

## NEW ISOTEK MAINS CABLES: NOW WITH DEEP CRYOGENIC TREATMENT!

***Market-leading mains cables for hi-fi and home cinema equipment upgraded with IsoTek's latest connectors***

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### **IsoTek Premium, Elite, and Optimum mains cables**

Much lauded by the critics, IsoTek's specialised mains cables for hi-fi and home cinema equipment have been upgraded to deliver even better performance. Aside from a change of colour for the outer insulating tube from clear to a fetching translucent blue, the major improvement is in the plugs: the range now features upgraded connectors, complete with deep cryogenic treatment. The sonic result is improved detail and definition, with crisp highs and solid, punchy bass – a performance well in excess of any other cables available at the price. And the picture quality of DVD players, TV screens and projectors is visibly

enhanced, too!

Any hi-fi enthusiast who had the opportunity to compare cables will attest that the use of specialised mains cable brings worthwhile improvements to the sound of good-quality systems when compared to typical freebie 'kettle leads'. When reviewing IsoTek's original mains cables, *Hi-Fi Choice* magazine praised the 'increase in hear-through quality', while *What Hi-Fi? Sound and Vision* extolled the 'impressive low-end ability'.

## The Technology

The mains electricity that we use in our homes can vary enormously from location to location, house to house, socket to socket – not just in terms of quantity, but quality too. Many things can ‘pollute’ the supply of electricity as it travels from the power station to your home, along a mains cable and into a hi-fi or home cinema component. This supply of electricity has a direct effect on the audio and picture quality that you receive; a polluted or inconsistent supply will reduce clarity and create muddle. A poor power supply will also reduce the length of a product’s working life. (Flip to page six of this press release for a simple explanation of why the ‘quality’ of mains electricity affects performance.)

There are three cables in the new IsoTek range. In ascending price order, they are:

- IsoTek Premium
- IsoTek Elite
- IsoTek Optimum

### Premium

The entry-level IsoTek mains cable uses 16-amp OFC conductors, coupled with double RFI/EMI shielding and high-quality connectors (a European shuko mains plug on one end, and an IEC connector to plug into a component on the other). Premium is suitable for use with all components, but is particularly recommended for source components and preamps.



### Elite

The newly upgraded Elite cable takes Premium and swaps the IEC connector for one of IsoTek’s own, top-quality IECs. All current-carrying metal parts in these new connectors are precision machined from high-purity copper, heavily plated in 24ct gold, deep cryogenically treated\* and then demagnetised. The main body uses injection-moulded polycarbonate, for ease of handling, durability and long term reliability, while the precision injection-moulded front assembly ensures precise mating with the power socket.

### Optimum

Designed specifically for components that draw higher levels of electrical current from the mains, like power amps, subwoofers and projectors, the Optimum cable uses thicker, triple-screened, 20-amp conductors in place of the double screened, 16-amp conductors in the Premium and the Elite. It also features IsoTek’s new IEC connector on one end, and IsoTek’s new 24ct gold European Shuko connector at the other end.

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These aren't the only specialist mains cables for hi-fi and home cinema applications on the market, but all four IsoTek mains cables deliver exceptional value for money. This is further enhanced by the presence of IsoTek's new IEC connectors – to obtain a connector of similar quality from elsewhere would cost you as much at retail as the price of the complete, fully terminated Elite cable.

### **A Quote from IsoTek**

Keith Martin, IsoTek's Creative Director, commented: *"We've spent a considerable amount of effort developing our new range of mains cables to offer exceptional performance and value for money. The development of our own audiophile-grade IEC connector was the start of the process and has proved to be a critical part of the design. Our engineers spent months measuring the resistance from the power station to the wall socket and concluded that a 'dirty' plug would create more resistance than all the wire in-between. It's easy to forget that the power supply only steps down to 230 Volts near to your home; when at 500,000 Volts, the power loss is minimal. For this reason, the quality of connectors, purity of cable and RFI/EMI rejection is critical."*

### **Why does the 'quality' of mains electricity affect performance? A simple explanation...**

It is obvious that hi-fi and home cinema equipment needs mains electricity to operate, but it is less easy to grasp the concept that this electricity supply can be measured in terms of quality as well as quantity, and that 'contamination' of this supply can affect the performance of your system. To help understand, try comparing electricity to water. The electrical signal that is produced by any source component is tiny and needs to be amplified in order to be strong enough to drive the speakers. This is achieved by adding more electricity – usually from the mains supply. Now, if we start with a pure signal (uncontaminated water) and add polluted electricity (dirty water), we end up with a contaminated signal. This means that the added electricity needs to be as clean and pure as possible – using the water analogy, we need a clean supply with a constant rate of flow.

### **Deep cryogenic treatment**

- involves cooling audio components to temperatures approaching -196°C, and maintaining this extreme cold over a 'soak' period. The exact mechanics of the effect of this process remain the subject of scientific debate: does it smooth the crystal boundaries within the molecular structure of a conductor, or is it having a beneficial effect on impurities in the metal? The result may be modifying not only the electrical characteristic of the material, but also its physical properties. Whatever the scientific debate, one thing is certain: deep cryogenically treated cables and connectors sound better, and that is easily proven by a simple listening test.

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