

ORIGINAL MASTER RECORDINGS™



LIMITED EDITIONS FROM THE ORIGINAL MASTERS

mobile fidelity
sound lab
a division of MP&L, INC.

AN ORIGINAL MASTER RECORDING™ WILL CHALLENGE AND IMPROVE THE PERFORMANCE OF YOUR STEREO SYSTEM!

any

You could spend a small fortune on your stereo system. You could add all of the newest state-of-the-art technological wonders...enhancers, definers, equalizers, imaging systems, etc...in an often futile effort to recapture the sound as it was originally recorded by your favorite artists. But equipment alone will not deliver that superior sound quality, because your sound system is ultimately only as good as the source material...your records and tapes. It is an unfortunate fact that the sound quality of mass produced Lp's and cassettes...originally recorded in the studio or in concert with great care and at great expense... becomes progressively eroded through multiple generations of transfers onto commercial quality vinyl and cassette tape to meet the demands of mass production.

Until recently, no audio component, regardless of price or technical specifications could truly deliver the sonic integrity of the recording artist's original master tape...those carefully defined shadings and nuances that were so painstakingly produced during the original recording process.

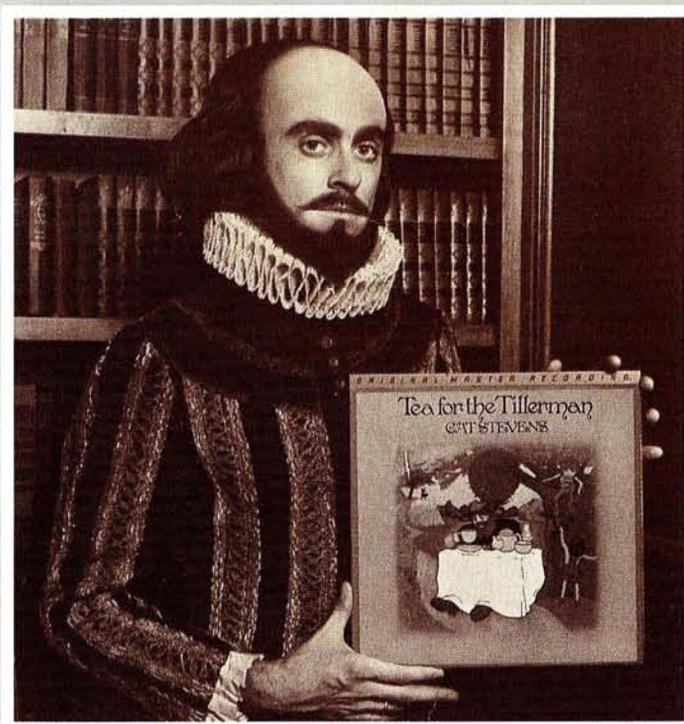
That changed completely, however, with the introduction of Mobile Fidelity Sound Lab's series of Limited Edition Original Master Recordings™...the ultimate audio component. That's right... audio component. The degree of performance of the finest receiver, amplifier, turntable, cassette deck or speaker is commensurate with the quality of the source material. And while it is true that stereo components have made quantum technological leaps in the past decade, such has not always been the case with source material or programming...mass-produced Lp's and pre-recorded cassettes. There is an overwhelming demand for true high fidelity programming...source material that totally complements today's audio playback systems through precise reproduction of an artist's original master tape.

Original Master Recordings™ meet that demand. And much more.

THE MAKING OF AN ORIGINAL MASTER RECORDING™ LP.

The secret lies in the manner Original Master Recordings™ are made, a process totally different from any other method...and infinitely more time consuming.

Major record companies are in the business of providing a vast amount of music to tremendous numbers of people. It is a high volume business where millions of pressings of a single album are not uncommon. Dealing in such large numbers, the time and costs



of manufacturing must be very carefully controlled. Under such circumstances, they might take as little as an hour to cut a master lacquer disc, which is the first step toward ultimately creating the record you purchase.

On the other hand, a minimum of three months is required to make an Original Master Recording™. What that extra time means to you is dramatically improved sonic clarity. You'll not only hear the eight cellos in Tchaikovsky's "1812 Overture," but you'll hear the space between them and the air around them. On Pink Floyd's "The Dark Side of The Moon," you will finally be able to hear and distinguish the faintest whispering, the most puzzling sound effects and actually experience passages of total, absolute silence...no snaps, crackles, buzzes or pops.

