



New B Cassette: With better performance  
that appeals to a growing number of music fans

# **TDK BRILLIANT CASSETTE**

**NORMAL POSITION (TYPE I)**

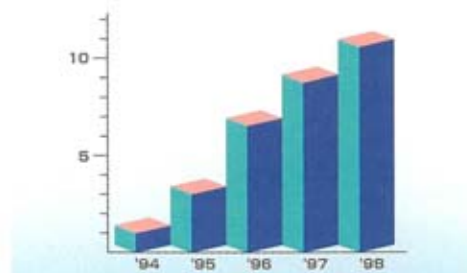
Popular for its brilliant sound, TDK's B Cassette now offers boosted power as well. Look for the logo of New B, in its flashy new red package!

# TDK BRILLIANT CASSETTE

## TDK's New B Cassettes are more popular than ever, because they make it easier to capture high-quality sound!

TDK audio cassettes are favored by everyone who enjoys music, from dedicated audiophiles to casual listeners. The B Cassette appeals to those seeking cassette tape that affords high-quality sound while enabling the simplest possible conditions of use. Now, TDK has raised its popular B cassette to new levels of power. New B: a music-use cassette designed to capture high-quality sounds, even from digital media such as CDs.

### • Graph showing shipments of B Cassettes



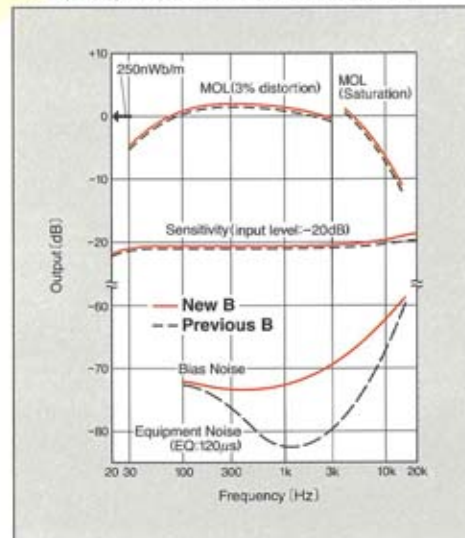
(Indexed to quantity shipped in 1994)

## New B — Boosted power, from low range to high, means better recordings of any kind of music

Compared with its predecessor, New B features boosted audio power. These surprising improvements were achieved by particles of Pure Grained Ferric high-output magnetic material that are packed with high density into the magnetic layer. New B's audibly better

performance is demonstrated by the boost in its MOL (Maximum Output Level), which has been raised from 0.5dB to 1.0dB over the entire frequency range. Also, with a bias noise of -55dB, it retains its satisfying low-noise characteristics. This gives New B the versatility to record and play back brilliant, outstanding renditions of any music genre, from rock to pops to classical performances.

### • Frequency response/MOL/Noise spectrum



## New B — Designed for the enjoyment of good music sounds anytime, any place, again and again.

To ensure the high durability demanded for repeated listening enjoyment, a binder system that joins the individual magnetic particles to each other — and which binds the magnetic material

securely to the base film — is utilised. Stretch-resistant Tensitized Polyester also contributes to New B's durable construction.

Smooth tape run is also assured, thanks to the HP (High Precision) cassette mechanism. So even in units that might be susceptible to tape instability, such as portable headphone players or car audio systems, stable tape run is realised — maintaining sound quality during both recording and playback.

### • Technical Specifications

Item	Unit	B90
Tape Selector Position	—	Normal (Typ.)
<b>Physical Properties</b>		
Colour of tape	—	Dark Brown
Base material	—	Tensitized Polyester
Tape width	mm	3.81
Total thickness	µm	11.0
Base thickness	µm	7.5
Coating thickness	µm	3.5
Tape length	m	135
Yield strength	N	6
Breaking strength	N	11
<b>Magnetic Properties</b>		
Magnetic particle	—	Pure-grained Ferric
Coercivity	kA/m	30
Remanence	mT	155
Squareness ratio	—	0.83
<b>Recording Characteristics</b>		
Operating bias	dB	0
MOL at 315Hz	dB	+2.0
MOL at 10kHz	dB	-6.5
Sensitivity at 315Hz	dB	-0.7
Sensitivity at 3.15kHz	dB	-0.3
Sensitivity at 10kHz	dB	0
Sensitivity at 16kHz	dB	+1.0
Bias noise	dB	-55.0
Print through	dB	54
Erasure	dB	70
Uniformity at 315Hz	dB	0.3
Uniformity at 10kHz	VU	0.3

Measurement conditions • Measuring deck: TDK reference deck • Tape speed: 4.75cm/sec • Track width: 6.6mm • Recording head gap: 4µm • Playback head gap: 1µm • Reference level: 250nWb/m • Playback equalizer: 3180+120µs • Reference tape: IEC 1 (Y348M) • Operating bias and Sensitivity: Comparison with reference tape • MOL and Bias noise: Comparison with reference level, MOL at 315Hz; Playback output level at 3% THD, MOL at 10kHz; Saturation output level • Measuring magnetic field strength: 400kA/m



TDK CORPORATION  
1-13-1, Nihonbashi, Chuo-ku, Tokyo 103-8272, Japan



Available lengths : B46 B60 B90 B120