



PRESS RELEASE

UPGRADE YOUR TV WITH AN ISOTEK MIRA

Brilliant new mains filter improves the picture quality and extends the lifespan of LCD and plasma television sets

IsoTek MIRA mains filter for TV and home cinema

Improved picture quality and an extended product lifespan are two of the key benefits delivered by IsoTek's amazing new MIRA mains filter. Whether it is used in a full-blown home cinema system or as a simple upgrade for an LCD or plasma TV, MIRA's advanced circuitry delivers immediate and significant improvements to the on-screen performance – crisper and more stable images, deeper blacks and more vibrant, natural colours. And it doesn't just work with LCD and plasma screens – it brings the same improvements to video projectors and traditional CRT televisions, too.

Picture quality isn't the only thing that MIRA improves. If you plug in a DVD player or set-top box, it will also raise audio quality, bringing sound into sharper focus and improving definition and detail. This isn't surprising given IsoTek's background – the company is a world-leader in power management systems for hi-fi components, with an unrivalled reputation among audio enthusiasts.

In terms of sonic performance, IsoTek's track record is second to none. The groundbreaking MIRA is the company's first product aimed squarely at improving the quality of vision products.

Plug your TV into a MIRA and the improvements are obvious!

How it Works

The IsoTek MIRA is simple to use – first, plug the power cable from your TV or projector into the appropriate socket on the MIRA, instead of into the wall socket. Next, if you have a DVD player or set-top box, plug that into the MIRA's second socket. If you're using a roof aerial or satellite dish, plug that in too. Finally, plug the MIRA into a wall socket using a suitable mains cable... and you're ready to roll! MIRA's attractive, compact, extruded aluminium case may be placed anywhere that's convenient – on a shelf, behind the TV, or even mounted on a wall using the supplied brackets.

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 the fourth page of this press release for a simple explanation of why the 'quality' of mains electricity affects performance.)

MIRA performs three key functions:

1. Screen Socket

This is the key area of innovation for MIRA, which IsoTek has worked long and hard to perfect. The power leading to this socket from the mains is first fed through a Delta filter, which reduces internal and mains-borne noise considerably. It is then passed through a second-phase shunt filter, which further suppresses mains noise and spikes. Adaptive Gating then reduces the in-rush of power that screens try to draw from the mains, followed by another shunt filter that reduces noise still further. Finally, there's IsoTek's 'triple resonant system', which has resulted from the company's painstaking research into which frequencies are most important in order to improve picture quality. The upshot: If you plug your TV or projector into this socket, you will improve the picture and extend the product's working life!

2. Second Mains Socket

This socket is intended for a DVD player or set-top box, and uses IsoTek's tried and tested filtering techniques to deliver optimum results in terms of both audio and video performance. The noise and spike suppression is of the same standard as IsoTek's award-winning Gemini mains filtration unit, but the price of MIRA is considerably lower.

3. Aerial Sockets

These exist primarily to protect the user's precious TV or video display from lightning strikes. An interesting fact: a lightning storm can induce around 90 volts of electricity in a cable from six miles away. What's more, a lightning bolt can produce a transfer of 500,000,000 joules of energy from cloud to earth and have a voltage of one billion volts for a 300-metre strip of lightning! The result? A lot of expensively fried equipment as a result of lightning storms! However, MIRA's special aerial protection circuit dumps any voltage in the shielding if it rises above 33 volts, hence protecting the equipment that is attached to the aerial and providing an important safeguard.

A Quote from IsoTek

Keith Martin, IsoTek's Creative Director, commented: "The unique technologies and techniques developed for the MIRA project are the by-product of IsoTek's continued research and development programmes, which are essential to the design of the high-quality, award-winning power conditioning solutions for which IsoTek is famous. MIRA will greatly enhance the end-user's enjoyment of movies, concerts and television programmes... in fact, anything that is played through a home cinema system, or even a solitary TV."

Key Features – IsoTek MIRA

- Improves the picture quality and extends the working life of all televisions (LCD, plasma or CRT) and projectors
- Also improves the performance of DVD players and set-top boxes
- Picture enhancements include: greater pixel stability, enriched black tones, more natural and vibrant colours
- Audio enhancements include: increased soundstage depth, greater solidity and improved frequency extension
- Reduces noise generated from internal power supplies in screens and digital sources
- Reduces RFI (Radio Frequency Interference) noise generated by external sources
- Reduces cross-contamination between screens and other components (a major concern owing to the massive emissions from screens and other display devices)
- Massive surge protection (700 Joules – five times greater than that achieved by typical devices)
- Dedicated aerial protection

- 22,500 amps of instantaneous current absorption, essential for moving high-voltage spikes typically caused by electricity moving power lines in storms or lightning strikes affecting the national grid
- Extruded aluminium case and dedicated wall-mounting system
- UK, EU and US sockets available

Price and Availability

Price: £150.00

Available: August 2007

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 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, 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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