To accomplish this, Mobile Fidelity Sound Lab utilizes its *exclusive* half-speed mastering process. Normally, master lacquer discs are cut at 33 1/3 rpm (real time), the same speed at which you play a record on your turntable. The master lacquer discs for Original Master Recordings™ however, are cut at half-speed...or 16 2/3 rpm...while the master tape also plays at half speed. This allows twice as much time for the master disc cutting system to capture

every detail, every nuance of sound from that original master tape (never second or third generation) as it accurately inscribes the groove.

At the same time, Mobile Fidelity's *exclusive* half-speed mastering process utilizes only one-fourth of the power that real-time cutting takes. The cutting head amplifiers are never pushed to their limits. This produces more head room for far superior dynamic range, top-end and overall frequency response plus improved stereo separation. No transformers are used and limiting is never employed. Nothing is introduced that will cause distortion or squeeze the "sonic" life out of an Original Master Recording™.

After the metal lacquer is cut, it is immediately refrigerated for protection. Metal masters and stampers are then made to produce the final pressings. That's another long and critical process. It takes more than a month before these metal masters can even be heard and evaluated.

Then the pressings are made. Not on ordinary vinyl, but on a material known as Super Vinyl. The Victor Company of Japan (JVC) is the only company in the world that makes this high quality vinyl. Super Vinyl gives you an ultra quiet playing surface. It is heavier and harder than ordinary vinyl. And it has no "memory"you can play an Original Master Recording™ over and over again without having to let the disc rest after each play. When an ordinary vinyl record is played repeatedly, the groove walls tend to be stretched and distorted by the passing of the stylus and the overall sound deteriorates. The lifespan of an Original Master Recording™ is at least four to five times longer than a conventional Lp.

To retain absolute quality control, each Original Master Recording™ is created as a Limited Edition, giving you the assurance that the last pressing matches the quality of the first.

Only the strongest and most protective materials are utilized in the packaging of each Original Master Recording™. To maintain flatness and prevent warping, each Lp is protected by a specially constructed, heavy-duty album jacket supported by a rigid cardboard stiffener. To help eliminate dust, a unique static-free "rice paper" inner sleeve protects each disc. When you present a musical gem, you must protect it like a rare jewel.

We cut no corners. We make no compromises. What we do make are records and cassettes that are as close to handmade as you'll ever find. With us, it's a labor of love.

We design every Original Master Recording™ to challenge your equipment and your listening ability.

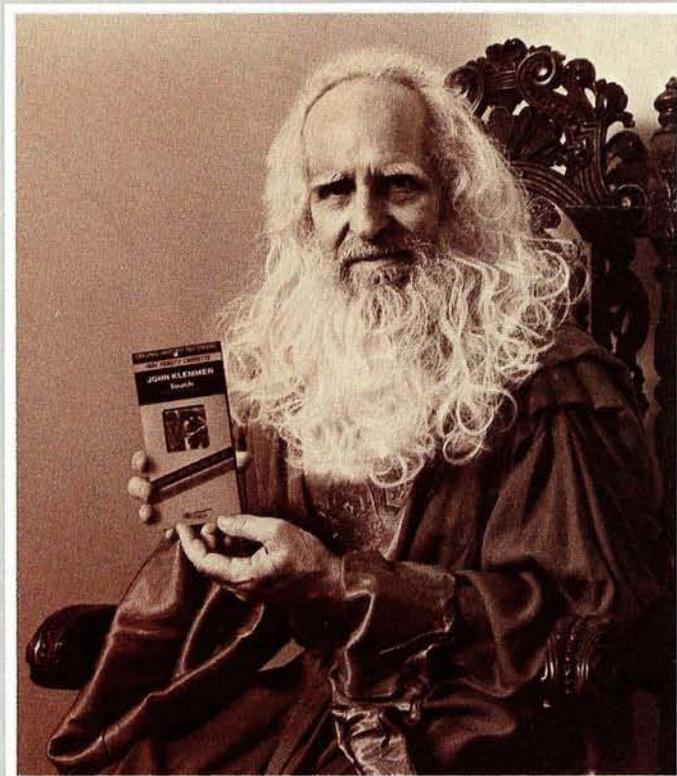
ORIGINAL MASTER RECORDING™/ QUALITY STANDARDS

Mobile Fidelity Sound Lab is not content with using the most precise recording equipment available today in making Original Master Recordings™...that's only the starting point. In an extraordinary effort to recapture every sonic highlight from the original stereo master tapes, all reference and

recording equipment has been specially modified to extend their performance range in line with Mobile Fidelity Sound Lab's critical standards.

Only the finest speaker systems that money can buy are employed in the making of an Original Master Recording™. Sound cannot be reproduced perfectly unless it can be auditioned perfectly.

