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**The Return of a Cult Classic: “Sound Burger” Portable Turntable Rejoins Audio-Technica Catalog**

*STOW, OH, May 31, 2023* — Roughly half a year after reintroducing the Sound Burger portable turntable in a limited-edition retro red model – and 40 years after the product’s original debut – [Audio-Technica](https://www.audio-technica.com/en-us/) is thrilled to announce that this fan favorite is returning to the company’s regular lineup. The limited-edition model, released in the fall of 2022 to celebrate Audio-Technica’s 60th anniversary, was met with such an overwhelming response that it sold out in a matter of days worldwide.

Designed with portability in mind and available in three unique colors, the Sound Burger offers a retro aesthetic mixed with modern updates. Ideal for parties, compact living spaces, or picnics, this affordable entry-level turntable offers Bluetooth® connectivity and USB charging and up to 12 hours of spinning.

The Sound Burger offers high-quality sound reproduction with a belt-drive system that plays 33-1/3 and 45 RPM records. To achieve both portability and stability, the tonearm employs a dynamic balance system in which stylus pressure is applied via a spring. In addition, a high-precision DC motor maintains stable rotation. The turntable also comes with an audio cable for those who prefer an analog, wired listening experience.

Available in black, white, and yellow, the Sound Burger is available with an MSRP of $199. Accessories included: 45 RPM adapter, RCA audio cable (3.5 mm male to dual RCA male), and USB cable for charging (USB Type-A / USB Type-C™). The Sound Burger features a replaceable stylus.

For more information, please visit [www.audio-technica.com](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html).

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Photo file 1: AT-SB727\_GROUP.jpg

Photo caption 1: Audio-Technica Sound Burger (available in black, white and yellow)

Photo file 2: AT-SB727\_Lifestyle\_01.jpg

Photo caption 2: Audio-Technica Sound Burger (lifestyle photo A)

Photo file 3: AT-SB727\_Lifestyle\_02.jpg

Photo caption 3: Audio-Technica Sound Burger (lifestyle photo B)

Celebrating 60 years of audio excellence worldwide, Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, wireless microphones, headphones, mixers, and turntables for the audio industry.

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.com*](http://www.audio-technica.com/cms/site/c35da94027e94819/index.html)

*— For further information regarding product availability and pricing in Europe, contact Alexandra Bischof (*[*abischof@audio-technica.eu*](mailto:abischof@audio-technica.eu)*).*