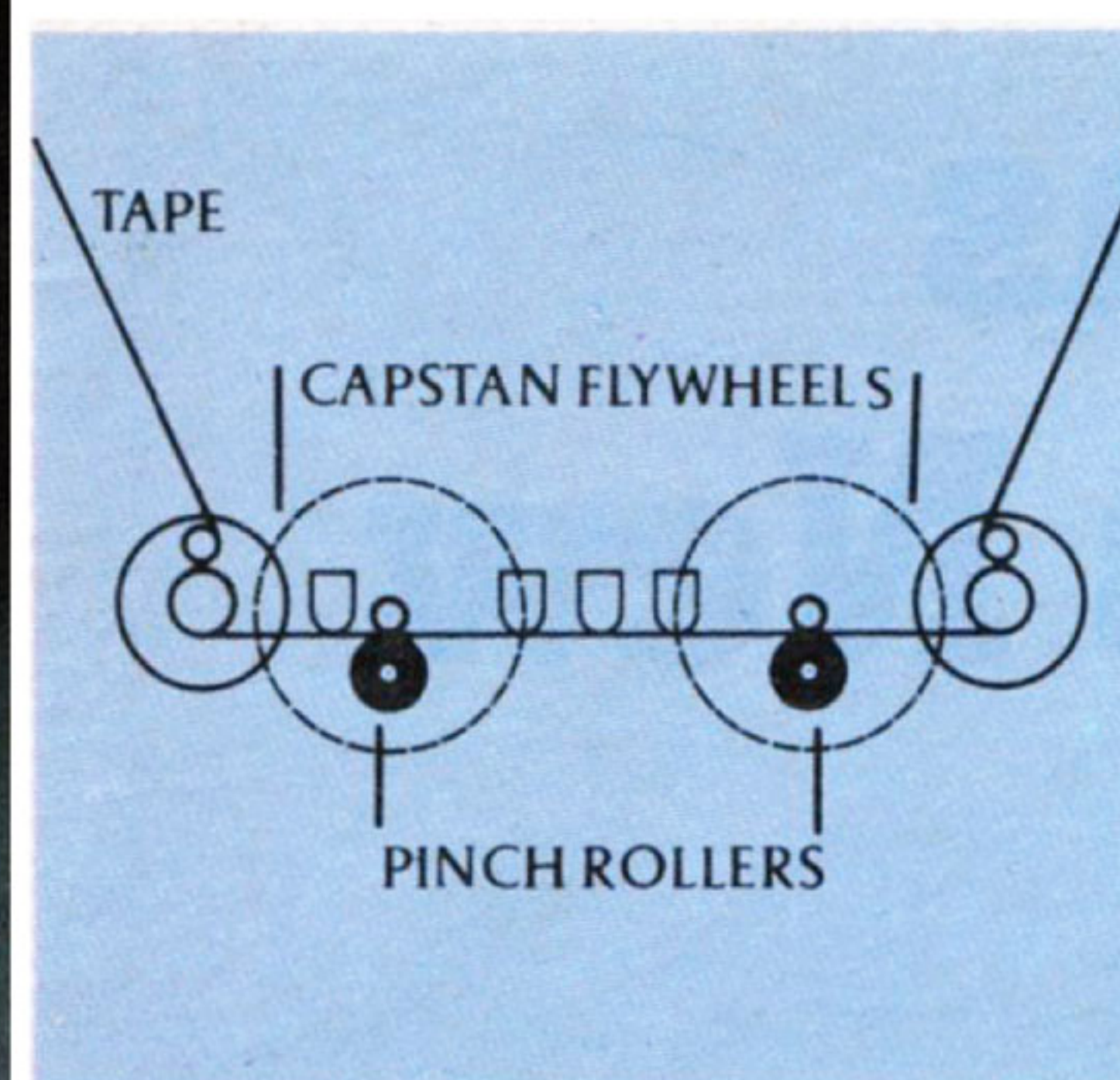


WITH ONLY ONE EXCEPTION, THIS IS THE MOST REMARKABLE TAPE DECK IN THE WORLD.



*Pioneer's Closed-Loop
Dual Capstan Tape Transport
System ensures constant
tape to head contact.*

But without exception it's the most remarkable reel-to-reel.

Today, many audio manufacturers are putting a lot less into their tape decks and charging a lot more for them. But when Pioneer designed their new RT-909 open-reel tape deck they made certain it had every conceivable feature an audiophile could expect.

And one feature that was totally unexpected. A reasonable price.

Even if you pay \$1500 or more for a so called "professional" quality tape deck, you'll probably still be getting a conventional single capstan tape transport system that is prone to wow and flutter.