The Mobile Fidelity-modified Ortofon cutting head that inscribes the groove in each master lacquer disc is custom designed for the half-speed mastering of Original Master Recordings™. There are no others like it in the world.



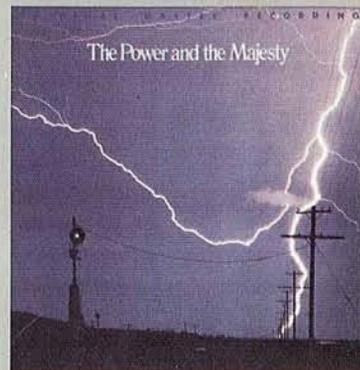
To make certain that the stylus is cutting each groove flawlessly, it is replaced before it can show any sign of deterioration or wear. In high speed commercial record manufacturing, the same stylus may be used on as many as twenty records.

Mobile Fidelity's tape transport system is totally unique, with all handmade electronics including specially modified half-speed Dolby™ circuitry for extended frequency response and minimum distortion.

Mobile Fidelity Sound Lab gratefully acknowledges the technical support of the following companies that have contributed to Original Master Recordings™ becoming the reference standard for state-of-the-art programming: Acoustat Corp., Inc.; Audel, Inc.; Fidelity Research of America, Inc.; Meyer Sound Lab, Inc.; Mitchell A. Cotter Co., Inc.; Ortofon, Inc.; RH Labs, Inc.; Sony Industries, Inc.; Victor Company of Japan (JVC).

ORIGINAL MASTER RECORDINGS™ SPAN THE SONIC AND MUSICAL SPECTRUM.

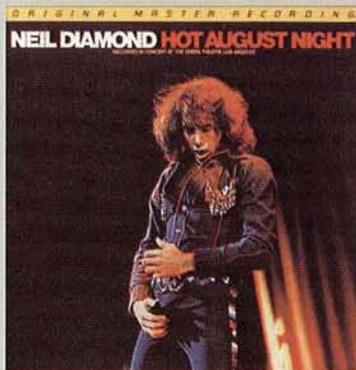
Mobile Fidelity Sound Lab's series of Limited Edition Original Master Recordings™ is an ever-expanding spectrum of sonic spectaculars. Original Master Recordings™ feature the definitive recorded performances of the most prominent musical artists of our time.



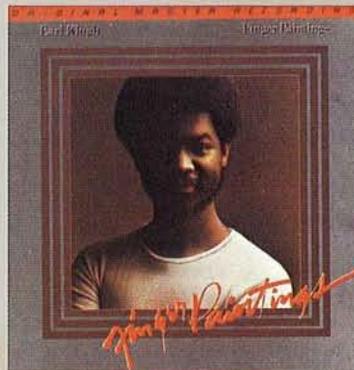
1-004 "THE POWER AND THE MAJESTY" A natural sonic spectacular that will challenge the most demanding stereo systems.



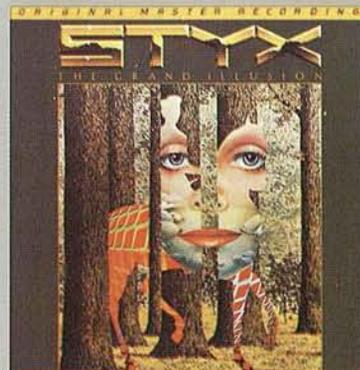
1-023 THE BEATLES "Abbey Road" Your chance to return to the recording studio and hear how good the Beatles actually sounded.



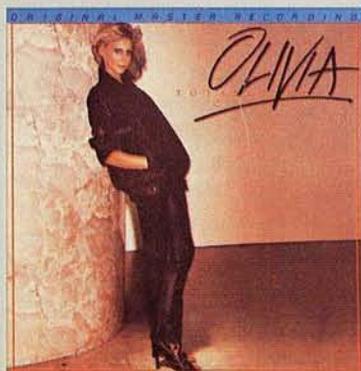
2-024 NEIL DIAMOND "Hot August Night" A live concert summary of his classic hits as only he could sing them.



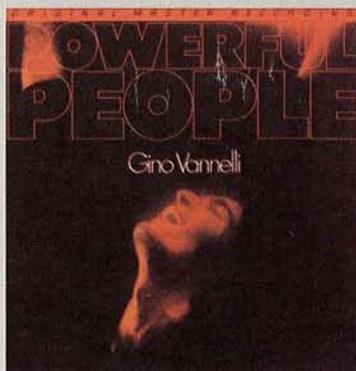
1-025 EARL KLUGH "Finger Paintings" Perhaps the classic jazz guitar record. A treat for every component of your sound system.



