



PRESS RELEASE

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*



IsoTek Premium, Elite, Optimum and Supreme 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 produced by DVD players, TV screens and projectors is visibly enhanced, too!

Any hi-fi enthusiast who's had the opportunity to compare cables will attest that the use of specialised 'audio-grade' mains cables 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'.

Now, IsoTek's new generation of mains cables delivers even more, improving the audio and video performance of any good-quality hi-fi or home cinema system. But while the quality has increased, the prices haven't - all the cables in the range cost the same as their predecessors.

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 create noise and reduce clarity. 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.)

IsoTek specialises in producing power management products, including mains conditioners and filters. For the ultimate in performance, a system should combine IsoTek conditioning components with IsoTek mains cables, ensuring the purest possible electricity supply. However, it is possible to upgrade in stages - even without other filtering products, a simple cable upgrade will bring significant improvements, as IsoTek's own demonstrations at hi-fi shows around the world clearly show.

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

- IsoTek Premium
- IsoTek Elite
- IsoTek Optimum
- IsoTek Supreme

Premium and Elite are suitable for front-end components like CD and DVD players, while Optimum and Supreme are designed for components that impose higher current demands, like power amps, subwoofers and video projectors.

The rejection of RFI (Radio Frequency Interference) and EMI (Electromagnetic Interference) is key to the design of all four cables. RFI and EMI are now universally regarded as a major problem affecting the performance of both audio and video quality in high-performance systems, and cables act as an antenna in this respect. IsoTek has chosen not to offer a plating solution; although this is an effective solution for RFI/EMI rejection, it also often results in a build up of capacitance in the cable, which alters the sonic characteristics of the hardware. So, in order to provide effective RFI/EMI rejection while maintaining neutrality, IsoTek came up with an alternative solution.

Three cores of high-grade, annealed OFC (Oxygen-Free Copper) conductors are encased in a highly flexible PVC inner sheath, which is in turn surrounded by a braided screen – this earthed screen forms an active RF shield around the inner cores. The result is a reduction of the background ‘mush’ within the system, delivering a more open and airy sound with a greater sense of high frequency detail. Each cable is terminated in high-quality connectors to ensure long-term reliability and performance.

Here’s how the four mains cables in the IsoTek range differ:

Premium

The entry-level IsoTek mains cable uses 16-amp OFC conductors, coupled with double RFI/EMI shielding and high-quality connectors (a three-pin mains plug for the UK on one end, and an IEC connector to plug into a hi-fi/AV 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.

*Deep cryogenic treatment involves cooling audio components to temperatures approaching -196°C , then 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 characteristics 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.

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 upgrades the other with a three-pin MK Duraplug.

Supreme

IsoTek's best mains cable takes the Optimum, complete with IsoTek's new IEC connector, and replaces the MK Duraplug with a top-quality, gold-plated, deep cryogenically treated Furutech mains plug. For high-current applications, this is an exceptional mains cable.

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. And at the top end, the Supreme delivers better performance than other cables costing over £1,000 – and all for just £194.95!

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."

Key Features – IsoTek mains cables

- Four different cables offer a range of products to suit different applications and pockets.
- Ingenious cable construction ensures effective RFI rejection without compromising neutrality.
- Elite, Optimum and Supreme now feature IsoTek's new IEC connector, complete with deep cryogenic treatment.
- Optimum and Supreme also feature upgraded three-pin mains plugs.

- Exceptionally well specified when compared to other mains cables at the price.
- All IsoTek cables improve the performance of good-quality hi-fi and home cinema components, resulting in a crisper, more open sound.
- Improvements are evident with video components too, delivering a cleaner, more focused picture.
- All IsoTek mains cables come in a fetching new blue hue!

Price and Availability

Premium

£60.00 for a 1.5m terminated cable
(For longer cable lengths, there is an incremental charge of £10.00 for each additional metre)

Elite

£90.00 for a 1.5m terminated cable
(For longer cable lengths, there is an incremental charge of £15.00 for each additional metre)

Optimum

£149.95 for a 1.5m terminated cable
(For longer cable lengths, there is an incremental charge of £25.00 for each additional metre)

Supreme

£194.95 for a 1.5m terminated cable
(For longer cable lengths, there is an incremental charge of £25.00 for each additional metre)

Premium, Elite, Optimum and Supreme mains cables are available now.

More about IsoTek

IsoTek is a UK-based company that specialises in power management systems for hi-fi and home cinema applications. Formed in 2001, the company has rapidly become a world leader in mains conditioning and filtration, developing a wide range of innovative, award-winning products that form complete solutions to suit every pocket. Thanks to IsoTek's market-leading expertise and painstaking attention to detail, its products are able to make significant improvements in sound and picture quality while protecting components from spikes and surges in the mains electricity supply.

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 this, 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.

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