Pioneer's RT-909 has a specially designed closed-loop dual capstan system that isolates the tape at the heads from any external interference. So you get constant tape-to-head contact. And constant, clear, accurate sound.

And while many of the expensive new tape decks have old fashioned drive systems that drive up heat and distortion, the RT-909 doesn't. Instead, it has a far more accurate DC motor that generates its own frequency to correct any variations in tape speed. And keeps wow and flutter down to an unheard of 0.04% at 7½ ips.

What's more, the drive system of the RT-909 is unaffected by fluctuations in voltage. So a drop in voltage doesn't mean a drop in performance. The RT-909 also has a logic system that ensures smooth, accurate speed change.

Most professional quality tape decks are designed for use outside the home. So the convenience features

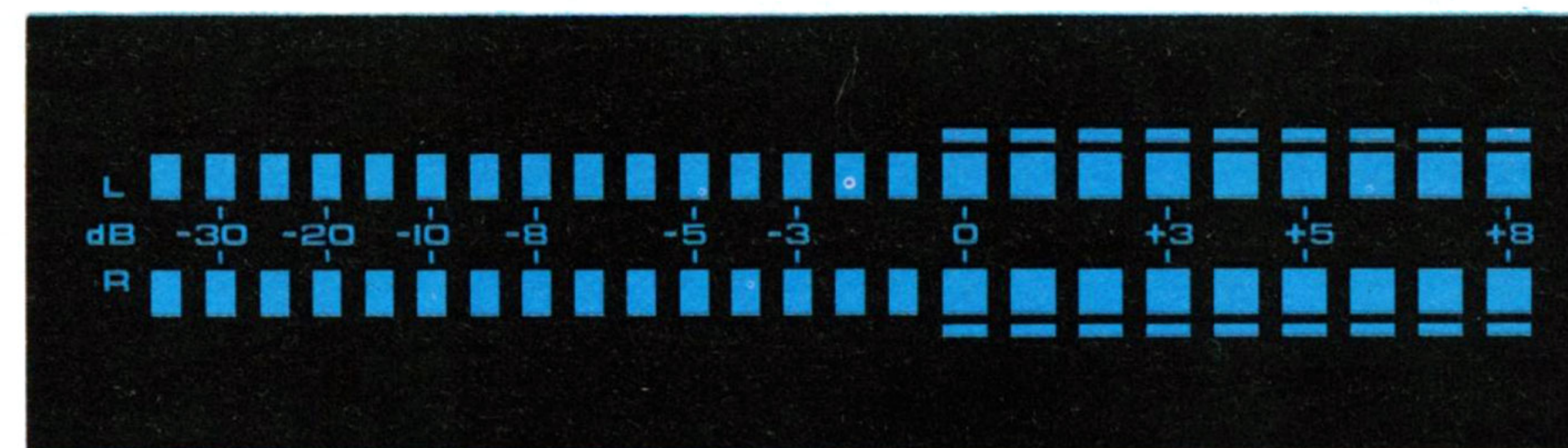
most audiophiles enjoy are nowhere to be found. The RT-909, on the other hand, offers automatic reverse, automatic repeat, and a timer controllable mechanism that lets you record a midnight concert even if you can't stay awake for it.

Examine our heads and you'll see Pioneer engineers at their very best. Our playback heads, for example, have a new "contourless" design that makes them more sensitive. They increase frequency response upwards to 28,000 hertz, and extend it all the way down to 20 hertz. So you not only get greater range than any other tape deck, but also any other musical instrument.

Of course, these features alone would make Pioneer's RT-909 quite a remarkable tape deck.

But the RT-909 also has a Fluroscan metering system that gives you an instantaneous picture of what you're listening to. A pitch control that lets you listen to music in perfect pitch even if it was far from perfectly recorded. Four different bias/equalization selections so you can use many tapes and get maximum performance from them all.

Obviously these advancements are very impressive. But there's still one thing even more remarkable than the technology we feature. It's the price we feature.



*Pioneer's 24-Segment
Fluroscan Meter
gives you an
instantaneous picture
of what you're
listening to.*

PIONEER®
We bring it back alive.

©1980 U.S. Pioneer Electronics Corp., 85 Oxford Drive, Moonachie, N.J. 07074
CIRCLE NO. 63 ON READER SERVICE CARD



*Independent bias and equalization for
maximum performance from any tape.*

WITH ONLY ONE EXCEPTION, THIS IS THE MOST REMARKABLE TAPE DECK IN THE WORLD.



But without exception it's the most remarkable cassette deck.

Today, a thousand dollars or more is standard fare for a professional quality cassette deck. But when Pioneer designed the new CT-F1250, they not only raised the performance standards of high quality decks, they also lowered the standard price.