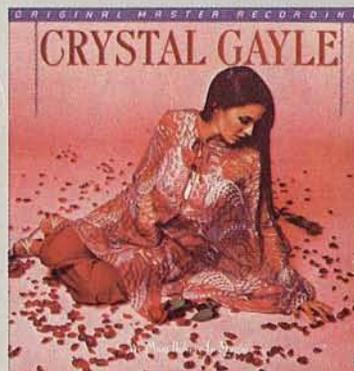
1-026 STYX "The Grand Illusion" A landmark in progressive music combining Styx's instrumental expertise with some of their finest songs.



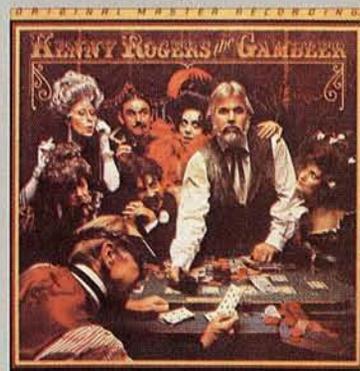
1-040 OLIVIA NEWTON-JOHN "Totally Hot" Her crystalline vocal style sparkles on this Original Master Recording.™



1-041 GINO VANNELLI "Powerful People" An unforgettable sound experience for Gino Vannelli's ever-growing legion of fans.



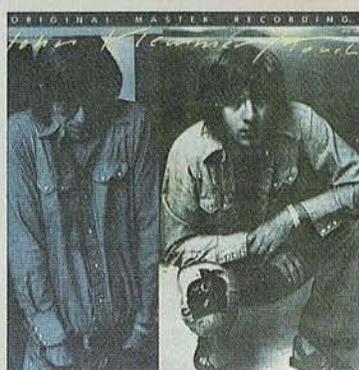
1-043 CRYSTAL GAYLE "We Must Believe In Magic" From country to pop, this album illustrates just how outstanding a vocalist she is.



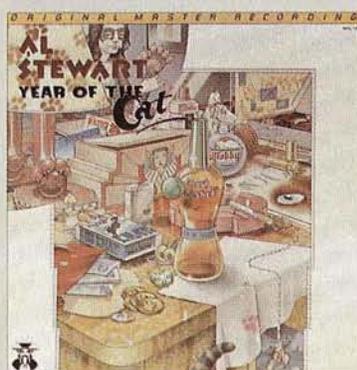
1-044 KENNY ROGERS "The Gambler" A superior production highlighting Kenny Rogers' strong voice and material.



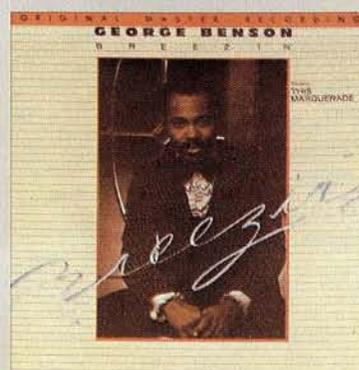
1-005 SUPERTRAMP
"Crime Of The Century" Winner of the "Audio Excellence Award!" Outstanding production values.



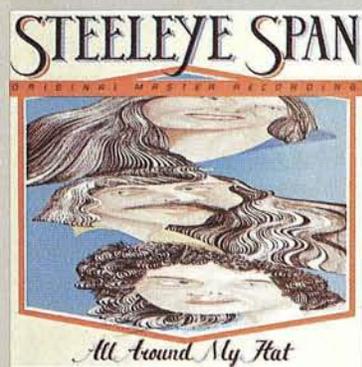
1-006 JOHN KLEMMER
"Touch" Instrumental jazz textures that flow with subtlety and substance through your sound system.



1-009 AL STEWART
"Year Of The Cat" The classic title tune highlights this English singer-songwriter's most acclaimed album.



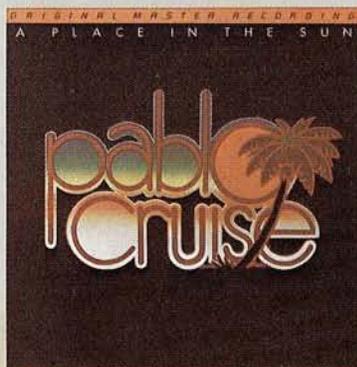
1-011 GEORGE BENSON
"Breezin'" His fluid guitar swirls around an album of jazz and soul treats. His biggest seller.



