

# It's time for everybody else to start playing catch-up. Again.

From the very beginning, experts have acclaimed the performance and feature innovations of Yamaha receivers as nothing less than spectacular.

But now, we've outdone ourselves.

Yamaha is introducing a new line of receivers with such unprecedented performance, it's already changing the course of audio history.

**Real Life Rated!** While traditional laboratory measurements provide a good relative indication of receiver performance, they simply don't tell you how a receiver will sound in your living room in actual operation. So Yamaha developed a new standard for evaluating overall receiver performance under real life conditions. It's called **Noise-Distortion Clearance Range (NDCR)**. No other manufacturer specifies anything like it, because no other manufacturer can measure up to it.

We connect our test equipment to the phono input and speaker output terminals, so we can measure the performance of the entire receiver, not just individual component sections like others do. We set the volume control at -20dB, a level you're more likely to listen to than full volume. We measure noise and distortion together, the way you hear them.

On each of our new receivers, Yamaha's Noise-Distortion Clearance Range assures no more than a mere 0.1% combined noise and distortion from 20Hz to 20kHz at any power output from 1/10th watt to full-rated power.

**Four receivers, one standard.** On each of our four new receivers, Yamaha reduces both THD and IM distortion to new lows—a mere 0.05% from 20Hz to 20kHz into 8 ohms. This is the kind of performance that's hard to come by in even the finest separate components. But it's a single standard of quality that you'll find in each and every new Yamaha receiver. From our CR-620 and CR-820 up to our CR-1020 and CR-2020.

What's more, we challenge you to compare the performance and features of our least expensive model, the CR-620, with anybody else's most

expensive receiver. You'll discover that nobody but Yamaha gives you our incredibly low 0.05% distortion and -92dB phono S/N ratio (from moving magnet phono input to speaker output).

You'll also discover that nobody else starts out with such a variety of unique features. Independent Input and Output Selectors that let you record one source while listening to another. A Signal Quality Meter that indicates both signal strength and multipath. The extra convenience of Twin Headphone Jacks. Or the accurate tonal balance provided at all listening levels by Yamaha's special Variable Loudness Control.

**More flexibility.** It's consistent with Yamaha's design philosophy that you'll find the same low distortion throughout our new receiver line. Of course, as you look at Yamaha's more expensive models, it's only logical that you'll find the additional flexibility of more power, more functions, and more exclusive Yamaha features.

For example, there's a sophisticated tuner, with unique negative feedback and pilot signal cancellation circuits (patents pending), that makes FM reception up to 18kHz possible for the first time on a receiver. Plus other refinements like a Built-In Moving Coil Head Amp, Fast-Rise/Slow-Decay Power Meters, and Yamaha's own Optimum Tuning System.

**Now's the time to give us a listen.** Our new receiver line is another example of the technical innovation and product integrity that is uniquely Yamaha. And your Yamaha Audio Specialty Dealer is an example of uncommon dedication to faithful music reproduction and genuine customer service. It's time you heard them both.

If your Yamaha Audio Specialty Dealer is not listed in the local Yellow Pages, just drop us a line.



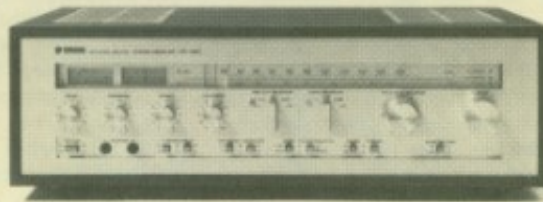
## YAMAHA

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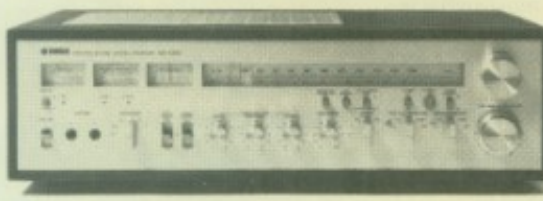
# Real Life Rated



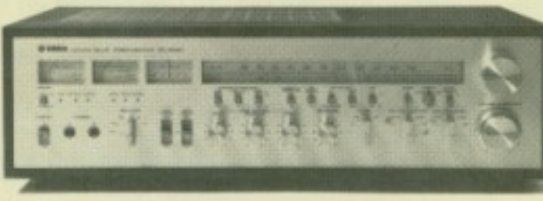
CR-620 0.05% THD 0.05% IM



CR-820 0.05% THD 0.05% IM



CR-1020 0.05% THD 0.05% IM



CR-2020 0.05% THD 0.05% IM