

Alva

JUST ADD VINYL

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You Worked Hard...

You've spent years dreaming of the perfect record collection.

You've dedicated weekends to searching for hidden gems in record stores and carefully curating your discoveries.

You worked hard because you love music.

We worked hard creating Alva because we love music too and think that all your records should sound as fantastic as they look.

Dedicated to Vinyl

Alva is the name we give to our products designed to unlock the characteristic warm vinyl sound.

It includes a pair of new Alva turntables, our custom-designed moving coil cartridge, and two award-winning phono preamplifiers.

Whether you're looking for a new turntable, a cartridge, or simply need a dedicated phono stage to hear more detail from an older deck – we're confident that Alva has the answer.





Records as They Should Sound

Whether you're dusting off your record collection or newly embracing vinyl, there's a unique sensation from the moment you lower the stylus onto an album, it clicks into place and the opening bars ring out.

We've designed Alva products to help you enjoy every note and every nuance, from every record.

Alva preserves the artists and cutting engineers' mastery – so that records sound as they should.





Kings of Convenience

Alva turntables are for people who want to listen to records at exceptional quality – without the need to choose or fit extra components.

Alva keeps it simple by coming with perfectly matched cartridges pre-fitted.

Alva connects to pretty much any audio system too, as our turntables have switchable integrated phono-stages. They'll even work wirelessly with Bluetooth speaker systems.



ALVA TT V2

Direct-Drive Turntable with Bluetooth aptX HD

You've spent years curating the perfect record collection, searching for hidden gems in record shops and online – because you love music. Our shared love means that we didn't stop with Alva TT.

We pushed on to create Alva TT V2; with a direct drive system, bespoke MC cartridge, an all-new tone-arm, and Hi-Res Bluetooth with an integrated phono stage – both now switchable. We believe that your records deserve to sound as fantastic as they look.

- **Bluetooth aptX HD** – switchable Hi-Res wireless streaming. Place the turntable on a flat-surface that suits you
- **Built-In Phono Stage** – switchable phono pre-amp, direct connection to amp – keep your setup simple
- **Direct Drive** – consistent drive speed with pitch-perfect audio reproduction
- **Pre-installed High-Output MC Cartridge** – pristine musical detail, custom design. Easy setup
- **New Tonearm with Removable Headshell** – lightweight and strong. Tracks your records flawlessly



ALVA ST

Belt-Drive Turntable with Bluetooth aptX HD

There's nothing quite like vinyl: the tactile pleasure of removing a record from its sleeve and carefully placing it on a deck is unique. We designed the original Alva TT to honour that tradition, and Alva ST to share that pleasure with more people.

With a pre-fitted cartridge – so you'll be playing records in minutes – the belt-drive Alva ST also features Hi-Res Bluetooth streaming and integrated phono stage. Everyone should be able to enjoy the freedom Alva brings.

- **Bluetooth aptX HD** – switchable Hi-Res wireless streaming. Place the turntable on a flat-surface that suits you
- **Built-In Phono Stage** – switchable phono pre-amp, direct connection to amp – keep your setup simple
- **Belt Drive** – with simple electronic push button speed control
- **Pre-installed Moving Magnet Cartridge** – a well-regarded choice, play records in minutes
- **New Tonearm with Removable Headshell** – lightweight and strong. Tracks your records flawlessly