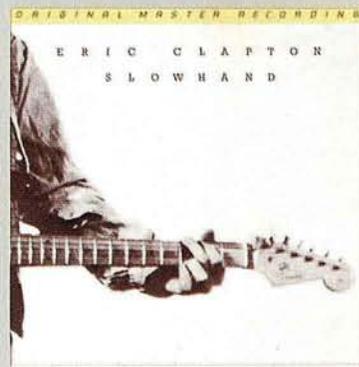
1-027 STEELEYE SPAN
"All Around My Hat" The delightful strains of English folk-rock create an audio wonderland.



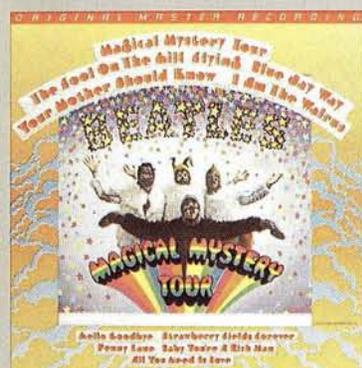
1-028 MELISSA MANCHESTER
"Melissa" Her familiar voice enhanced by the audio dynamics of this Original Master Recording.™



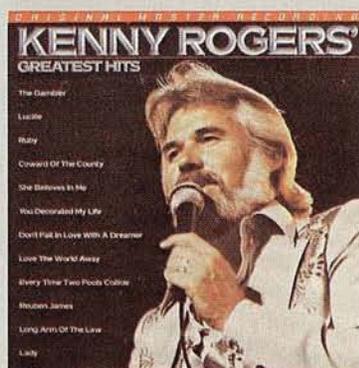
1-029 PABLO CRUISE
"A Place In The Sun" This is the album that helped establish the musical talents of Pablo Cruise on a worldwide basis.



1-030 ERIC CLAPTON
"Slowhand" Rock and roll's greatest guitar legend captured on his finest solo album to date.



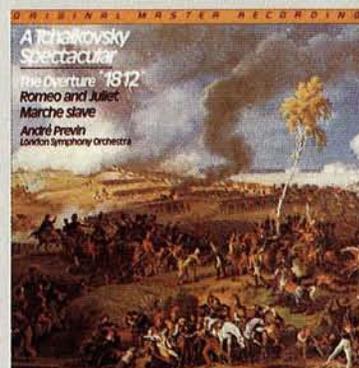
1-047 THE BEATLES
"Magical Mystery Tour" A legendary album with sonic potential that has never been realized until now. Spectacular.



1-049 KENNY ROGERS
"Greatest Hits" A first in sound technology! The first Original Master Recording™ greatest hits album.



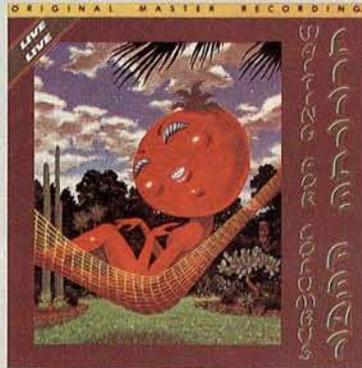
2-501 SIR ADRIAN BOULT
"Elgar-Falstaff Suite" The definitive classical recording of the decade. A gift to your stereo system.



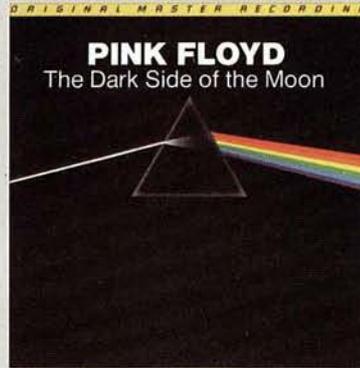
1-502 ANDRÉ PREVIN
"Tchaikovsky: 1812" A familiar masterpiece that Previn and Mobile Fidelity bring to an even higher plateau.



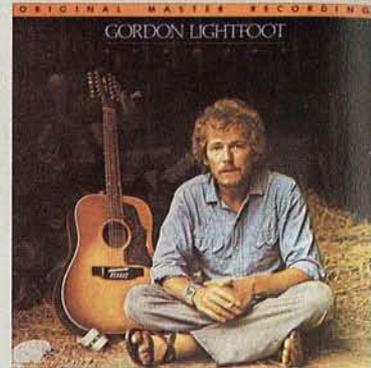
1-012 FLEETWOOD MAC "Fleetwood Mac" The album that catapulted Fleetwood Mac to international superstardom.



