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From the makers of the world's first Hi-Res wireless turntable

- Bluetooth aptX HD
- Hi-Res streaming (24bit/48kHz)
- Versatile placement

2

Simple to Set Up, Simple to Own

- Pre-installed cartridge
- Integrated phono stage
- Accessories included

3

Outstanding Sound Quality

- High-mass, low resonance tonearm
- 50+ years of audio expertise
- Award winning components

Just Add Vinyl

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 we think that your records should sound as fantastic as they look.

Alva is the name we give to our products designed to unlock that characteristic warm vinyl sound. It includes a pair of new Alva turntables, our custom-designed moving coil cartridge, and two award-winning phono preamplifiers.



ALVA TT V2



ALVA ST

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.

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 Alva's cartridge and Integrated Phono Stage combination.

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 Alva's electronic speed control. 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

From the makers of the world's first Hi-Res wireless turntable

Built-in and switchable 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.)

BLUETOOTH APTX HD

Bluetooth isn't usually associated with high quality in audio circles due 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, our Alva turntables also support the aptX and SBC Bluetooth codecs.



HI-RES STREAMING

There are 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 our Alva turntables, 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.

PRE-INSTALLED CARTRIDGE

Alva turntables come with the cartridge pre-installed. Pristine musical detail and no tricky setup.

Just a couple of simple steps stand between you and spinning your first disc. Check out the set-up video on our support site for the proof. <https://techsupport.cambridgeaudio.com>.



INTEGRATED, SWITCHABLE 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 integrated phono stage of Alva turntables features many of the electronics from our award-winning Duo phono stage, including a subsonic filter that eliminates motor rumble.

We know that many of the best hi-fi stacks change and grow over time so we've made the phono stage switchable so that your Alva turntable can grow with your beloved stack, should you invest in an external one.



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 their ground-breaking features, the Alva turntables are no exception.

HIGH MASS, LOW RESONANCE TONEARM

Resonance is the killer of turntables. Our high mass, low-resonance tonearm can retrieve the maximum amount of sonic detail from your records.

After hours of listening to tonearm / cartridge combinations we arrived at this combination.

Short length and high mass minimises resonant frequencies for crystal-clear audio reproduction. A detachable headshell allows the listener to use multiple cartridges without having to set up the turntable each time.

Our upgraded anti-skating dial allows for greater precision when setting up different cartridge weights. (Compatible cartridge weights: 4.5g – 12g)



50+ YEARS OF AUDIO ENGINEERING EXPERTISE

For over 50 years, we've pursued one simple goal: to engineer products that bring the Great British Sound into your home. We've used all our hi-fi expertise and used modern as well as classic techniques to make sure that Alva can take your records new and old and make them sound as the artist intended.



AWARD WINNING COMPONENTS

Our Alva range is complimented by the following components that can bring our philosophies of the Great British Sound to other equipment that you may have in your home

Related Products

ALVA MC

With its exposed cantilever design, elliptical stylus and ability to deliver stunning levels of musical detail, our engineers custom-designed the Alva MC high-output Moving Coil cartridge for Alva TT (and its successor the V2). Celebrating over 50 years of hi-fi innovation, the 68° angle seen running top to bottom is a call-back to our founding year of 1968.



ALVA SOLO & ALVA DUO

Designed to get the best from turntables, or amplifiers, without a high-quality integrated phono stage – Alva Duo and Solo help unlock the unique vinyl sound. Alva phono preamps have been carefully designed with a state-of-the-art power supplies and new surface mounted circuit boards to reduce unwanted noise – helping you to squeeze every inch of detail from your records.



Technical Specification

	ALVA TT	ALVA ST
TYPE	Direct Drive	Belt Drive
TURNTABLE SPEEDS	33.3, 45rpm	33.3, 45rpm
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	19.6g
COMPATIBLE CARTRIDGE WEIGHTS	4.5-12g	4.5-12g
CARTRIDGE		
CARTRIDGE	High Output Moving Coil	Moving Magnet
FREQUENCY RESPONSE	*+/- 1dB 30Hz-20kHz	+/- 0.5dB 30Hz-20kHz
STYLUS	Elliptical	Elliptical
CANTILEVER	Aluminium	Alloy Tube
OUTPUT LEVEL	2mV @1kHz	1.8~3.6mV @1kHz
TRACKING FORCE	2g	2g
RECOMMENDED LOAD	47Ω	47Ω