Turntable Specifications

	ALVA TT V2	ALVA ST	
	DRIVE TYPE	Direct Drive	Belt Drive
	TURNTABLE SPEEDS	33.3, 45rpm	33.3, 45rpm
	MOTOR TORQUE	1.6kg/cm	-
	WOW & FLUTTER	<0.1%	<0.12%
	TURNTABLE PLATTER	POM (Polyoxymethylene)	Die Cast Aluminium
	PLATTER DIAMETER	305mm	305mm
	PLATTER WEIGHT	2.2kg	645.3g (930.5g inc rubber mat)
	AUDIO OUT	RCA Phono/Line Level (Switchable)	RCA Phono/Line Level (Switchable)
	BLUETOOTH	SBC/aptX/aptX HD	SBC/aptX/aptX HD
	POWER SUPPLY	AC 100-240V, 60/50Hz	AC 100-240V, 60/50Hz
	POWER CONSUMPTION	5.5W	6W
	MAX POWER CONSUMPTION	20W	20W
	STANDBY POWER CONSUMPTION	<0.25W	<0.3W
	DIMENSIONS (W X H X D)	435 x 139 x 368mm	435 x 139 x 366.7mm
	WEIGHT	10.9kg	9kg
PHONO STAGE	GAIN @1KHZ	42dB	42dB
	NOMINAL OUTPUT	250Vrms	250Vrms
	INPUT NOISE (A-WEIGHTED)	0.1u Vrms	0.1u Vrms
	RIAA CURVE ACCURACY	*+/- 0.3dB 30Hz-20kHz	*+/- 0.3dB 30Hz-20kHz
	SIGNAL/NOISE RATIO	>90dB	>90dB
	THD+N 1KHZ	0.0025%	0.0025%
	INPUT IMPEDANCE	47Ω	47Ω
	INPUT CAPACITANCE	100pF	100pF
TONEARM	TYPE	Static Balanced Tonearm w/ detachable Headshell	Static Balanced Tonearm w/ detachable Headshell
	EFFECTIVE LENGTH	221.5mm	221.5mm
	OVERHANG	19mm	19mm
	EFFECTIVE MASS	19.6g	19.8g
	COMPATIBLE CARTRIDGE WEIGHTS	4.5-12g	4.5-12g
	CARTRIDGE	High Output Moving Coil	Moving Magnet
	FREQUENCY RESPONSE	*+/- 1dB 30Hz-20kHz	*+/- 0.5dB 30Hz-20kHz
CARTRIDGE	STYLUS	Elliptical	Elliptical
	CANTILEVER	Aluminium	Alloy Tube
	COMPLIANCE		7 x 10 - 6cm / dyne
	OUTPUT LEVEL	2mV @1kHz	1.8-3.6mV @1kHz
	TRACKING FORCE	2g	2g
	TRACKABILITY	70um	
	RECOMMENDED LOAD	47Ω	47Ω



Wireless Freedom

Built-in Bluetooth aptX HD liberates our turntables from the rest of your hi-fi. With the freedom to place an Alva deck anywhere, your records take centre stage

Music can be streamed wirelessly to any compatible Bluetooth kit at up to 24bit/48kHz Hi-Res quality (Or you can choose to use phono cables if you prefer.)

Phono Stage With or Without

Alva Turntables have an integrated phono stage (phono pre-amp), derived from our award-winning Alva Duo – to reveal incredible detail from your records.

This means they can be connected to any amp or compatible speaker system.

There's an option of deactivating the deck's phono stage too – ideal if your amp already has one, or simply to keep options open.





Alva MC Cartridge

The cartridge on the Alva TT v2 is pre-installed for convenience.

There's no tricky set-up needed, and its sound is perfectly matched to the other components in the turntable.

Alva MC is a bespoke designed High-Output Moving Coil (MC) cartridge with an exposed cantilever design.

