

NOTE: TDK will not be liable for any injury, loss or damage, direct or consequential, arising out of the use of, or the inability to use, this product.

In the event that this product ever fails to perform due to a defect in materials or workmanship, TDK will replace it free of charge. Simply return it to TDK Electronics Corp., New York office or your local dealer.

## TDK FULL LIFE TIME WARRANTY

SA cassettes are equipped with auto-sensing openings along the top edge which automatically switch bias and equalization settings to the HIGH (CrO<sub>2</sub>) positions on machines which provide this feature.

### Automatic Chrome Switch

With any machine, SA will deliver richer and more full-bodied sound than you have ever heard. It has become the new standard, both for audiophiles and for many manufacturers themselves.

In all cases, follow the instructions of your machine's manufacturer. When you adjust the tone control knob during the playback sequence, you still can enjoy SA's superb sound. On machines which do not have a tape selector switch, SA's superb sound setting both Bias and EQ at the HIGH (CrO<sub>2</sub>) position if your machine is so equipped. For optimum performance of the SA cassette, we recommend created by TDK's world-famous tape technology.

Its secret is an entirely new magnetic particle, "Super Avilyn". TDK SA (Super Avilyn) is one of the finest tapes to take full advantage of the HIGH (CrO<sub>2</sub>) bias and equalization settings.

### STATE-OF-THE-ART PERFORMANCE TDK SA (SUPER AVILYN) CASSETTE

#### TIPS ON HANDLING AND STORAGE

1. Avoid touching the tape with your fingers; you may cause drop-outs or scratches.
2. Protect your cassette from dust and damage when not in use by keeping it in its protective plastic box.
3. The tape should be wound snugly on the cassette reels; if the tape is loose, carefully wind it on to one of the reels by gently turning one of the hubs.
4. Keep the recorder head and pinch roller clean by regular use of a good cassette head cleaner (like TDK's HC-1 head cleaner cassette).
5. Avoid prolonged exposure of cassettes to excessive heat (should be kept below 110°F / 45°C), humidity, direct sunlight and strong magnetic fields. Do not store near heating appliances, TV set and similar equipments.
6. To preserve valuable or prized recordings, punch out and remove the erasure prevention lug on the top edge of the cassette.

## SUPER AVILYN CASSETTE

### Super Precision Cassette Mechanism

# SA-C90 TDK®

## STATE OF THE ART PERFORMANCE

# SA-C90 TDK

TDK SA -C90 90min. @ 1 - 7/8 ips(2X 45min.)

TAPE SELECTOR	<b>HIGH(CrO<sub>2</sub>)</b>	BIAS - HIGH EQ - 70µs
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1975-1977 TDK ELECTRONICS CO., LTD.

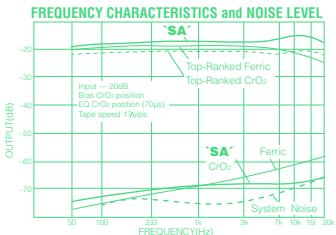


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*Compact-Cassette*  
Made in Japan

## SUPER AVILYN : NEW STATE OF THE CASSETTE ART

TDK's SA cassette is one of the top-ranked ferric oxide cassettes on the market today, and one of the few that can take advantage of the super low noise level given by the HIGH (CrO<sub>2</sub>) bias and equalization. The secret of its performance lies in an entirely new magnetic particle, "Super Avilyn," created by TDK scientists, which combines the optimal density of cobalt ions with pure gamma ferric oxide in a unique process. It is different from other so-called cobalt-treated tapes. This exclusive new particle gave birth to a new generation of tape which takes advantage of the properties of both ferric oxide and chromium dioxide, yet avoids the disadvantages of both. Headwear is no problem with this formulation. Compared to even the best chrome tape, SA outperforms it in the entire frequency range, and it surpasses the top-ranked ferric oxides at the critical high end. And since it can take advantage of HIGH (70 microsecond) equalization, its S/N (signal-to-noise ratio) is 4-5dB better than any other super premium ferric oxide product used at normal equalization (12 microsecond). SA delivers greater MOL (Maximum Output Level) and lower distortion for an unsurpassed dynamic range. Therefore, it promises better sound quality than any other tape in common use today!



## The SA Super Precision Cassette Mechanism

As cassette tapes formulations like SA have been improved to match the operating characteristics of modern cassette decks, the cassette mechanism, or "shell," itself has become a greater factor in total overall performance. To this end, TDK engineers developed the "super precision cassette mechanism," completely re-designed and re-engineered to tolerances measured in microns, and offering such unique features as a newly designed liner sheet to cushion the tape transport and prevent excessive wear, a new clamp to assure perfect hub circularity, and an entirely new pressure pad to provide perfect head contact without lateral movement. Completely jam-proof and error-free, its mechanism assures years of trouble-free service.



NO.

SA-C90