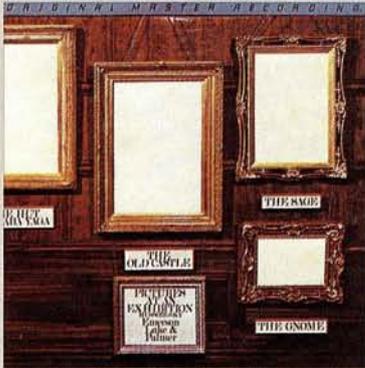
2-013 LITTLE FEAT "Waiting For Columbus" Acclaimed by many as the finest sounding live rock concert ever recorded. Double album.



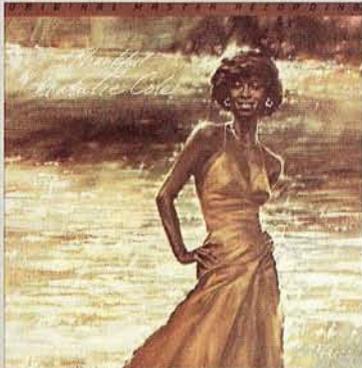
1-017 PINK FLOYD "The Dark Side Of The Moon" Sonic perfectionism. Called a benchmark in high fidelity excellence. A space-age spectacular.



1-018 GORDON LIGHTFOOT "Sundown" The crystal clarity of this Canadian singing legend has never been realized... until now.



1-031 EMERSON, LAKE & PALMER "Pictures At An Exhibition" ELP brings rock and classical music together with a dynamic and clear sound landscape.



1-032 NATALIE COLE "Thankful" The range and emotion of her singing has never been so accurately experienced.



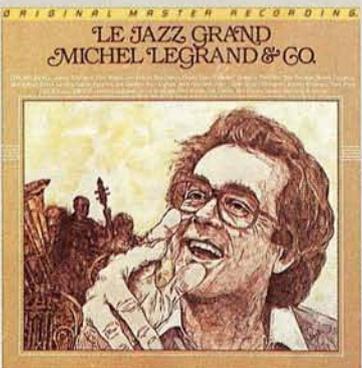
1-033 STEELY DAN "Aja" A sonic masterpiece years in the making by contemporary music's most creative perfectionists.



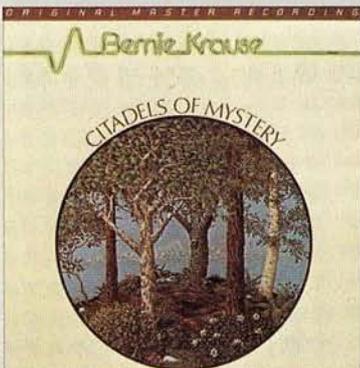
1-034 BOB SEGER "Night Moves" Joyful and gritty rock and roll from one of rock music's true survivors. His most acclaimed Lp.



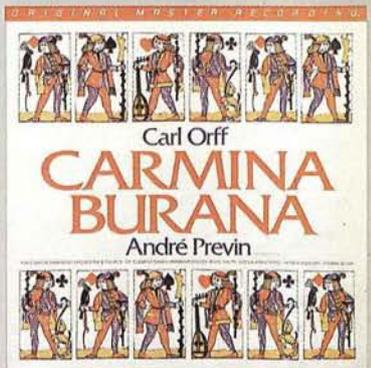
2-503 DON SEBESKY "Three Works" A sensational audio showcase for Sebesky's classical-jazz compositions.



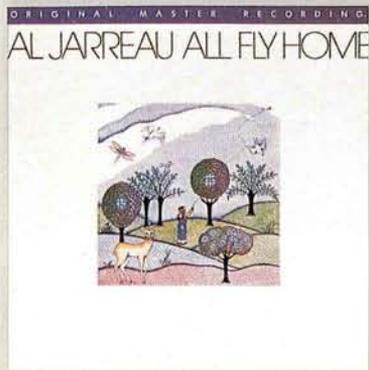
1-504 MICHEL LEGRAND "Le Jazz Grand" All-star jazz featuring many of the music scene's finest talents.



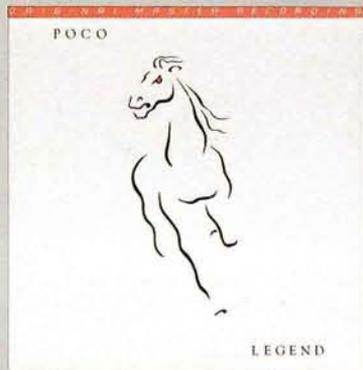
1-505 BERNIE KRAUSE "Citadels of Mystery" An eclectic musical tour-de-force that will test the potential of any stereo system.



