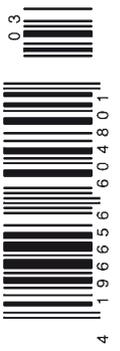




**SPECIAL PRINT
SCHEU PINK DIAMOND**



MAGAZINE FOR ANALOGUE HiFi & VINYL-CULTURE

Colour up your life

■ Pink player by Scheu





A MAN'S TOY

„Good afternoon, Frau Scheu. I'm about to say something to you that you've probably never heard any man say before: I'd like one of your pink turntables, please. Oh? so you often get males ordering one?“

Katie Melua's got one as well. We reported on it in the last issue, in fact. However, that young lady chose the more understated version in black - the so-called Black Diamond. I'm neither young nor a lady, but I took the plunge. I rang Ulla Scheu and asked her to send me the new Pink Diamond for a test run. A moment of madness, perhaps. PINK! For the next

few weeks, I'll have to creep round the office with a paper bag over my head - or go underground.

Wednesday – 10:37

Email from supplies. Subject heading: „Test model arrived.“ For a moment, I'm a bit nonplussed - I haven't got anything on order. Then I remember: the pink item

was due to arrive this week. I suddenly feel the urge to make some pressing phone calls and answer some important emails. And then it'll be time for lunch.

14:11

I'm struggling a bit after the lasagne from the local pizza shop. Either that or I've got something like a rock in my stomach. I need a breath of fresh air - why not a short stroll over to supplies... Right next to the entrance stands a fairly nondescript box with my name ominously written large upon it. Through the glass window, my colleague casts meaningful glances in my direction and tells me I should take a look inside. Damn! He's opened the package and now he knows my secret. Unfortunately that means he has signed his own death warrant. I can dump the body in the Rhein-Herne Canal which runs conveniently past the back of the car park... Well. Hmm. A peep inside won't hurt, will it?

14:13

In fact, peeping can hurt a lot. I never imagined that it would be quite as pink as this. OK, I can't really fault the innocent turntable sitting there in its box for anything else. It looks solidly built and comes all-inclusive with acrylic platter, Rega tone arm and the tried and true Benz-MC-Silver cartridge. The power unit comes with a milky acrylic housing too. So far so good... apart from that pink shell, especially against a background of white Styrofoam... Better to close the box up again and hide it at the back of the shelf. I'll come back when it's dark. My colleague from supplies still has a broad grin on his face. Just you wait...

19:03

I've stayed in the office late. My partner is annoyed about the evening meal but my work colleagues just wouldn't go home. Now I'm alone at last! and I can take my chance. Quick, open the box. Hmm ... in the half-light, the pink doesn't look quite so nauseous...what am I saying? But it's one heavy piece of equipment. I wouldn't have expected that from a 'diamond', heh heh. Better do this in two stages. First the platter and the power unit, then the shell with its pre-assembled tone arm and cartridge. I sidle along the wall as I carry it out to my car. The main thing is to stay in the shadows. Damn, it's the caretaker! Nice chap, but does he have to strike up a conversa-

tion now of all times? „Yes, lovely colour, isn't it? It's for my partner, a real woman's record deck. Have a nice evening...“ Right, let's get this in the car. Blanket on top. No, make that two. Close the boot.

19:21

I'm on the A3 autobahn heading south. Woman's record deck, bah humbug. Now I need some man's music. Exactly, and didn't I leave that AC/DC album in the glove compartment? Good sound, but I've heard better. On my stereo at home and, of course, on vinyl. Hang on a minute, I've still got it. But on a pink deck. Hmm, I'm not sure that would be right...

19:48

Home at last. Nice and dark. Anticyclone Kyrill has conveniently uprooted the street lamp outside. There's no one on the street so the coast is clear. But just to be sure, I'll take my jacket off and use it to cover the Pink Diamond. After all, this winter's not quite as extreme as everyone makes out. I'll just have to take the risk of being intercepted in the vestibule... Great, there's nobody there.