Metal tape capability is something most new high quality cassette decks have in common. But while many of them have just been modified for this advancement, the Pioneer CT-F1250 has been specially designed for it.

Instead of the two heads found in most metal capable tape decks, the CT-F1250 has three. And it's these three heads that keep us way ahead of the competition.

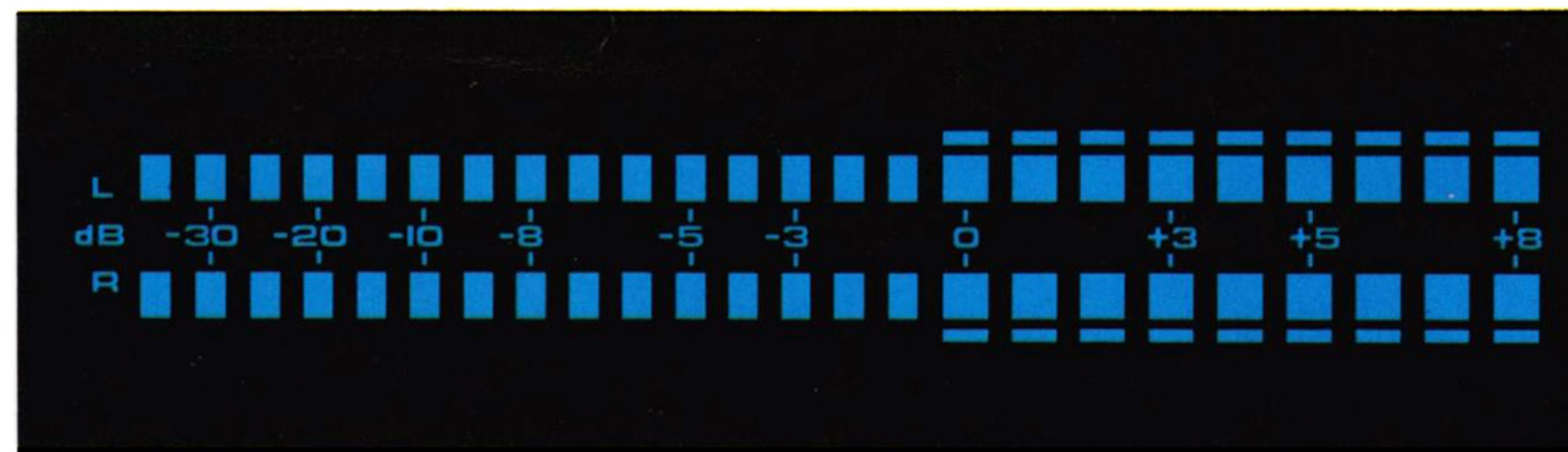
Our new "small window" erase head makes a big difference in making sure all metal tapes are wiped completely clean. And our Uni-Crystal Ferrite recording and playback heads give you greater frequency response and better wear-resistance than the ordinary ferrite and Sendust alloy heads you'll find on most other tape decks.

But you don't get distortion-free recordings just by using your heads.

Instead of the single capstan tape transport system you'll find on some tape decks that are nearly twice the price, the CT-F1250 has a closed-loop dual capstan system, similar to that found in our remarkable RT-909 open-reel deck. This system

keeps the tape in perfect contact with the heads at all times. So you are assured of getting everything that's on

Pioneer's 24-Segment
Fluorescan Meter
gives you an
instantaneous picture
of what you're
listening to.



the tape. Nothing more; nothing less. What's more, the CT-F1250 has a Quartz-Locked Direct Drive capstan motor that senses the slightest deviation in speed and automatically corrects it to keep wow and flutter down to an unbelievable 0.03%.

It's engineering innovations like these that make the CT-F1250 so remarkable. But equally remarkable are the features that make the CT-F1250 so easy to operate.

Like our specially engineered Tape Calibration System that lets you quickly set bias level, Dolby adjustment, and record equalization for the best possible signal-to-noise ratio, the lowest distortion, and the best high frequency response.

And our 24 segment Fluorescan meter that works on Pioneer's own microprocessor to give you a more accurate reading of what you're listening to. It even has

Peak, Peak Hold, and Average Buttons that let you record without fear of overload.

In addition Pioneer's CT-F1250 has a digital brain with a memory that controls four different memory functions. Plus pitch control. Mic/line mixing. Independent left/right input/output controls. And more.

By now, it must be obvious that the CT-F1250 was designed to push up the limits of cassette deck performance. But only Pioneer would do it, without pushing up cassette deck prices.

PIONEER®
We bring it back alive.

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Pioneer's easy-to-use Tape Calibration System
guarantees optimum performance from every tape.



Metal tape capability for
far greater dynamic range
and far less distortion.