

THE
CHORDTM
COMPANY

MOVING SOUND & VISIONTM



The Chord Company

Welcome to The Chord Company – a company dedicated to offering you excellence in audio and audio visual cable design. Our products have earned us numerous accolades in the audio and recording industries over the past two decades.

At Chord, we continue to drive cable design and technology to its limits in an effort to preserve those precious audio and video signals.

Our philosophy is quite simple but surprisingly unique in today's world of self-service and the "quick fix". We believe in high performance standards, long product life, top quality components and customer service. We supply and support specialist dealers worldwide. They offer you, the end user, a spectacular array of performance products and will help you get the best solution for your needs.

Cables have long been an overlooked component in systems, with many people using poor cables that actually reduce the enjoyment of well chosen components. We have never wavered from providing our valued customers with the best we can offer. Try our cables for yourself, contact your local retailer, connect up a new Chord cable and prepare to relax and enjoy yourself.

Sally Gibb
Managing Director



Why do I need to change my cables?

Almost every piece of hi-fi equipment you buy will be supplied with an interconnect, allowing you to connect the product to the rest of your system. Why then, should you need to spend extra money on another interconnect to do exactly the same thing?

Generally, the free interconnects supplied with your equipment are made as cheaply as possible. The conductors and insulation are made from poor quality materials and the plugs are very basic. The effect these cables can have on the sound of your music is enormous. Apart from losing a lot of detail and dynamic information, they can also affect the tone. All of this will reduce your listening pleasure.

Music is extremely complex. Something as simple as an acoustic guitar has a wealth of harmonic information and dynamic detail. This information is vital for the realistic performance of the music. Poor quality interconnects (or speaker cables) destroy this information.

Properly designed interconnects and speaker cabling will make an enormous amount of difference to the sound of your system, allowing you to really hear and enjoy your music. Musical instruments become clearer and easier to distinguish and it becomes simpler to hear and understand the words and emotion of a singer. Most importantly, you are much more likely to get completely involved and immersed in the performance of a piece of music.



Why are there so many to choose from?

One of the biggest challenges for a cable designer is the need to produce a range of cables that will help to maximise the performance of the components they are connected to. Entry level and high-end systems both need cables to connect them, but the level of performance they require from that cable can vary wildly. Chord produce a range of interconnects and speaker cables that have a well deserved reputation for offering both high value and high performance. We are justifiably proud of the Chord Crimson; it is an excellent introduction to the world of quality interconnects. The Chord Indigo Plus however will justify its extra expense by producing a truly outstanding performance to the system it is fitted to.

Chord's speaker cables have been designed in conjunction with their range of interconnects and using carefully matched interconnects and speaker cables will produce a significant performance boost to your system.

Using the right cables in your system will allow you to hear all sorts of information that you hadn't heard before. Previously unheard rhythms, backing vocals you hadn't noticed or the individual instruments within a string section. A properly designed cable used as part of your system will allow music to become truly engrossing, exciting and involving.

Which cable should I use?

Without a doubt, the best way to judge if a pair of interconnects or a set of speaker cables is going to improve the performance of your system is by listening to it. Pick a couple of pieces of music you know well and play them with your existing cables in place. Then change the cables and play the same pieces of music again. The simplest (and most important) question to ask yourself is "Am I enjoying the music more?" Most cables will change the sound but a change is not always the same as an improvement. All the extra detail in the world counts for nothing if the music you play becomes lifeless, sterile and hard to listen to.

Take some time to make your mind up. Cables that sound bright, exciting and full of detail from the word go can sometimes become fatiguing and hard to listen to over longer periods. There is no art or magic involved in listening to cables; everyone can hear the differences. Don't listen too hard. Relax. Be concerned about the music, not the hi-fi.



What should I listen for?

Cables will affect the way your system responds to the dynamic information present on a recording. Dynamics are crucial to any piece of music, be it a simple recording of a guitar or an orchestra in full and glorious flight. Cables will also have an effect on the tonality of instruments. Musical instruments have a rich, harmonic content and with the right cable, the full tone becomes apparent and easy to hear, be it piano, trumpet, violin or the human voice. When you have all this information in place it becomes easy to hear and pick out individual instruments from complex musical arrangements.

Sit back, relax and just immerse yourself in the whole performance.

Cables will also affect the way the music appears between your speakers (the stereo image). You will be able to hear where separate instruments and voices are placed in the sound field and they will take on a more tangible and realistic quality. Speaker cables and interconnects that suit your system have a profound effect on the way that the music is presented. This is crucial to the overall enjoyment and pleasure you get from your system. Fit the right cables and your music becomes vital, entertaining, engrossing and above all, enjoyable.

How your Specialist Retailer can help you

Specialist Audio and Home Cinema retailers have a vast amount of knowledge, gained by listening to, and matching systems and cables. They will be able to offer advice about which particular cables to try with your set up. In most cases, they will be happy to let you take interconnects and speaker cables home so that you can listen to them properly in your own system. Many retailers carry demonstration cables specifically for this purpose.

A visit to your nearest Chord retailer could transform your hi-fi or home cinema system. If you don't have a specialist retailer near to you, don't worry - contact the Chord Cable Doctor for advice via www.chord.co.uk, or just email: cabledoctor@chord.co.uk



Useful terms

Conductors are simply any electrically conductive material that will carry an electrical audio signal. They can be made from various metals.

Oxygen free copper is the most commonly used conductor in quality interconnects and speaker cables. Oxygen free copper is produced in a way that virtually eliminates the oxygen content. As there are fewer impurities in the conductor, the performance is far better than standard copper.

Silver plated oxygen free copper is an excellent choice of conductor for both interconnects and speaker cable. Used well and carefully matched with the correct insulation, silver-plated cables can allow you to enjoy higher levels of detail and an extremely neutral tone.

Conductors can either be **stranded or solid core**. A stranded cable will have a number of fairly thin conductors grouped together. A solid core cable has one single conductor.

Our research shows there are no definite advantages or drawbacks to either solid or stranded conductors when used for analogue interconnects. However, digital and video interconnects will work at their best when produced with solid core conductors.

Co-axial is the most commonly used cable geometry for hi-fi interconnects. Co-axial cable has a central conductor that carries the signal. Surrounding this is the insulator and shield. The shield protects the signal and also completes the circuit.

A **balanced cable** has two identical sets of

insulated conductors, one to carry the signal, the other to complete the circuit. There are real improvements to sound quality to be gained from balanced cables and the majority of Chord analogue interconnects are built this way. A balanced cable is wired so that the shield is connected to the return conductor at one end. The shield protects the signal but does not form part of the circuit.

Insulation is used to separate conductors from each other and the conductors from the shield. Often referred to as the **dielectric**, each type of insulator has different electrical properties, the critical one being called the **dielectric constant**; the lower this is, the better. The best choice of insulation is Teflon™ (PTFE). This has a low dielectric value and is also very strong and resistant to air and moisture. After Teflon™ comes Polyethylene and finally PVC. The performance of Polyethylene and Teflon™ can be improved by injecting air or gas into them during production. This is referred to as **gas or air foaming**.

The type of dielectric used in a cable design not only affects the sound because of its dielectric measurement but also each type of material has a tonal effect. To get the best results from each type of conductor, it is important to carefully match it to the right insulator.