1-506 ANDRÉ PREVIN "Carmina Burana" The superb stereo separation highlights every tone and shade of the orchestra.



1-019 AL JARREAU "All Fly Home" Jazz vocals brought to new levels of musical awe by this multi-talented performer.



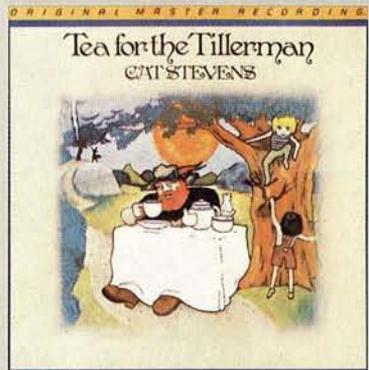
1-020 POCO "Legend" Country-tinged rock and roll from one of the music scene's legendary groups.



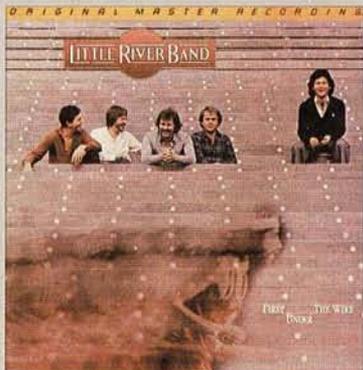
1-021 STEVE MILLER "Fly Like An Eagle" Dynamic separation and brilliance highlight his rock guitar as it's never been heard before.



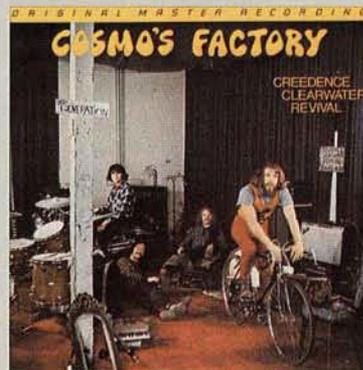
1-022 "THE MANHATTAN TRANSFER" "Live" Never available in America until the release of this Original Master Recording.™ Exceptional harmonies.



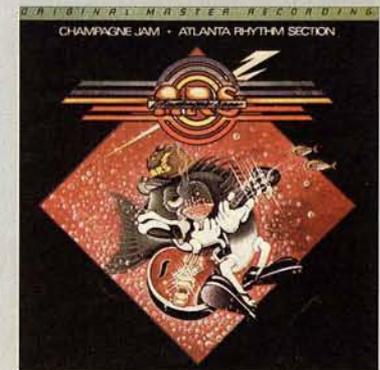
1-035 CAT STEVENS "Tea For The Tillerman" The classic Cat Stevens album, showcasing his remarkable singing and songwriting skills.



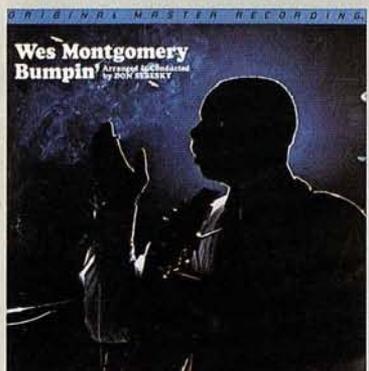
1-036 LITTLE RIVER BAND "First Under The Wire" This Australian band transfers magnificently to the range of Original Master Recordings.™



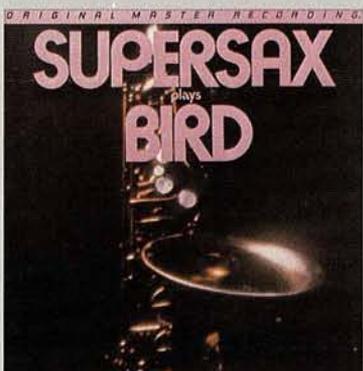
1-037 CREEDENCE CLEARWATER REVIVAL "Cosmo's Factory" Sharp and crisp rock and roll from one of pop music's most definitive groups.



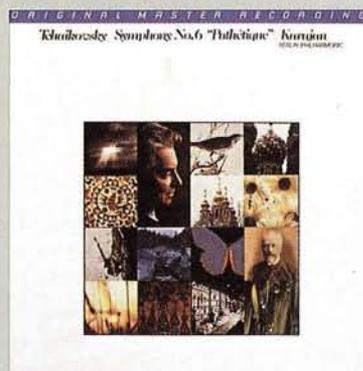
1-038 ATLANTA RHYTHM SECTION "Champagne Jam" There is probably no better example of the musical impact of Southern rock and roll.