19:50

I hump the Scheu into the living room, attracting withering looks from my partner

Supporting cast

Cartridges:

- Benz ACE L
- Benz ACE H
- Phase Tech P3
- Ortofon MC10
- Grado Prestige Silver

Phono preamplifiers:

- Lehmann Black Cube Statement
- Trigon Advance
- Mal Valve Preamp Three Phono
- Quad Twentyfour P

Amplifiers:

- Symphonic Line Klarheit 1
- Vincent SA-91 plus and SP-998
- Ayon Spark

Loudspeakers:

- Lumenwhite Silverflame
- Dali Megaline
- Elac BS-203 Anniversary

Opponents

Turntables:

- Scheu Premier Mk III with SME 309 and Rega RB250
- Clearaudio Ambient with Satisfy
- Acoustic Solid Wood with Rega RB250
- Transrotor Woody with Rega RB250



Triangular, practical, good. Thanks to the precise symmetrical design, there are numerous ways of setting it up. The height-adjustable feet as shown on the cover page guarantee stability, even on base units that aren't optimally level



What we played:

Katie Melua
Piece by Piece

AC/DC
Back in Black

Elvis Costello & The Imposters
The Delivery Man

Johnny Cash
American Recordings III - V

Bob Dylan
Greatest Hits Volume 2

The Notwist
Neon Golden

Oscar Peterson Trio
We Get Requests

Peter Tchaikovsky
Piano Concerto No 1 in B-flat minor
Clifford Curzon,
Vienna Philharmonic Orchestra,
Georg Solti

Ludwig van Beethoven
The Complete Symphonies
Leipzig Gewandhaus Orchestra,
Franz Konwitschny

Sergei Rachmaninov
Piano Concertos 1 & 2
Tamás Vásáry, London Symphony
Orchestra, Yuri Ahronovitch

on account of the ruined evening meal and an icy silence on account of yet another piece of test equipment invading the sanctity of these four walls. As I whip my jacket off the Pink Diamond, the mood changes instantly. Eyes start popping and there are shrieks of delight that I can't quite fathom. Our two daughters sum up the female response to the Pink Diamond a little more precisely: „C-O-O-L!“

19:56

Interesting. When subjected to massive feminine pressure, I can assemble a record deck in under five minutes flat, and get it balanced and ready for action. Well, admittedly there's no witchcraft involved: all you have to do is put the platter on the inverse bearing, and the pickup was perfectly pre-adjusted in any case. The high-output MC cartridge can simply be plugged into the phono socket on your amplifier. I just had to enlist a bit of child labour for the knots in the invisible threads... but, once that's done, the evening's listening can begin.

19:57

I'm standing out in the hall with a somewhat befuddled expression on my face, clutching my exiled man's deck with the words ringing in my ears: „Your dinner's in the oven.“ From the living room I can hear the opening bars of a Barry White LP. I take my own deck into the study and then go into the kitchen.

20:19

Somehow, I don't seem to have any appetite. I've found my AC/DC record but I've lost interest in having a row. In the living room, the girls are having a ball. At any rate, it's getting louder and louder so, what with all this racket, it won't be long before the neighbours are banging on the door. Though as regards 'noise', it has to be said that it doesn't sound at all bad, at least as far as I can tell from listening through two doors. Perhaps I ought to pop my head round the door? Nope, they're playing disco stuff from the 70s... No way I can go in there now.

20:25

Why not turn in early tonight? I've got quite a few books on the go and I really must finish reading them. All right. A quiet evening it is then. Talking of quiet, when are the neighbours going to ring the door bell?



The polished housing has a milky acrylic topplate. For darker coloured models, the plate will be black. The technical details, of course, are identical

00:53

Phew, what a nightmare! I wake up in a cold sweat from a dream where I'm running and running across an acrylic surface pursued by Barbara Cartland and a Piglet called Babe. Just as I'm about to plunge off the edge of the platter into the pink abyss, a RuPaul picture disc falls on my head.

Apart from that, everything's quiet. My partner is lying fast asleep next to me. I creep softly out of the bedroom and go to the stereo rack. There it (or maybe ,she') stands, picked out by one of the ceiling spotlights and occupying centre stage. From a design point of view, it looks great. That plain triangular shell with its matt-satin acrylic platter. OK, the motor unit housing and the pale Rega tone arm harmonise well with the Pink Diamond, all things considered... But the basic colour is, erm... Anyway, I'll just turn it on. Great - the turntable is barely audible, even close up. The run-up time is ... hmm. Ah, string drive. I think it best not to subject it to an audio test even though the neighbours appear to be in a tolerant mood this evening. Remarkably tolerant, actually. Whenever I listen to loud music, they're queuing up at the front door. Perhaps they're on holiday? Silently, I creep back to bed.