Effective **shielding** is really important and one of the most critical areas of cable design. There is so much electrical equipment in most houses today that interference has become a real problem. A shield does what it says and protects the signal from external interference. Types range from a simple foil

wrap, through lapped (wound) and braided (woven) shields up to the complex combinations found on the Anthem, Signature and Indigo.

Most cables are **directional**, they sound better when connected in one direction than the other. As yet, we have found no way to establish the direction by measurement. During development of an interconnect or speaker cable, we establish direction through blind listening tests carried out by ourselves, retailers and hi-fi manufacturers. The results are remarkably consistent.

New cables used to connect hi-fi or home cinema components need some time to **burn-in** and sound at their best. The reasons for this are the subject of much debate but it is very easy to hear the difference between a new cable and one that has been connected for a month or so. A new cable tends to sound slightly bright and can bring an almost mechanical quality to the bass. As a cable burns in, the tonal qualities become more natural and music becomes more coherent and enjoyable.

RCA/phono sockets are fitted to most hi-fi components and make connecting systems together very simple. The RCA plugs Chord use, have been chosen for their sound quality and reliability. We keep the amount of metal around the plug to a minimum and use a low compression clamping system to minimise any negative effects to sound quality. We can also supply interconnects fitted with **Din Plugs, XLR connectors, stereo jacks** and almost any other connector you may need.

CHORD COMPANY



Chord analogue interconnect cables

Welcome to the range of Chord analogue interconnect cables. From entry-level to state of the art, you will be able to find a cable that will bring out the best in your system. Regardless of cost, the same attention to detail has gone into the design, construction and testing of all the cables. Any one of these interconnects is capable of bringing a better balance and increased musical enjoyment when fitted to your system.

One of the most commonly asked questions is, "what percentage of the cost of my system should I spend on cables?". The standard reply has always been "Around 10% of the total cost". Over the past few years, the improvements made to audio and home cinema components have made this figure less and less relevant.

The answer: Experiment. This is where your local Chord retailer will be able to help. Having experimented (see *What should I listen for?* on page 6), the best advice we can give you is to spend as much as you feel is worthwhile.

Chord analogue interconnects have been carefully designed to have an even balance of abilities, so as you progress through the range, the improvements you hear will be extremely consistent. You may well find yourself surprised by just how capable your equipment really is.



I LOVE
YOU (listen to this)



The Chord Indigo Plus interconnect range

Chord Indigo Plus has been developed from the Chord Indigo, our most advanced cable design to date. Built to bring out the very best from today's CD, DVD and SACD players and in response to the extended bandwidth speaker systems that are now available.

The design is unique and features a secondary signal return path, constructed from the same multi-stranded silver-plated oxygen free copper as the signal and primary return paths. These are surrounded by a Teflon™ dielectric and in the case of the signal and primary return paths, protected by a fully floating, triple layer shielding system, effective to extremely high frequencies.

Designed to produce the most accurate analogue signal transmission possible, the Indigo Plus will bring a new level of performance to any decent hi-fi or home cinema system and is available fitted with RCA, Din and XLR plugs.

Hear it
as they intended

10



Chord Indigo Plus RCA

- Precision cast multi-strand silver-plated signal conductor
- Primary and secondary silver-plated return paths
- Silver-plated high frequency effective combined shielding system
- Internal and external Teflon™ insulation
- Ultra low mass silver-plated non compression RCA plugs
- Unique vibration damping acrylic plug casing
- Floating shielding system
- Single material signal path

Speaker cable matches:
Chord Signature
Chord Epic

Like the Signature Plus the most striking feature of the Chord Indigo Plus RCA is the beautiful acrylic plug casing. Each one is machined to an exacting tolerance and polished to a mirror finish. Acrylic was chosen for its ability to control resonances around the plug contact areas.

Not so noticeable but just as critical is the secondary signal return path. These features, combined with the most advanced shielding system Chord have yet used, will bring an astonishing sense of realism to the music you listen to. Such is the dynamic and tonal accuracy of this cable that recordings you thought you knew well will take on a new life as you discover detail and timbre that you have not heard before.



Chord Indigo Plus Din

- Unique signal and dual return path configuration
- Silver-plated Din contact pins
- Specially modified Din avoids the use of impedance altering cable clamps
- Available in Din to Din and Din to RCA configuration

All Chord Company interconnects and speaker cables are designed to perform consistently well with a wide variety of equipment. The Indigo Plus is no exception and when fitted with Din connectors, this cable produces outstanding results when used in compatible systems. The Din plug has been specially modified in order to allow the four runs of Indigo cable and the secondary return paths to be reliably and accurately fitted, and the cable has been constructed to allow a high degree of flexibility. Available in Din to Din and Din to RCA configurations, the Indigo Plus will ensure that you get the best possible performance from the components connected with it.

Speaker cable matches:

Chord Signature
Chord Epic



Chord Indigo Plus XLR

- Tri-balanced conductor configuration
- Fully floating high frequency shielding
- Silver-plated XLR pin connections for single material signal path
- Modified XLR casings avoid the use of impedance altering clamping systems

Fully balanced XLR connections are appearing more frequently on the back of hi-fi and audio video equipment. Balanced XLR connections can offer some real advantages in terms of reducing signal altering interference. However, despite the inherent advantages of a balanced signal path, performance can be improved still further by the use of high quality cable. The high frequency shielding system fitted to the Indigo Plus and the unique construction method that Chord employ with the Indigo Plus XLR, make this a truly outstanding, fully balanced interconnect.

Speaker cable matches:

Chord Signature
Chord Epic





Speaker cable matches:
Chord Signature
Chord Epic

Chord Signature Plus RCA

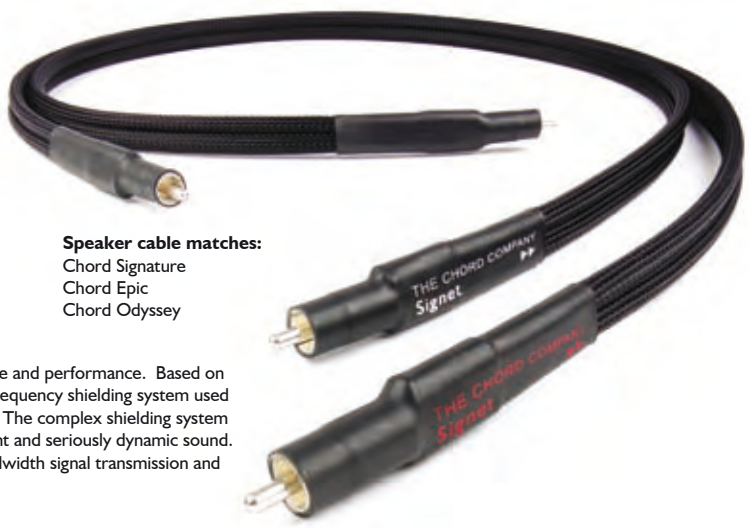
- Precision cast silver-plated signal conductors
- Primary and secondary silver-plated signal return paths
- Silver-plated high frequency effective combined shielding system
- Internal and external Teflon™ insulation
- Ultra low mass silver-plated non compression RCA plugs
- Unique vibration damping acrylic plug casing
- Floating shielding system
- Single material signal path

The Chord Signature Plus has been developed from the company's award-winning Signature RCA interconnect. The Signature Plus is fitted with Chord's unique acrylic plug casings, first used on the company's Indigo cable. As well as the acrylic plug casing the Signature Plus has also been fitted with the secondary signal return conductor used on the Indigo Plus. The advances in performance these make are easy to hear, bringing very obvious and striking improvements to timing, dynamics and sound stage. Rhythms become far more obvious and easy to understand, as do the subtle timbral differences that define the different tonal signatures of acoustic guitars.