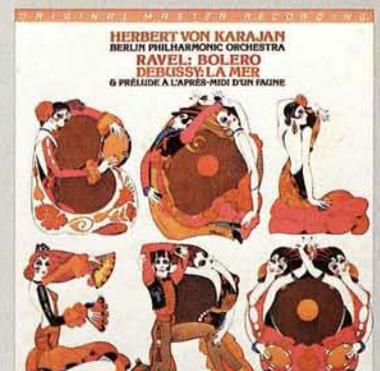
1-508 WES MONTGOMERY "Bumpin'" Montgomery established his formidable jazz guitar reputation with this album.



1-511 SUPERSAX "Supersax Plays Bird" The classic jazz of Charlie Parker translates into a sonic masterpiece with Supersax.



1-512 HERBERT VON KARAJAN "Tchaikovsky's 6th Symphony" Von Karajan and The Berlin Philharmonic combine in a stereo spectacular.



1-513 HERBERT VON KARAJAN "Ravel: Bolero" The haunting musical build-up of "Bolero" will amaze you with its clarity.

ORIGINAL MASTER RECORDING™ HIGH FIDELITY CASSETTES

ANNOUNCING... THE FIRST TRULY HIGH FIDELITY PRE-RECORDED CASSETTE!

The advanced technology responsible for the extraordinary success and acclaim for Mobile Fidelity Sound Lab's Limited Edition series of Original Master Recordings™ has been extended to the tape medium.

We proudly introduce Original Master Recording™ High Fidelity Cassettes.

For the first time, one-to-one (1:1) "real time" cassette transfers from the original stereo master tape are now a reality, utilizing Mobile Fidelity Sound Lab's exclusive tape transfer process. As with Original Master Recording™ Lp's, these cassettes are super fidelity Limited Editions of some of the most spectacularly recorded performances of our time. They feature such artists as Pink Floyd, John Klemmer, The Los Angeles Philharmonic Orchestra, Steely Dan, Earl Klugh and Supertramp... with more to come.

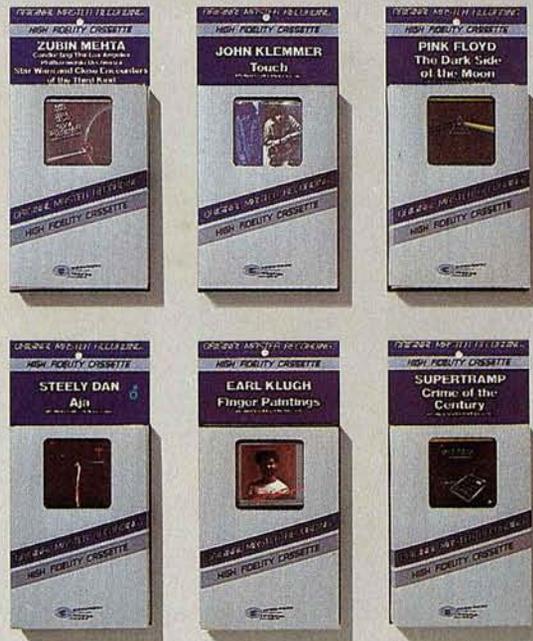
Like their Lp counterparts, these High Fidelity Cassettes will improve the performance of any home stereo system. But in addition, you will at last be able to enjoy true high fidelity programming on your automobile or portable stereo cassette system.

Original Master Recording™ High Fidelity Cassettes permit you to hear all of the natural sound of the music as it was originally performed, retaining more musical integrity than ever before.

Pre-recorded cassettes are usually commercially duplicated at a very high tape speed, resulting in a lack of fidelity of the original performance. Often, the dubbing cassette master tape is, in fact, a third or fourth generation tape copy. But Original Master Recording™ High Fidelity Cassettes, duplicated in real-time (1:1), go through only one generation process...from the original master tape to the pre-recorded cassette.

From that master tape, Original Master Recording™ High Fidelity Cassette programming is transferred onto state-of-the-art high bias BASF Chromium Dioxide tape for maximum frequency response and minimal background noise. It is then encased in an ultra-protective cassette shell that successfully addresses itself to solving such problems as tape jamming, headwear, wow, flutter and reliable tracking for accurate recovery of information.

The result is a Limited Edition high fidelity masterpiece that will challenge your equipment and your ears.



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



Dischi :
 cassette :
 Singolo
 Doppo
 32.000
 45.000
 42.000