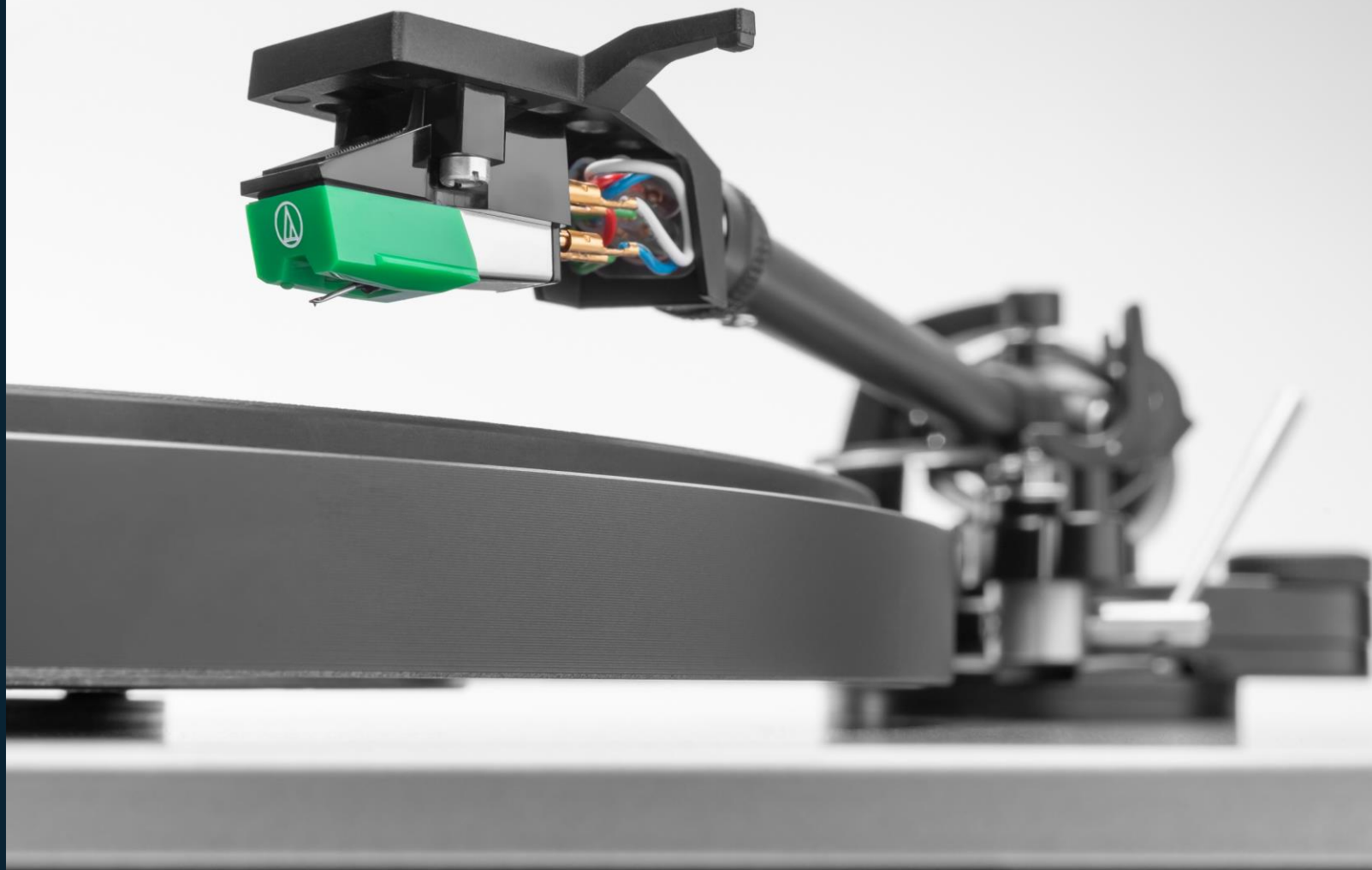
It reduces unwanted resonance and vibration, delivers high levels of gain and pristine musical detail during playback.

MM Cartridge

The cartridge on the Alva ST is also pre-installed and ready to play.

After hours of listening, we chose the well-regarded AT-VM95E by Audio Technica.

Both of our cartridges feature an elliptical stylus for greater contact area with your record's grooves and accurate tracking of audio information and of course, great sounding music.





Driven by You

Alva TT V2 has a medium-torque direct drive motor, offering consistent drive speed, silent running and pitch perfect audio reproduction.

Alva ST uses the proven belt-drive method, supplemented with electronic motor speed control. After connecting the belt for the first time, you never need to look under the platter again.

Reassuringly Solid Platter

Complimenting the Direct Drive motor, the Alva TT v2'S platter has the feel of finely polished stone.

It's made from Polyoxymethylene (POM), a semi-crystalline thermoplastic used in precision engineering applications, where high stiffness and dimensional stability are demanded.

The weight of the platter, coupled with our medium torque direct drive motor, ensures excellent speed stability during playback of records.





Die-Cast Aluminium

Alva ST's platter is aluminium die-cast, finished by CNC to ensure excellent balance and stability.

The 17mm high aluminium platter is finished with a 5mm rubber mat – a combination proven to reduce unwanted resonance.

Upgraded Tonearm

After hours of testing, our engineers selected a new high-mass, low-resonance tonearm for Alva TT v2 and Alva ST.