Chord Signet RCA

- Precision cast silver-plated signal conductors
- Silver-plated high frequency effective combined shielding system
- Internal and external Teflon™ insulation
- Pseudo-balanced signal and signal return path
- Low mass silver-plated non compression RCA plugs
- Floating shielding system
- Single material signal path

The Chord Signet RCA has been designed and built to offer outstanding value and performance. Based on the award-winning Chord Signature and borrowing both the plug and high frequency shielding system used in the Anthem 2, the Chord Signet is an exceptionally capable interconnect. The complex shielding system gives a huge reduction in low-level noise, producing an extremely transparent and seriously dynamic sound. The triple layer shielded signal and return conductors guarantee a wide bandwidth signal transmission and music is presented in a beautifully coherent and involving manner.



Speaker cable matches:
Chord Signature
Chord Epic
Chord Odyssey



Chord Anthem 2 RCA

- Silver-plated multi strand signal conductor
- Silver-plated combined shielding system
- Internal and external Teflon™ insulation
- Low mass silver-plated non compression RCA plugs (DIN and XLR plugs also available)
- Isolated signal return path
- Single material signal path

Speaker cable matches:

Chord Signature
Chord Epic
Chord Odyssey

The original Chord Anthem was the first interconnect from Chord to use a high frequency shielding system. It was also the first Chord interconnect to use low mass RCA plugs. The new Chord Anthem 2 takes design features from Chord's Indigo and Signature cables and combines them to produce a cable that allows seriously low levels of musical detail to be heard. The silver-plated combination shielding system produces a low noise floor and the multi-stranded silver-plated conductor path extends the bandwidth that the Anthem 2 will carry. The benefits of this are clearly audible throughout the frequency range. Anyone fitting the Anthem 2 to a system with speakers capable of serious bass extension will be able to feel as well as hear the benefits!

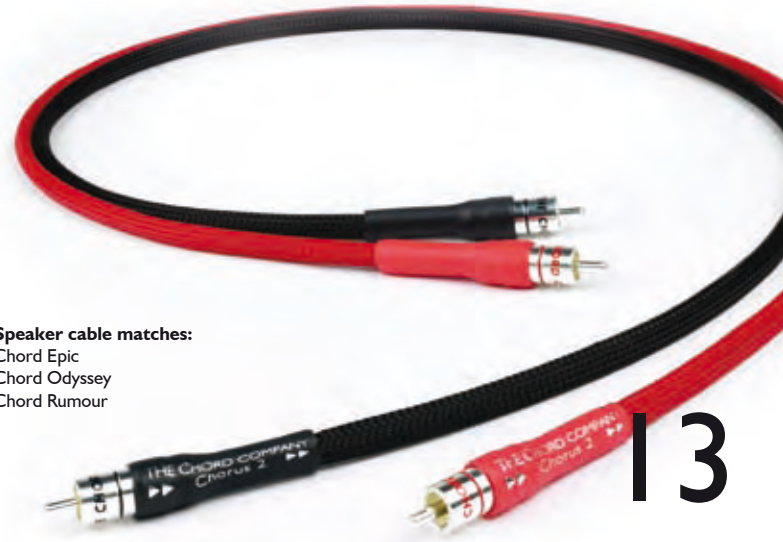
Chord Chorus 2 RCA

- Silver-plated signal conductor
- Multi layer combined shield system
- Internal and external Teflon™ insulation
- Silver-plated RCA plugs
- Isolated external return path
- Single material signal path



Chord Chorus 2
September 2008

The Chord Chorus 2 benefits from the combined shielding system first developed for the Chord Signature. The high frequency shielding system is used to protect the Teflon™ insulated, solid core silver-plated signal conductor. The signal return path is carried externally, ensuring that the central signal conductor is completely isolated. This design allows the Chorus 2 to carry a wide bandwidth signal and produces a low noise floor. Individual notes snap into focus and snare drum beats are properly dynamic and resonant. Stringed instruments gain real tone and timbre, musical rhythms are presented extremely coherently and complex pieces of music become simple to follow.



Speaker cable matches:

Chord Epic
Chord Odyssey
Chord Rouroum



WHAT HI-FI?
SOUND AND VISION

GROUP TEST WINNER

WHAT HI-FI?
SOUND AND VISION



Chord Chameleon Silver Plus
August 2008



Speaker cable matches:
Chord Odyssey
Chord Rumour
Chord Carnival SilverScreen

Chord Chameleon Silver Plus

- Silver-plated multi-strand oxygen free copper conductors
- Teflon™ insulation
- Matched signal and return paths
- High coverage silver-plated shield
- Silver-plated RCA plugs
- Vibration damping outer jacket

The Chameleon Silver Plus is the first interconnect in the Chord range to use silver-plated conductors in combination with Teflon™ insulation, a combination of materials that Chord uses extensively. The improvements this combination brings to levels of detail and dynamic and tonal transmission are very obvious and the Chameleon Silver Plus is capable of carrying tremendous levels of detail and tonal information extremely accurately. The Chameleon Silver Plus allows you to pick out and follow individual instruments without ever losing track of the music as a whole.



WHAT HI-FI?
SOUND AND VISION



Chord Cobra 3
March 2005



Chord Cobra 3

- Multi-strand oxygen free copper conductors
- Interference reducing twisted pair conductor configuration
- Low density polyethylene dielectric
- Matched signal and return paths
- Floating high density braided shielding
- High quality gold-plated RCA plugs
- Vibration minimising conductor spacers
- Vibration damping PVC outer jacket

Speaker cable matches:
Chord Carnival SilverScreen
Chord Carnival Classic

Cobra 3 uses a twisted pair of oxygen free copper conductors, surrounded by a low-density polyethylene insulation to produce a cable capable of carrying great dynamics and high levels of detail. These features, combined with the advanced shielding system that reduces noise, produces a detailed and dynamic musical experience. The sweet and even tonality of the Cobra 3 helps to produce a sound that is neither bright nor tiring to listen to but always enjoyable and involving.



Chord Crimson
September 2007



Chord Crimson

- Multi-strand oxygen free copper conductors
- Low density polyethylene dielectric
- Matched signal and return paths
- Floating lapped shielding
- High quality gold-plated RCA plugs
- Vibration damping PVC outer jacket

The Chord Crimson is one of the most versatile cables Chord produce. Its twisted pair configuration oxygen free copper conductors, combined with individual shielding for each conductor, makes Crimson a truly versatile cable capable of carrying a wide bandwidth signal. Crimson is ideal for use with entry-level CD players and a good choice for use in home cinema systems. The full floating shield arrangement makes for a cable with outstanding dynamic performance and high levels of detail transfer. Whatever the system, Crimson will produce an entertaining and involving sound.

