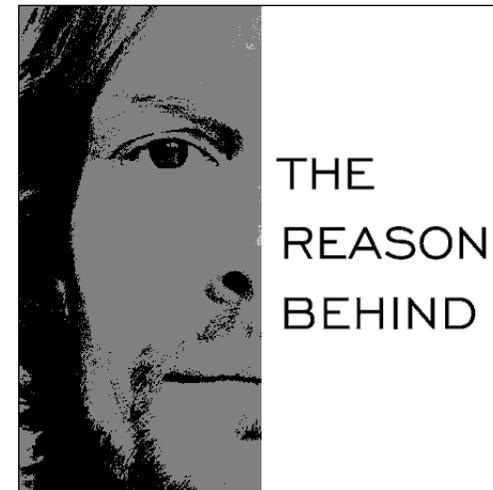


LEJONKLOU

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Slipsik 7

Long live the Moving Magnet!

Moving Magnet cartridges are underrated and often badly treated. After having studied many commercial MM phono preamplifiers, I started wondering why none of them had the fancy components or the careful layout of their MC (Moving Coil) counterparts. Everything always appeared simplified and less expensive. With the **Slipsik** Reference MM Phono Preamplifier I decided to break that pattern.

When building the best possible turntable from parts, there is a strict hierarchy to observe. The most important parts are the turntable mechanics and the motor, then follows the arm and finally the cartridge. It can easily be demonstrated that a modest MM cartridge mounted on a high quality arm outperforms the most expensive MC cartridge mounted on a lower quality arm. This is because the arm is more important than the cartridge.

Observing this hierarchy, it is wise to always optimise your turntable mechanics, motor, arm and even the furniture on which the turntable stands *before* considering replacing your high quality MM cartridge with an MC.

Another reason to use a high quality MM cartridge is that it allows quick and inexpensive stylus replacements and therefore has a dramatically lower cost per hour of music played. And if a stylus should happen to be damaged, the party can continue within a minute.

The reason behind Slipsik 7 is to extract and deliver the musical thrill buried in the tracks of your precious vinyl records. It took thirteen years to perfect it and I believe it sets a new standard for MM phono pre amplifiers.

What makes Slipsik 7 remarkable?

- Slipsik is a hand-built dual mono design with individually measured and selected components. All units, even the first one made in 2006, can be upgraded to the latest specification.
- The circuit board has evolved during thirteen years of trial and error. In the two latest versions, Slipsik 6 and 7, sensitive signals are buried inside the board, between multiple narrowly spaced layers of copper.
- The power regulation uses a **Balanced Power** configuration, where an optimal amount of current is always flowing, regardless of the content of the musical signal.
- The electrical components in each Slipsik 7 are carefully measured and selected into small groups. Only one specific combination of selected component is used. All the rejected components are saved for future projects.
- The power cord inside Slipsik 7 is screened with a thin insulated solid copper tube, soldered to the chassis in both ends. This improves performance by preventing mains hum and radio frequencies from reaching the circuits where the music travels. **Do not cut down or replace the power cord!**
- Every Slipsik 7 is hand built in Sweden. It's tested with music and signed by the person who does the final tuning.
- Attention to detail: Common to all products from Lejonklou is an **extreme** attention to detail. Every product I develop is crafted by hundreds, sometimes thousands, of listening tests. Even seemingly unimportant details are carefully evaluated. Whenever possible I use blind tests, because they make difficult decisions easier. Everything I do and every result is written down and later studied in an attempt to find another angle. When I have described my development process to colleagues who work for other companies, they have considered me mad. That's OK. Mad attention to detail is the single most important factor when making a HiFi product that has the ability to let the music reach out and touch you.
- Slipsik is the name of a river in the north of Sweden.