E"). If not, twist the cartridge to the proper position. Recheck Step #4.
7. Tighten mounting screws. Recheck Step #5.

Patent Pending

**Total Alignment  
in moments, not hours**

**Exclusively addresses  
the three most important  
factors of alignment: proper offset,  
proper tracking angle and proper overhang**

(Actual size of GEO-DISC™ is 12" diameter: same as standard LP.)

**Mobile Fidelity Sound Lab's GEO-DISC™ is the perfect complement to its series of Limited Edition Original Master Recordings.™ Both will markedly improve the sonic performance of your stereo playback system.**

**But the high fidelity pleasures of Original Master Recordings™... even the audio content of conventional records... cannot be totally realized if your phonograph pickup apparatus (stylus/cartridge) is not aligned accurately. That's where the GEO-DISC™ is essential.**

**A product of extensive research and development, the GEO-DISC™ features a proprietary three-dimensional visual alignment system (patent pending) that delivers incredibly precise, uncomplicated, rapid and economical cartridge alignment. It enables you to achieve critical alignment to within .003 of an inch in moments, not hours. GEO-DISC™ exclusively addresses the three most important factors of alignment: proper offset, proper tracking angle and proper overhang.**

**The detriments of an improperly-aligned cartridge are legendary and have no doubt affected all concerned listeners from time to time. These include:**

- **Severe loss of information, frequently lost permanently by groove damage from misaligned stylus.**
- **Tracking distortion—break-up of high acceleration information**
- **Sibilance—break-up of "S" and "T" sounds**
- **Phase distortion—inaccurate or lost imaging**
- **Tracing error—Loss of subtle details in the recording**
- **Frequency response distortion—Loss of some areas in the audio band**

**Overall, gross cartridge misalignment can result in very high Total Harmonic Distortion. The GEO-DISC™ can help solve these problems.**

**The GEO-DISC™ is based upon the much-respected geometric alignment theories of audio pioneer H.G. Baerwald. As early as 1941, Baerwald stressed the search for the optimum position and angle so that the playback stylus most closely approximates the position of the stylus utilized in the cutting of the lacquer. Baerwald defined two points at which the properly aligned cartridge presents a stylus that is tangent to the grooves walls. These are said to be "zero-error" points, with the first about 1/3 of the way into the recording area and the second a small distance from the innermost groove. What he found was that with optimum offset angle and overhang, these zero points are fixed regardless of tonearm length, as long as the maximum and minimum radii of the recorded area are specified and that a tonearm cartridge aligned to these points resulted in the smallest possible peak values of tracing error.**

**Although Baerwald's theories are widely accepted, it has...until the introduction of the GEO-DISC™... taken the skills and patience of a mathematician/engineer to successfully implement his alignment formulas. And many hours in the process.**

**GEO-DISC™ achieves precision alignment with its unique sight-line concept. In simplest terms, the GEO-DISC™ is a 12" black disc with a hole in the center that fits over the turntable's spindle. It includes a sight-line in the form of a raised ridge which is aimed at the pivot point of the tonearm. GEO-DISC™ is also provided with an indented point which locates the proper position of the stylus tip. A grid surrounding the point allows the cartridge to be twisted into proper alignment.**

**Proper and precise alignment with the GEO-DISC™ can literally result in a sonic improvement as significant as the addition of a new stereo component... at a fraction of the price.**

**Available at discriminating audio stores.**

**If your local audio dealer does not carry GEO-DISC™, you may order directly from Mobile Fidelity Sound Lab.**

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Printed in U.S.A.

## ORDER FORM

Please send me \_\_\_\_\_ GEO-DISC™(s) at \$24.99  
(Plus \$1.00 for postage and handling) each.

Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

MAIL TO: Mobile Fidelity Sound Lab, GEO-DISC™ Division, P.O. Box 919, Chatsworth, CA 91311

**TO ORDER BY MAIL:** Send cashier's check or money order to Mobile Fidelity Sound Lab, for amount of purchase only (please include \$1.00 per GEO-DISC™ for shipping and handling). Allow three weeks for delivery. Personal checks accepted, but must await bank clearance prior to shipment. (Allow six weeks for delivery). All orders shipped UPS. Please provide street address (No P.O. Boxes).

\$ \_\_\_\_\_ Total Cost (California residents add 6% tax)