Speaker cable matches:
Chord Carnival SilverScreen
Chord Carnival Classic

Chord Din connections

- High quality connections for equipment fitted with Din sockets
- Avoids the compromise of adaptors
- Entry level to high end
- Full custom service available

Din connectors were once found on most hi-fi equipment. These days, RCA connectors have largely superseded them. Naim Audio continues to use and recommend Din connectors, as do a few other companies. Most of the Din cables we manufacture are used with either Naim Audio or older Quad equipment and we have an extensive knowledge of wiring configurations for many types of equipment. Chord Crimson, Cobra 3, Anthem 2 and Indigo Plus interconnects are all available terminated with Din plugs.

Whatever the level of equipment you need to connect, Chord can supply the right cable to guarantee the best performance. We will be happy to advise you on the most suitable cable for your set up.

You may have noticed that we use a modified five pin DIN plug - ie. it only has 3 pins. Following extensive research, we discovered that the two unconnected pins detract from the performance of the cable

When fitting your DIN cable, be careful to align the plug correctly with its socket as per the diagram. Misalignment may result in a missing channel. If this is the case, carefully withdraw the cable, check the alignment and re-insert

If you need further information or advice on this or any other aspect of hi-fi or home cinema cabling, please contact us at: www.chord.co.uk or tel: +44 (0)1980 625700



Chord iChord - for portable devices and signal purity on the move

- Specially developed for MP3 players
- Multi-stranded oxygen free copper conductors
- Low density polyethylene conductor insulation
- Lightweight high flexibility shielding
- High quality gold-plated stereo minijack and gold-plated RCA plugs

The Chord iCHORD was developed in response to demand for a high quality interconnect to allow hi-fi enthusiasts to connect their portable players to their main systems. The twin internal conductors and the coaxial configuration are unique to the iCHORD cable and will carry WAV and MP3 signals equally well. The conductors are insulated with low-density polyethylene and the outer jacket is produced from a white PVC chosen for its strength and vibration damping properties. Compared to the typically supplied minijack cable, connecting an MP3 player to a hi-fi system with a Chord iCHORD produces a dramatic improvement in overall sound quality. Music is richer, more dynamic and markedly more coherent and detailed.

WHAT HI-FI?
SOUND AND VISION



Chord iChord
September 2005



Chord speaker cables

If you are going to get the best performance from your hi-fi or home cinema system, speaker cable is just as important as every other component in the set up. The Chord Company website (www.chord.co.uk) receives many enquiries from people unhappy with the sound of their system and in a lot of cases the problem is caused by the speaker cable. Because of the lengths involved, many people economise by fitting cheap cable. This is like buying a high performance sports car and fitting remould tyres.

Although speaker cables are very different in design, the materials used are the same as those found in interconnects and have the same influence on the sound quality.

Get the most from your speaker cable

Chord speaker cables are designed to be as practicable and compatible as possible. All our speaker cables will perform well over the long lengths required for home cinema systems.

The following ideas will help you get the best performance from your system.

- 1 Fit the best speaker cable you can. Surprisingly modest systems respond extremely well to good speaker cable.
- 2 Think about the position of your system. Shorter runs of cable will not only sound better but will cost less. If possible, keep the left and right runs of cable the same length.
- 3 Avoid running speaker cable next to mains cable. If you need to cross a mains cable, do so at an angle of ninety degrees. If one speaker is closer to the amplifier than the other, do not be tempted to tidy the excess length by coiling the cable. This will degrade the performance.
- 4 It is often better to single wire with a good two-core speaker cable than bi-wire with a less expensive four core cable.
- 5 Keep the signal path the same. If you are using interconnects with silver-plated conductors, choosing a cable that uses the same materials can really help the system to work at its best (see our interconnect and speaker cable matching guide on page 37).

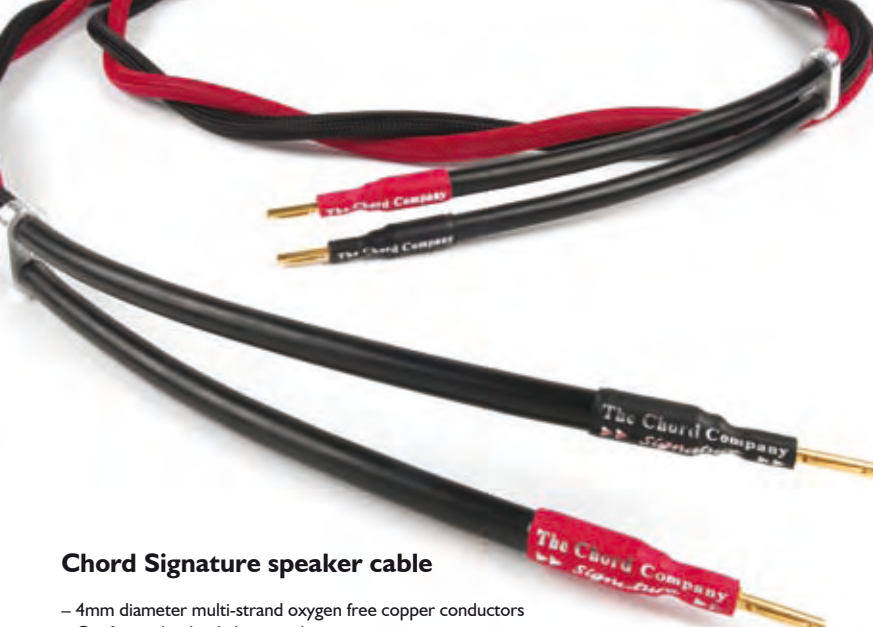


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Chord Signature speaker cable

- 4mm diameter multi-strand oxygen free copper conductors
- Gas foamed polyethylene insulation
- High frequency effective dual layer shielding system
- Non compression cable clamp
- High Precision construction to minimise mechanically induced noise
- Vibration damping PVC outer jacket

Chord Signature speaker cable is the result of several years' experimentation with shielded speaker cables. Heavyweight, 4mm diameter high purity copper conductors are surrounded with gas foamed polyethylene and a dual layer high frequency effective shield. The two runs of cable are twisted together and held in place with a specially engineered aluminium clamp. Despite its size, Signature speaker cable is flexible enough to bend to shape without affecting its performance. Chord's flagship speaker cable is extremely compatible and will work with almost any decent hi-fi or home cinema system. The shielding system helps to produce a hugely dynamic, detailed and incredibly coherent sound.

Interconnect matches:

- Chord Indigo Plus
- Chord Signature Plus
- Chord Signet
- Chord Anthem 2



Product of the year
Hi-Fi Plus awards
2002



Chord Signature speaker cable
January 2007

Chord Signature links

- Oxygen free copper multi-strand conductors
- High frequency effective dual layer shielding system
- High quality gold-plated terminations

Chord Signature Speaker Links have been designed to replace the gold-plated linking plates that join the inputs together on bi-wireable speakers. The design is based on Chord Signature speaker cable and despite the name, Signature Links will work with any speaker cable. Replacing the supplied links with Signature Links can bring startling improvements to the sound of a system and allows you to get the best possible performance from a high quality twin conductor speaker cable. A simple and cost-effective upgrade to almost any speaker system.



Chord Epic Twin & SuperTwin speaker cable

Chord Epic combines elements of two of Chord's most popular speaker cables; Odyssey and Signature. By taking the shielding system used on Chord Signature and adapting it to work with Odyssey we have been able to produce Chord Epic. Epic utilises the conductor sets that first appeared in Chord Odyssey, along with the silicone outer jacket. Surrounding this is the dual shielding system and this in turn is surrounded with a special PVC jacket to further improve mechanical damping.