Thursday – 07:45

I've been quite successful in simulating a migraine attack and have stayed in bed. It's true that the kids complained about having

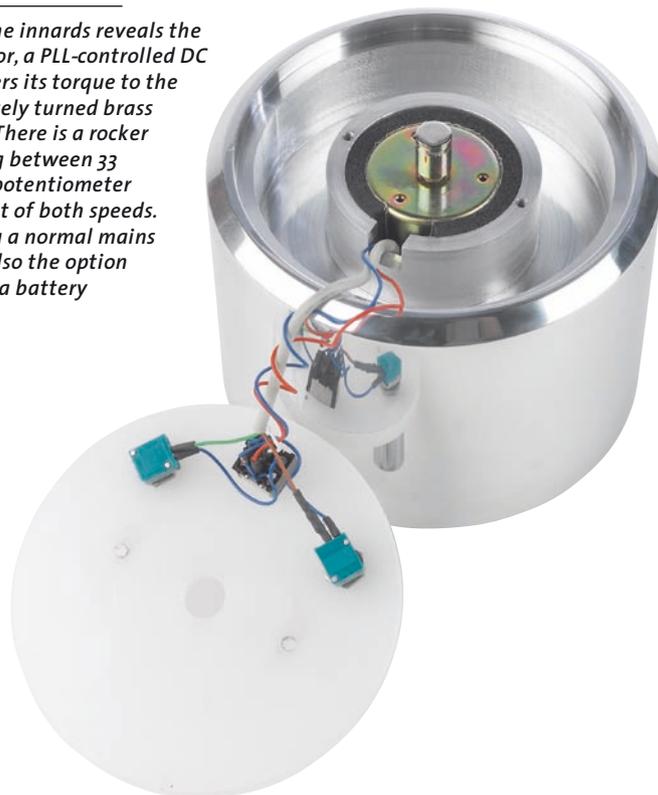
to walk to school in the freezing cold but who cares? They had their fun yesterday and now it's my turn. When the front door closes for the last time, I leap out of bed and charge into the living room. Free at last! Now I'll show this pink thing what sort of music men listen to. I hurl my old 'Back in Black' on the platter. Manly hissing and crackling fills the auditorium until the stereo belts out the first manly anthem. Hey, that's not bad at all. Deep and sonorous, the long drawn-out chords boom out from between the two speakers. Angus Young's electric guitar builds up smokily and heavily into one of the greatest rock riffs of all time. Hang on a minute! This wasn't what we were expecting. In 'Hell's Bells' the Scheu unerringly gets maximum performance out of AC/DC, the rasping vocals, the drums and bass pumping out the heart beat. That's what rock should sound like... Meditatively I keep listening to the A side – at least until the doorbell starts to ring. The neighbours must be back from their holidays.

08:22

After a short coffee break, I confront the Pink Diamond with some lighter fare. Perhaps this way I can catch it out. What could be more appropriate than Katie Melua's 'Piece by Piece'. After all, this dainty singer has got Pink's brother, Black Diamond, at home. But there's no fooling the pink model: as the superbly arranged backing group play discreetly in the background, the full charisma in the young singer's voice comes to the fore. Katie Melua is at the focal point of the listening space with the instrumental sections fanned out behind her in all their breadth and depth. The whole Scheu package delivers perfect reproduction of the 'analog' warmth that emanates from this excellent Mike Batt production. A 'woman's deck' after all, then? Well, we'll see. I've still got the big fat Premier II from the same manufacturer. Now that's a man's turntable! 80-millimetre acrylic platter, lead ballast in the shell. Damned heavy to carry around...

And it's a fact – the Premier is more assured and subdued at the low end while the Pink Diamond – perhaps consistent with its comparatively smaller mass – responds more eagerly to lighter fare. Depending on the musical genre, this comes across via a touch of turbulence in the reproduction.

