

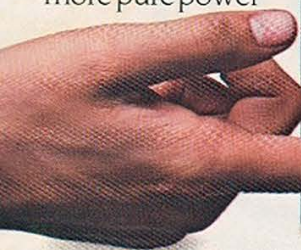
But Pioneer isn't just any company. And our 270* watt SX 1980 is somewhat better than remarkable.

Every month, somebody introduces something called "the world's most incredible hi fi receiver."

Yet when you compare their features and technology to Pioneer's SX1980, these "miracles of modern science" begin to look, and sound rather pedestrian.

The greatest DC power story ever told.

It's a simple fact of life that the more pure power



a receiver possesses, the easier it can reproduce music without straining.

And at 270 watts per channel, even the most demanding piece of music will hardly cause the SX1980 to flex its considerable muscle.

But when we built the SX1980 we did more than just create an incredibly powerful receiver. We created a whole new high powered technology.

Each channel, for example, has a separate DC power configuration that helps to provide richer and more accurate bass.

Where some high powered receivers try to get by with ordinary transformers, Pioneer has developed a 22 pound toroidal core transformer

that's far less susceptible to minor voltage variations. So you get cleaner, clearer sound.

And instead of pushing conventional power transistors to their limits (the way some manufacturers do) we've actually invented new transistors that last longer and eliminate the need for fans that can cause electrical interference.

All told, these innovations give the SX1980 a total harmonic distortion level of less than 0.03% from 20 to 20,000 hertz. A figure that not only taxes the imagination, but also the abilities of most scientific

measuring equipment.

A totally unique tuning system.

Deep inside the SX1980 there's a quartz crystal generating the perfect frequencies of every FM station in the United States and Canada.

As you rotate the tuning dial, a special Pioneer integrated circuit compares the station you're trying to tune to its perfect frequency. When the station is tuned exactly right (all this

multipath button for adjusting your antenna to eliminate multipath distortion. So even tall buildings won't stand between you and better sound. (FM sensitivity is an incredible 1.5 microvolts; the signal to noise ratio is an equally superb 83 decibels. Both better than most separate tuners.)

Still other innovations.

When we designed the SX1980, we knew it would represent a remarkable engineering achievement. But it also represents the kind of thinking and value you get in every high fidelity component we make.

That's why besides everything else, the SX1980 features a suggested price of less than \$1250**

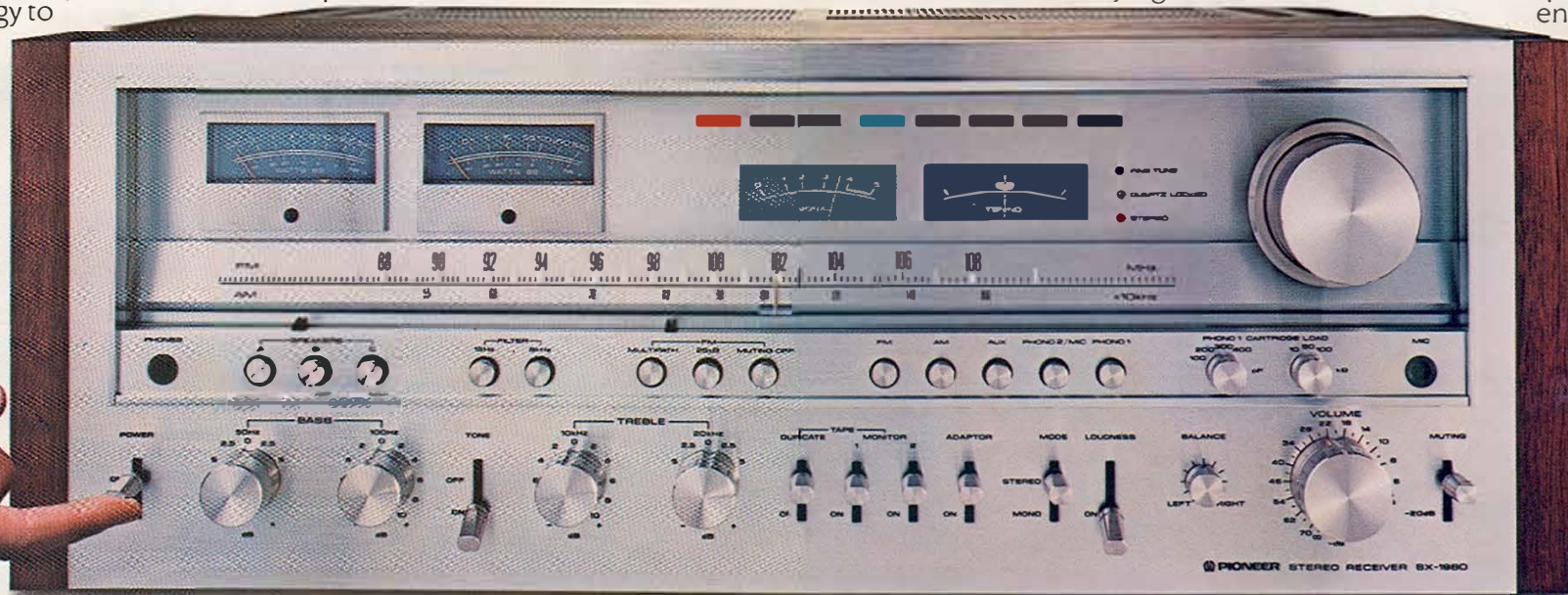
Which only sounds expensive until you hear what our competition is asking for other high powered receivers that lack this kind of sophistication.

The SX1980 is currently inspiring awe at your local Pioneer dealer.

But before you go listen be forewarned: it'll spoil you for anything ordinary.

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takes about half a second), a "fine tuned" light comes on; the receiver then senses when you've let go of the tuning dial and automatically "locks" onto that broadcast.

Luckily, the benefit of all this is far easier to explain than the technology: FM drift is eliminated. A fact that's easily appreciated by anybody who's ever tried to record a long concert off a less formidable receiver.

In addition, the SX1980 features a five gang variable capacitor that helps pull distant FM stations into weak areas. And there's also a

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