As compatible as Odyssey, Epic will perform consistently well in a wide range of hi-fi and audio video systems. Fit this cable and you will be rewarded with big improvements in both detail and dynamics. Instruments and voices will sound natural and expressive and the sense of space around instruments will allow you to follow individual strands within the musical performance without ever detracting from the whole.



- Heavy gauge, silver-plated oxygen free copper multi-strand conductors
- Teflon™ insulation
- Dual high performance shielding system
- Flexible PVC outer jacket provides outstanding mechanical damping
- Available in twin and dual twin configuration

Interconnect matches:

Chord Indigo Plus
Chord Signature Plus
Chord Signet
Chord Anthem 2
Chord Chorus 2

WHAT HI-FI?
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Chord Epic speaker cable
September 2008

BEST BUY

HI-FI CHOICE
magazine



Hi-Fi Choice
Best buy
September 2006

Chord Rumour speaker cable

- Heavy gauge silver-plated oxygen free copper conductors
- Twisted pair configuration
- Teflon™ insulation
- Silicon outer jacket provides outstanding mechanical vibration damping
- Available in single and bi-wire configurations

Chord Rumour combines silver-plated conductors with Teflon™ insulation to bring an outstanding level of detail and tonal neutrality to a very discreet and easy to install speaker cable. With a diameter of only 5mm, Rumour is easily concealed and works beautifully with everything from mini systems right up to full-blown active set ups.

Interconnect cable matches:
Chord Chorus 2
Chord Chameleon Silver Plus

**WHAT HI-FI?
SOUND AND VISION**



Chord Rumour 4
July 2001

*Award winner
Hi-Fi News 2001, 2002, 2003,
2004, 2005*



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Chord Odyssey speaker cable

- Heavy gauge silver-plated oxygen free copper conductors
- Twisted pair configuration
- Teflon™ insulation
- Silicon outer jacket provides outstanding mechanical vibration damping
- Available in single and bi-wire configurations

Chord Odyssey is one of the hi-fi industry's favourite speaker cables. It is extremely compatible and performs really well across a huge range of systems. Odyssey is a very similar design to Chord Rumour but features larger conductors. This brings real improvements to the dynamics of sound and music, particularly in the bass. Cymbals are shimmeringly realistic, acoustic guitars and pianos have natural weight and realism. A great choice for any quality hi-fi or home cinema set-up.

Interconnect cable matches:
Chord Signet
Chord Anthem 2
Chord Chorus 2
Chord Chameleon Silver Plus

Chord Carnival Classic speaker cable

Chord Carnival Classic uses the same design principles as the other speaker cables in the Chord range. Featuring twisted pair multi-stranded oxygen-free copper conductors, insulated with low-density polyethylene and surrounded by a vibration damping PVC outer jacket, Carnival Classic is ideal for use with entry-level hi-fi and home cinema systems. The heavy gauge conductors will maintain performance over long runs and the design means that music arrives intact and full of detail and life.

Interconnect cable matches:
Chord Cobra 3
Chord Crimson

Chord Carnival SilverScreen speaker cable

- 1.8mm diameter multi-strand oxygen free copper conductors
- Polyethylene conductor insulation
- Twisted conductor configuration
- Dual foil shielding system
- Vibration damping translucent outer jacket
- 10mm overall diameter

Chord Carnival SilverScreen offers a set of performance characteristics that makes it unique at its price point. Borrowing design principles from both Epic and Signature speaker cables, Carnival SilverScreen uses high quality oxygen-free copper conductors in combination with low-density polyethylene insulation and a unique overlapped twin foil shielding system. Like Chord's other shielded speaker cables, Carnival SilverScreen can dramatically improve the sound of any system it is fitted to, reducing interference, lowering the noise floor and bringing big improvements to the entire frequency range. Timing is improved, as is the dynamic performance. Levels of detail are increased but what really matters is the coherency with which this information is presented. The shielding also makes Carnival SilverScreen ideal for use in home cinema systems where interference can be a serious problem.

"..an enveloping and emotive musical experience... a resounding bargain"

HiFi World July 2008



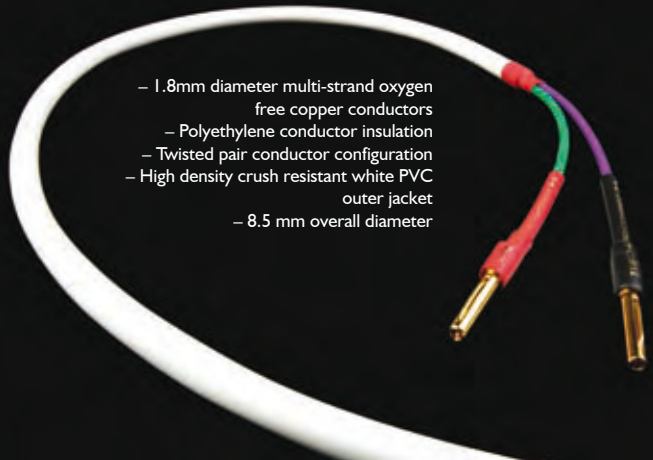
Chord Carnival SilverScreen
July 2008



Hi-Fi Choice
Best buy
September 2008

Bi-wiring - The design and construction of the cable makes it impossible to produce a dedicated bi-wire version of Carnival SilverScreen, without to some extent affecting sound quality. Should you wish to bi-wire with Carnival SilverScreen, simply use two runs of cable. Carnival SilverScreen is extremely flexible and easy to install. If your amplifier only has one set of outputs, simply join the two sets of connectors to one banana plug.

Interconnect cable matches
Chord Chameleon Silver Plus
Chord Cobra 3
Chord Crimson



- 1.8mm diameter multi-strand oxygen free copper conductors
- Polyethylene conductor insulation
- Twisted pair conductor configuration
- High density crush resistant white PVC outer jacket
- 8.5 mm overall diameter



Chord installation cables

Music around the home and high quality home cinema systems are growing in popularity all the time. Ceiling and in-wall speakers are a popular way of de-cluttering a room while still enjoying the thrill of multi-channel cinema systems or your favourite piece of music wherever you are in the house. Just as the cables you choose for your hi-fi system will be crucial to the enjoyment of your music, the cables you use for carrying precious audio and video signals around the house will also have a huge influence on the final quality of sound.

The Chord Company produce a range of dedicated installation cables based on proven designs. Chord Campana is an excellent starting point for multi-room systems. A simple design with multi-stranded oxygen free conductors and tough polyethylene insulation, Campana is both discreet and extremely easy to install. Chord Leyline utilises the twisted pair, multi-strand conductor configuration found in Chord's other speaker cables. The conductors are oxygen free copper with a tin coating. The tin coating helps to maintain high frequency information over the long runs of cable often needed in custom installations. The conductor insulation is polyethylene and the outer jacket built from tough PVC. Leyline has been purpose built to get the very best from multi-room systems and will produce really good results over lengths of more than 50 metres.

Chord Rumour and Chord Odyssey are available as installation cables. The twisted pair conductors and Teflon™ insulation are identical to their silicone jacketed counterparts but the absence of the outer jacket makes them incredibly easy to install and simple to hide away. The silver-plated and Teflon™ insulation make Rumour and Odyssey impervious to almost everything and these cables will perform as well as they did when new for many years.