By minimising resonant frequencies, and in combination with the cartridge, it helps retrieve the maximum detail from your records.

A detachable die-cast aluminium headshell makes swapping cartridges easy, then fine-tuned with greater precision thanks to a new anti-skating dial.





Designed For Life

A record collection can last a lifetime, so why shouldn't a turntable?

Alva TT v2's top plate is made from solid, 6mm aluminium coated with EVA and MDF inside a composite chassis that weighs a total of 10.9kg.

Alva ST's top plate is 1mm aluminium with a layer of EVA and MDF inside a composite chassis that weighs a total of 9kg.

Reassuringly solid and with great vibration absorption qualities.

Modern Classic

Your turntable can't just be hidden away when in use, so it's important that it looks as good as it sounds.

Alva's wedge-foot design and lunar grey finish are designed to match our other hi-fi components and look great in all settings.

From the busy living room to the modern open-plan apartment, Alva turntables manage to both fit in, and stand out.





From London With Love

Our listening panel spent hundreds of hours listening to multiple combinations of electronics and hardware to ensure that Alva TT v2 and Alva ST live up to our ethos of Great British Sound – as the artist intended, with nothing added and nothing taken away.

Alva Solo, Duo & MC

Our comprehensive Alva range allows you to enjoy the Great British Sound, no matter where your system started.



ALVA SOLO

Moving Magnet Phono Preamplifier

Enjoy every last detail from your vinyl collection with our highest quality moving magnet phono stage, the Solo Phono Preamplifier.

MAX POWER CONSUMPTION	10W
CARTRIDGE SUPPORT	Moving Magnet
GAIN @ 1KHZ	39dB
NOMINAL OUTPUT	300mV
SENSITIVITY	3.35mV
EQUIVALENT INPUT NOISE	~0.09µV
RIAA CURVE ACCURACY	+ / - 0.65dB (30Hz-20kHz)
SIGNAL TO NOISE RATIO	>90dB
THD+N 1KHZ (20-20KHZ BW)	<0.0025%
INPUT IMPEDANCE	47k Ohm
INPUT CAPACITANCE	100pF
OVERLOAD MARGIN	>30dB
CROSSTALK @10kHz	>85dB
DIMENSIONS (W X H X D)	176x48x132mm(6.9x1.9x5.2")
WEIGHT	0.68kg (1.5lbs)



ALVA DUO

Moving Coil & Moving Magnet Phono Preamp

Squeeze every inch of detail from your record collection with our highest quality moving magnet and moving coil phono stage, with integrated headphone amp; the Duo Phono Preamp.

MAX POWER CONSUMPTION	10W	
CARTRIDGE SUPPORT	Moving Magnet	Moving Coil
GAIN @ 1KHZ	39dB	60dB
NOMINAL OUTPUT	300mV	
SENSITIVITY	3.35mV	305uV
EQUIVALENT INPUT NOISE	-0.09uV	-0.08uV
RIAA CURVE ACCURACY	+ / - 0.65dB (30Hz-20kHz)	
SIGNAL TO NOISE RATIO	>90dB	>70dB
THD+N 1KHZ (20-20KHZ BW)	<0.0025%	<0.20%
INPUT IMPEDANCE	47k Ohm	100 Ohm
INPUT CAPACITANCE	100pF	
OVERLOAD MARGIN	>30dB	
CROSSTALK @10kHz	>85dB	75dB
DIMENSIONS (W X H X D)	215x48x159mm(8.5x1.9x6.2")	
WEIGHT	0.95kg (2.1lbs)	



ALVA MC

High-output Moving Coil Cartridge

With its exposed cantilever design and elliptical stylus, our engineers custom-designed Alva MC, a high-output Moving Coil cartridge to deliver stunning levels of musical detail.

CARTRIDGE TYPE	High-output Moving Coil
FREQUENCY RESPONSE	+ / - 1dB 30Hz - 20kHz
STYLUS	Elliptical
CANTILEVER	Aluminium
OUTPUT LEVEL	2mV @1kHz
TRACKING FORCE	2g
RECOMMENDED LOAD	47k Ω
WEIGHT	7g
SEPARATION	25dB @ 1kHz



THANK YOU FOR LISTENING