

PRESS RELEASE

IsOTek®

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Above: IsoTek's Discovery series – EVO3 Polaris, EVO3 Mini Mira and EVO3 Premier

DISCOVER THE ISOTEK EFFECT

Three products form the backbone of IsoTek's new Discovery series – the affordable way to discover the benefits of first-class power optimisation for audio and AV systems

Hampshire, England -- Mains electricity is distorted by numerous factors as it travels from power stations to be distributed throughout our homes, eroding the performance of high-quality audio and AV systems. IsoTek, the leading manufacturer of specialised power management systems, is launching a new entry-level range of products dubbed the Discovery series, delivering highly effective yet eminently affordable solutions to enhance sound and picture quality, whilst also protecting valuable equipment from spikes and surges in the mains supply.

The Discovery series consists of the following products, all of which are available from November and incorporate the technological advances inherent in IsoTek's latest EVO3 product generation:

- **EVO3 Polaris** six-way mains conditioning block
- **EVO3 Mini Mira** mains conditioning device for TVs and projectors
- **EVO3 Premier** high-performance power cable

IsoTek EVO3 Polaris

This new, affordable mains conditioning block is designed to enhance the performance of a complete audio or AV system. A painstakingly designed delta filter topology ensures class-leading filtration of both Common Mode and Differential Mode mains noise, delivering super-clean power to six outlets – each one independently isolated via IsoTek's Polaris X technology to prevent cross-contamination. In addition, 13,500A of instantaneous protection is provided, safeguarding valuable equipment via IsoTek's unique sequential and repeatable protection system.

Unlike many entry-level mains filtration products, which use off-the-shelf components, the EVO3 Polaris is designed from the ground up by IsoTek to ensure it is ideally fit for purpose – the culmination of over a decade's-worth of research at the cutting edge of power optimisation technology. Top-quality parts are utilised throughout, including a hand-soldered, silver-plated PCB, and internal wiring with silver-coated, 99.9999% OFC (oxygen-free copper) conductors and a Teflon PTFE dielectric.

Sonic improvements delivered by the EVO3 Polaris include greater clarity and definition, plus enhanced dynamic and spatial qualities, avoiding the apparent softening of leading edges and rhythmic timing that can occur with lesser products. With rugged, smartly finished steel and aluminium casework and a price tag of only £249.95, Polaris will significantly raise the performance of every connected component – a whole-system upgrade that delivers exceptional value for money.

IsoTek EVO3 Mini Mira

A mains filtration device optimised for use with TVs and projectors, the EVO3 Mini Mira takes IsoTek's highly acclaimed Mira circuit, raises its performance level and packs it into an even more compact and hard-wearing steel and aluminium case. At the product's heart is IsoTek's proprietary Triple Resonant Filter, specifically designed to focus on the frequencies that are critical to picture quality, coupled to a series of shunt and delta filters, plus auto-sensing Adaptive Gating technology, which adapts filtering according to the current draw of the load. Two power outlets are provided – one to feed any type of TV (CRT, plasma and all varieties of LCD) or video projector, the other for a partnering device such as a set-top box or Blu-ray player.

Just as reviewers and videophiles discovered with the outgoing Mira, the new EVO3 Mini Mira delivers significant improvements to picture quality, including crisper and more stable images, deeper blacks and more vibrant, natural colours. What's more, its compact and wall-mountable form makes it even more convenient for a wide variety of applications – whether used with just a TV and set-to box, as part of a home cinema system, or in conjunction with other IsoTek components in a complex custom installation. Priced at just £194.95 and offering class-leading spike and surge protection to boot, the EVO3 Mini Mira is a must for any movie buff who cares about picture quality.

IsoTek EVO3 Premier

IsoTek's latest high-performance power cable is also its most affordable, sporting an advanced construction with premium-quality materials that sets it apart from other sub-£100 cables. At its core are three 2sqmm conductors made from 99.9999% OFC and coated in silver to aid conductivity, with a Teflon FEP dielectric

extruded over each. The three conductors are given a rotational twist to aid EMI/RFI rejection, and surrounded by cotton filler to add internal strength, reduce microphony and further enhance the cable's dielectric properties. The construction is secured using a paper wrap, which provides an additional dielectric buffer, prior to the application of a durable, flexible, heat-resistant PVC outer sheath.

The cable is terminated with high-quality moulded connectors, designed and manufactured by IsoTek rather than bought off the shelf, with solid copper conductor pins coated in 24ct gold to ensure they remain tarnish-free. Input connectors at the cable's component end are available in C7, C15 and C19 IEC varieties, thus ensuring compatibility with a wide range of audio and AV equipment. Retailing at just £79.95, no similarly priced power cable is constructed to such a high specification, with correspondingly impressive benefits to sound and picture quality.

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IsoTek®

Launched in Hampshire in 2001, IsoTek is the world's leading brand of specialised power optimisation products for hi-fi and home cinema use. Its product range includes high-performance mains cables and connectors, plus a range of performance-enhancing power conditioners focused on the specific requirements of individual systems. IsoTek products are enjoyed by more than 50,000 customers in 45 countries, and have earned numerous accolades from specialist audio and AV publications worldwide. A number of third-party manufacturers use IsoTek products for development and/or demonstration purposes, including Arcam, Denon, Genesis, Marantz, Monitor Audio, Nordost, Onkyo, Pioneer, PMC, Roksan and TEAC Esoteric. All IsoTek products are designed for purpose, manufactured in Europe and built to last. UK distributor: Sound Foundations Ltd. (Tel: 01276 501392).

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For more information, product samples or high-resolution images, please contact Tim Bower
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