All Chord installation cables are designed to be compatible with each other so for a home cinema system, a combination of Rumour Install for the front three speakers and Leyline for the rears is a cost effective way of getting the best from your set up. Any decent hi-fi or home cinema set up would really benefit from using Odyssey Install. If you are unsure of which cable to use, please contact the Cable Doctor (via www.chord.co.uk) for help and advice on the best cable combination for your particular system.

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Chord Leyline

Chord Carnival Classic

Chord Rumour Install

Chord Odyssey Install



Chord Campana+

THE

CABLE



Photo courtesy of Audio-T Select

One of the major problems with hi-fi and cinema set ups is that not enough thought is given to the quality of speaker cable, the same is true for custom installations. Fitting the right cables will really help to bring your music and movies to life.



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Chord home cinema cables

For many families the days of a television in the corner of the living room are long gone, replaced by LCD and plasma televisions. High definition television has brought a whole new experience to films and sporting events. Projectors have brought the big screen experience to many homes. The bigger the screen, the more crucial the quality of picture becomes and for many years, Chord have been producing a range of high quality video connections to help produce the best possible picture quality. As well as traditional analogue Scart and component cables, Chord also produce a range of class-leading HDMI digital video cables. These award-winning cables will guarantee the best possible picture quality from your high definition television.

To experience the full impact of a film, the soundtrack must also be reproduced properly; try watching your favourite movie scene with the sound turned down! As far as the audio goes the same rules apply as they do for your stereo system. Use the best analogue and digital interconnects along with the right speaker cables. Their contribution to the overall sound quality of your home cinema will really help to bring movies to life.

Integrating pictures and sound in a home cinema system often needs longer than standard connectors. All Chord Company HDMI and analogue video connections are available in a range of custom lengths and with terminations to suit your system. Anything from a simple RCA to a 15-pin VGA connector is available, along with BNC, S-Video and Scart connectors.

Whatever you need to connect your system and however long you need it, we can produce it for you.

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THE

CHORD

ogoo

Chord HDMI 1.3 Silver Plus

- Heavy gauge silver-plated oxygen free copper signal conductors
- Dual foil shielding system
- High quality gold-plated signal area HDMI plug
- 1.3 specification
- 1080p signal transmission up to 40 metres

The Chord HDMI 1.3 Silver Plus was designed to produce the best possible picture quality and the same proven design principles have been applied to the Silver Plus that we have used so successfully on our analogue and digital connections. The conductors are built from heavy gauge silver-plated oxygen free copper and the improved shielding minimises interference. The improvements these bring to picture quality are easy to see, particularly as the lengths get longer. The HDMI 1.3 silver plus is capable of carrying a 1080p signal over lengths of up to 40 metres!

Lengths of 20 metres or more are fitted with an in-line signal amplifier. This guarantees that long runs of cable will meet 1.3 specifications.



Chord HDMI Lo-Pro

- Oxygen free copper signal conductors
- Foil wrap shielding
- Flat profile cable
- Low profile plug design
- Gold-plated connectors
- Picture transfer up to 1080p

The Chord HDMI Lo-Pro is a high quality, cost effective HDMI cable available in 1, 3 and 5 metre lengths. The Lo-Pro was designed specifically to help simplify the rats' nest of cables often found behind a rack mounted home cinema system. The flat profile of the cable makes for a very simple and tidy installation and the colour of the cable was chosen to make it as discreet as possible in the majority of installations. The high quality oxygen free copper conductors, in combination with an overlapped foil shielding will transmit picture signal with minimal loss and minimal interference, guaranteeing a high quality, high definition picture with excellent colour accuracy.

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Chord HDMI adaptors



WHAT HI-FI?
SOUND AND VISION



Chord Scart RGB
April 2002



Chord Scart

Chord HDMI Adaptors, Scart, Component and S-Video cables

Despite the enormous success of digital video and the HDMI cable, there are still many high quality projectors and flat screen televisions that require conventional analogue video cables. Chord can supply high quality Scart, component and S-Video cables, all designed to produce the best possible picture transfer. Like all Chord's cables, our analogue video connections are built using high quality materials throughout with special attention being paid to the shielding of the cables. No matter what length of cable you require, Chord analogue video connections are guaranteed to produce the best picture quality.

Full custom service available
Find out more at www.chord.co.uk



Chord Component



Chord S Video

Chord digital interconnects

Home cinema and multi-channel systems will require some form of digital connection. To get the best performance from your system it is important to choose the right digital interconnect. If you are using a separate Digital to Analogue Converter with your hi-fi, choosing the right digital connection will be vital to the overall performance.

Digital and analogue interconnects appear to be very similar. However, digital coaxial outputs require a cable with an impedance of 75 Ohms to perform at their best. The two most commonly found digital outputs on CD and DVD players are coaxial and optical. A coaxial signal is transmitted electrically, whilst an optical signal is transmitted via light pulses along a fibre optic cable, fitted with a Toslink connector. As a general rule, if you have the option, the digital coaxial connector produces a better sound than the optical.

The other connection option that is occasionally found on some equipment is called AES EBU. In this case the connection is made with 3 pin XLR connectors and the impedance is set at 110 Ohms.

The same rules that are used to choose an analogue interconnect apply to digital interconnects. Despite the fact that digital connectors are only transferring digital data, the construction and design of the digital cable affects the tonal, rhythmic and dynamic performance qualities every bit as much as analogue interconnects do.



Never mind
about the

weather,

let's put a film on



CHORD COMPANY

Chord Signature digital

- Matched ultra cast oxygen free copper conductors
- High frequency effective combined shielding system
- Unique shield configuration
- Low mass gold-plated non compression RCA plugs
- Gas foamed polyethylene dielectric
- Vibration damping outer jacket

The Signature Digital borrows its geometry from the Chord Signature RCA. The ultra cast copper conductors are particularly suited to digital signal transfer, and the unusual (for a digital cable) signal and shield geometry produces an outstandingly accurate level of signal transfer. The gold-plated low mass non-compression RCA plugs are a perfect match for the cable and outperform the more conventional plugs commonly fitted to digital cables.

The Signature Digital was developed in response to some of the extraordinarily good digital to analogue converters that are now available, and is ideally suited to good quality multi-channel music or home cinema systems.

As well as high performance gold-plated low mass RCA connections the Signature Digital can also be supplied terminated with high quality silver-plated BNC plugs.

We strongly advise against the use of BNC/RCA adaptors.

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Chord Signature AES EBU

- Solid core oxygen free copper signal conductors
- Multi-layer shielding system
- Silver-plated XLR connectors
- Low density polyethylene dielectric



If your equipment is fitted with AES EBU outputs and inputs the Signature AES EBU is well worth listening to. The unique wiring geometry is a result of extensive experimentation where signal paths remain shielded from each other along the length of the cable. The conductors are built from the same ultra cast copper that Chord use exclusively for digital connections. The insulation is a specially developed low-density gas foamed polyethylene.

During extensive testing, the Signature AES EBU was compared to several alternative cables and produced a class leading performance. However, Chord would suggest that it is always worth comparing the connection options available on your components. Try the AES EBU against the standard coaxial output and see which one you prefer.