An inspection of the innards reveals the famous 'GDR' motor, a PLL-controlled DC motor that transfers its torque to the platter via a precisely turned brass pulley and string. There is a rocker switch for toggling between 33 and 45 and also a potentiometer for fine adjustment of both speeds. Power supply is via a normal mains lead but there is also the option of running it from a battery



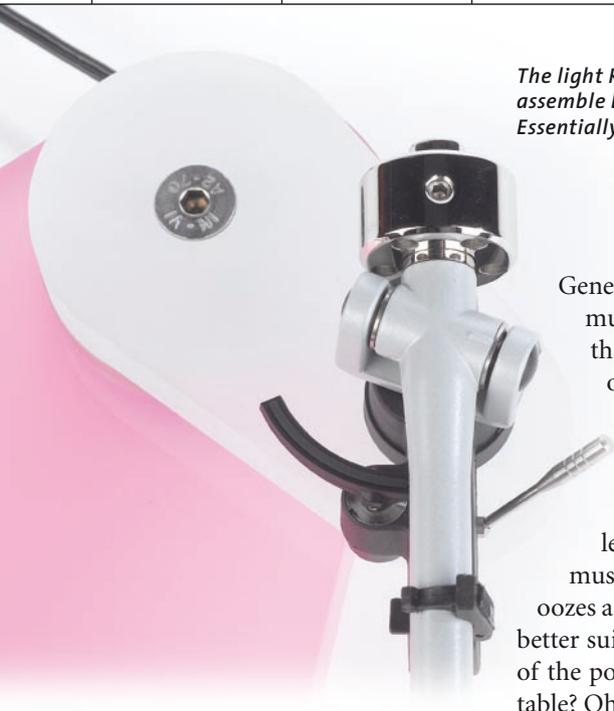


Analogaufwerke von Scheu
 Manufaktur analoger
 Musikwiedergabegeräte



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The light Rega RB250 with Scheu's own counterweight sits on its easy-to-assemble base. Bases for all popular arms can be supplied from the factory. Essentially, any 9-inch tone arm can be used. The only limitations are visual



Generally, though, it is simply less muted and therefore more nimble than the larger model. In the case of easy listening such as Katie Melua, there is nothing to choose between them, but for harder rock I prefer the oomph of the Premier. Same for large-scale orchestral works. With chamber music and the like, the Pink Diamond oozes a charm of its own. Its musicality is better suited for that than the stoical calm of the ponderous Premier. Woman's turntable? Oh yeah...

home minus the Pink Diamond. Perish the thought! I'll take it home with me, and then at least I'll have it for myself and I'll get an evening meal into the bargain. These lads here don't really appreciate pink turntables anyway. I reckon I'll listen to the Rachmaninov ... and maybe half an hour of Katie Melua... plus some real man's music.

Thomas Schmidt



Scheu Analogtechnik now have a range of solid individual solutions on offer. The inverted stainless steel bearing with its ceramic ball on top of the spindle is practically a classic



The light Rega RB250 with Scheu's own counterweight sits on its easy-to-assemble base. Bases for all popular arms can be supplied from the factory. Essentially, any 9-inch tone arm can be used. The only limitations are visual



10:37

I don't have the office listening room to myself; my colleagues need to test out equipment too, after all. I humour them with their little jokes and just carry on setting up the Scheu. When the first few bars of my ever-ready AC/DC album thunder forth from our big speakers, a few jaws drop... and a few prejudices with them. They weren't expecting THIS. For that matter, neither was I yesterday... This breathtaking little gem naturally arouses our playful masculine instincts. Let's see what we can do with it. Of course! Modified with a counterweight of exquisite loveliness, the bright Rega tone arm will happily accommodate other cartridges too. If so desired, you can upgrade from the already superb Benz pickup (which is an ideal match for the Pink Diamond in any case), as the motor/tone-arm combination is a perfect basis for any high-grade system. If you like, you can swap the arm at any time for a standard-length superior make as the bases are quick and easy to exchange – and that includes different bore diameters.

17:11

Gradually it dawns on me that lunchtime has come and gone. I look around and am reassured to see that my colleagues are reverently listening to Rachmaninov's Second Piano Concerto. Strange – I haven't heard any 'pink' jokes for the last couple of hours. I have to consider which is the lesser of two evils: to bring the listening session to an abrupt end or to face the girls at



Scheu Pink Diamond

· Sales and distribution:

Scheu Analogtechnik, Solingen, Germany
 · Phone: +49 (0) 2 12 / 38 08 58 30
 · Internet: www.scheu-analog.de
 · Warranty: 2 years
 · Weight: 17kg

The bottom line...

.... OK, the colour takes some getting used to. But it has to be said that the Scheu Pink Diamond remains within the bounds of decency and is composed of visually harmonious elements. As regards acoustic performance, there is no question that it is right out in front and, if you're not keen on the colour, there's always the Black Diamond with identical build and specification.