Chord Prodac Pro digital

- Solid core ultra cast oxygen free copper signal conductor
- Unique multi-material shielding system for extremely effective high frequency noise rejection
- Gold-plated RCA plugs
- Gas foamed polyethylene insulation

A brilliant example of just how much a digital cable affects the tonal performance of a home cinema or hi-fi system. The innovative shielding system and the specially treated conductor means that the Chord Prodac Pro Digital brings a natural feel to voices, sound effects and music without sacrificing detail or dynamics.



Chord Codac digital

- 75 Ohm Impedance coaxial cable
- Solid core silver-plated oxygen free copper conductor
- Silver-plated oxygen free copper braid and foil shield system
- Silver-plated RCA plugs, single material signal path
- High performance gas foamed insulation

This is a great value for money digital coaxial interconnect that will help to produce a detailed and informative sound. A really popular choice for home cinema systems and because of its performance, a good choice for longer runs.



WHAT HI-FI?
SOUND AND VISION



Chord Optichord
March 1999



Chord Optichord optical connector

- 50 MHz bandwidth
- Metal bodied plug engineered for positive connection
- Domed and polished cable end
- Available in 1, 3, 5 and 7 metre lengths
- Available fitted with minijack optical connector

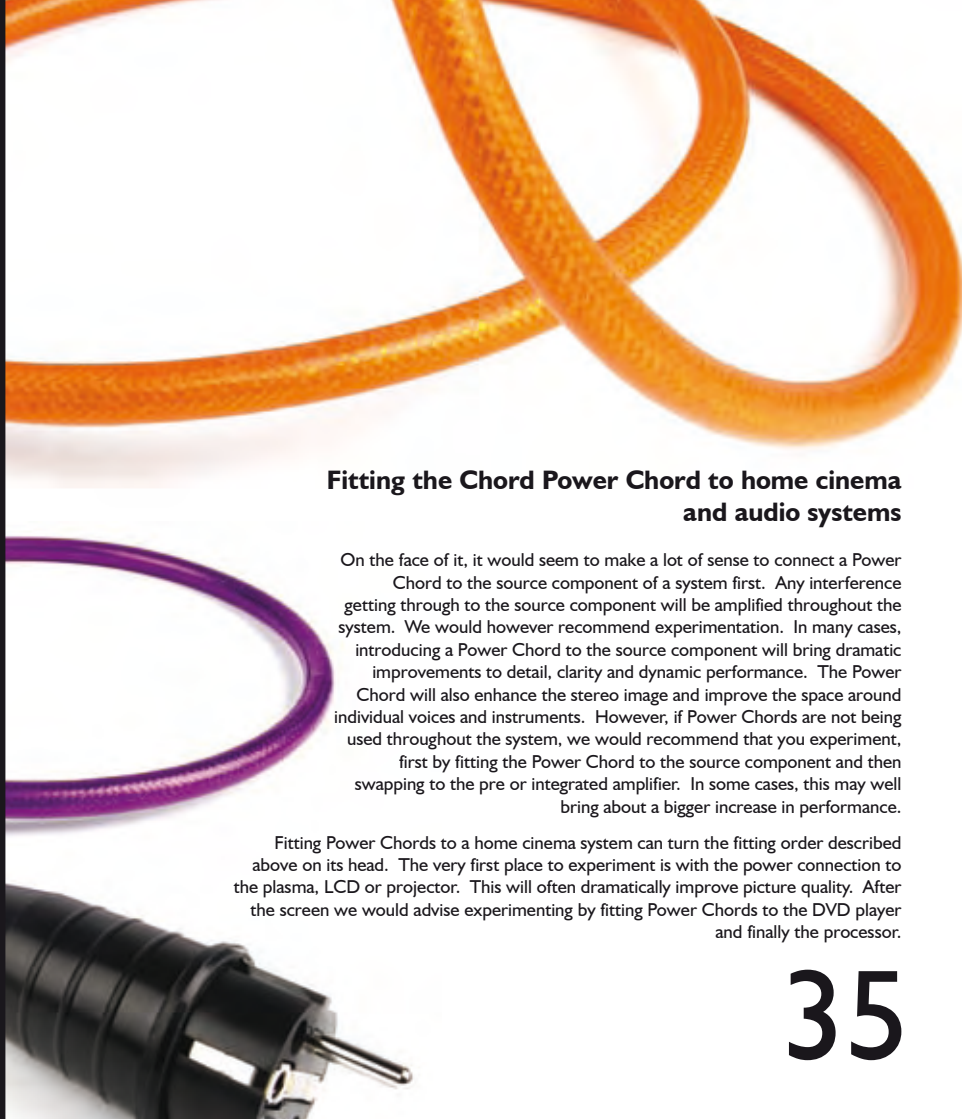
In theory, all optical cables should produce pretty similar results. In practice, this is not the case. The precision construction of the Optichord, along with the domed and polished cable end, means that the Optichord will bring vibrancy, life and colour to the system it is fitted to. Now available with a specially developed minijack connection, the Optichord is a perfect choice for connecting the digital output of a laptop to a home cinema receiver or digital to analogue converter.

Chord mains products

The electrical supply within our houses is becoming increasingly polluted. The typical household now has around 40 microprocessors and many of the electronic components we now use are fitted with switch mode power supplies. Chord established some years ago that high frequency electrical interference was having a seriously detrimental effect on the performance of both hi-fi and home cinema systems, not just on the audio performance of a hi-fi or home cinema but also the picture quality of a plasma or LCD television.

The Chord Company has spent a great deal of time researching all areas of electrical interference. As a result of this research, many of the company's products now feature extremely effective high frequency shielding systems, including interconnects, speaker cables and mains cables. These products have been developed to deal with a very specific problem: high frequency interference.

Effective shielding contributes hugely to reducing this problem and the same shielding can be applied effectively to mains supply cables as well.



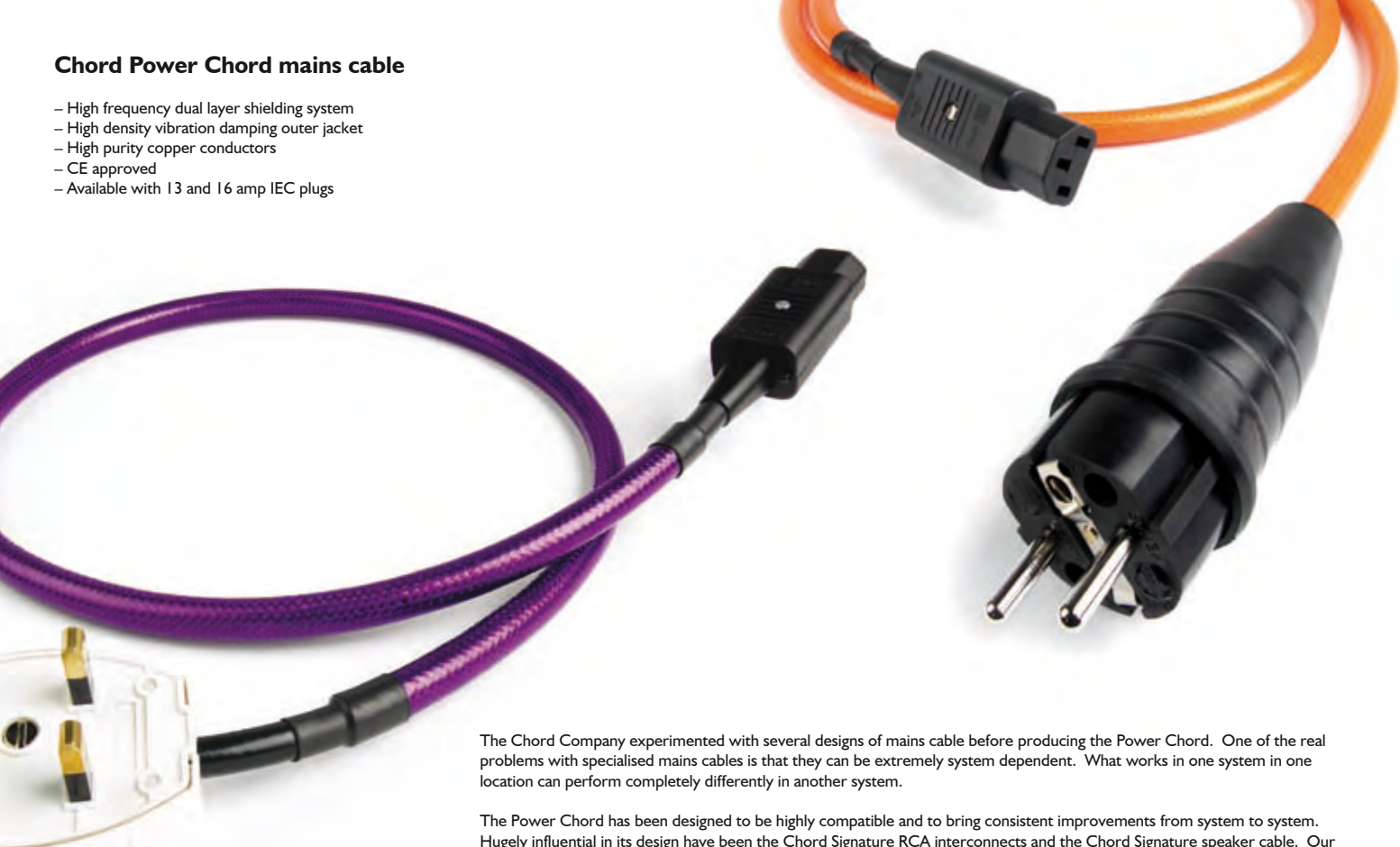
Fitting the Chord Power Chord to home cinema and audio systems

On the face of it, it would seem to make a lot of sense to connect a Power Chord to the source component of a system first. Any interference getting through to the source component will be amplified throughout the system. We would however recommend experimentation. In many cases, introducing a Power Chord to the source component will bring dramatic improvements to detail, clarity and dynamic performance. The Power Chord will also enhance the stereo image and improve the space around individual voices and instruments. However, if Power Chords are not being used throughout the system, we would recommend that you experiment, first by fitting the Power Chord to the source component and then swapping to the pre or integrated amplifier. In some cases, this may well bring about a bigger increase in performance.

Fitting Power Chords to a home cinema system can turn the fitting order described above on its head. The very first place to experiment is with the power connection to the plasma, LCD or projector. This will often dramatically improve picture quality. After the screen we would advise experimenting by fitting Power Chords to the DVD player and finally the processor.

Chord Power Chord mains cable

- High frequency dual layer shielding system
- High density vibration damping outer jacket
- High purity copper conductors
- CE approved
- Available with 13 and 16 amp IEC plugs



The Chord Company experimented with several designs of mains cable before producing the Power Chord. One of the real problems with specialised mains cables is that they can be extremely system dependent. What works in one system in one location can perform completely differently in another system.

The Power Chord has been designed to be highly compatible and to bring consistent improvements from system to system. Hugely influential in its design have been the Chord Signature RCA interconnects and the Chord Signature speaker cable. Our understanding of high frequency shielding systems gained from these products drove the design of the Power Chord. The high frequency shielding system will bring dramatic improvements to both the clarity and the dynamic performance of your system.

The Power Chord has also been extremely successful when used to connect plasma screens, projectors and LCD televisions, bringing substantial improvements to clarity, contrast and detail levels.

Chord hints & tips

Cleaning

The connections on hi-fi and home cinema systems do get contaminated and this will cause a gradual loss of performance. It is a good idea to periodically power the system down and clean all the connectors with a good contact cleaner. This applies to all the contacts throughout the system. Talk to your Specialist Retailer and he should be able to recommend a good proprietary cleaning product.

New Cables

We have already talked about burn-in time. It is also worth bearing in mind that new cables can change the perceived frequency response of your system. It may well be worth experimenting with the positioning of your speakers in order to get the very best performance.

Fitting Cables

When fitting or removing interconnect cables from your system, never pull directly on a cable but grasp the RCA plug and remove with a gentle twisting action. Always power your system down before fitting or removing either interconnects or speaker cable.

System Synergy

System synergy is talked about a great deal. This simply means ensuring that the components that make up your system work well together. Speaker cables and interconnects are vital components of any hi-fi or home cinema system. Matching the performance parameters of interconnects and speaker cables will go a long way to ensuring a really coherent, involving and enjoyable sound. Chord Company interconnects and speaker cable are designed to work in synergy and the cable synergy guide opposite will help you to get the best sound from your system.

Warranty

All Chord Company products carry a 10 year warranty and we are happy to service, repair or modify any Chord cables you may have.

Chord cable synergy guide

	INTERCONNECT	CRIMSON	COBRA 3	CHAMELEON SILVER PLUS	CHORUS 2	ANTHEM 2	SIGNET	SIGNATURE PLUS	INDIGO PLUS
SPEAKER CABLE									
CARNIVAL CLASSIC	●	●	○						
CARNIVAL SILVERSCREEN	●	●	●						
RUMOUR 2		●	●	○					
RUMOUR 4 BI-WIRE		●	●	○					
ODYSSEY 2		●	●	●	○				
ODYSSEY 4 BI-WIRE		●	●	●	○				
EPIC TWIN		●	●	●	●	○			
EPIC SUPERTWIN		●	●	●	●	○			
SIGNATURE				○	○	●	●	●	

- Outstanding
- Excellent
- Good

choose a selection
of music or film that
you know intimately,
when undertaking
hi-fi or home cinema
demonstrations

for more advice visit:
www.chord.co.uk

ALWAYS

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www.chord.co.uk

If you would like in-depth information about any of our products, plus all the latest news – check out the Chord Company website. Information is available on all our products, along with a useful Glossary and a Frequently Asked Questions section. You will also find music reviews, information about the company and a regularly updated News section, plus plenty of links that will take you to Chord Retailers and Distributors around the world.

www.chord.co.uk

Custom cables

The Chord Company design and build almost every terminated cable that we supply. This means that we have complete control over quality and also that we can supply custom lengths and unusual terminations quickly and efficiently.

Custom cables can be ordered via any Chord retailer. If you are uncertain about the cable you need, you are welcome to speak to us directly or contact us via the Cable Doctor.



+ Chord Cable Doctor

We hope this brochure has been able to help you choose the right cables for your system. However, if you would like more advice about the best cables to connect your system together with, why not try e-mailing the Cable Doctor. Simply go to the Chord website and then to the Cable Doctor section, enter your system details in the space provided and add your questions at the bottom of the page. Cable Doctor submissions are checked every day and we will reply as promptly as possible.

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Nigel Finn
Technical Director



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