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THE
CHORDTM
COMPANY

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Do cables make a difference?

25 years of researching, experimenting and designing speaker cables and interconnects says yes – in fact, we believe that Chord Company cables can make all the difference.

Good cables can make music sound the way it was intended. Good cables can turn watching a well-loved film or listening to your favourite song into a genuinely engrossing, emotional experience.

Some say the magic is in the detail but we know that all the detail in the world is worth nothing unless presented as a coherent, musical or cinematic whole. The real magic is in the performance and good cables are crucial to the way that performance reaches the audience.

Experience your music, films, TV and games in a new light. Real involvement is only a connection away.

A close-up, black and white photograph of a cable connector. The image shows a cylindrical metal component with a threaded section, likely part of a cable assembly. The lighting creates strong highlights and shadows, emphasizing the metallic texture and the precision of the manufacturing.

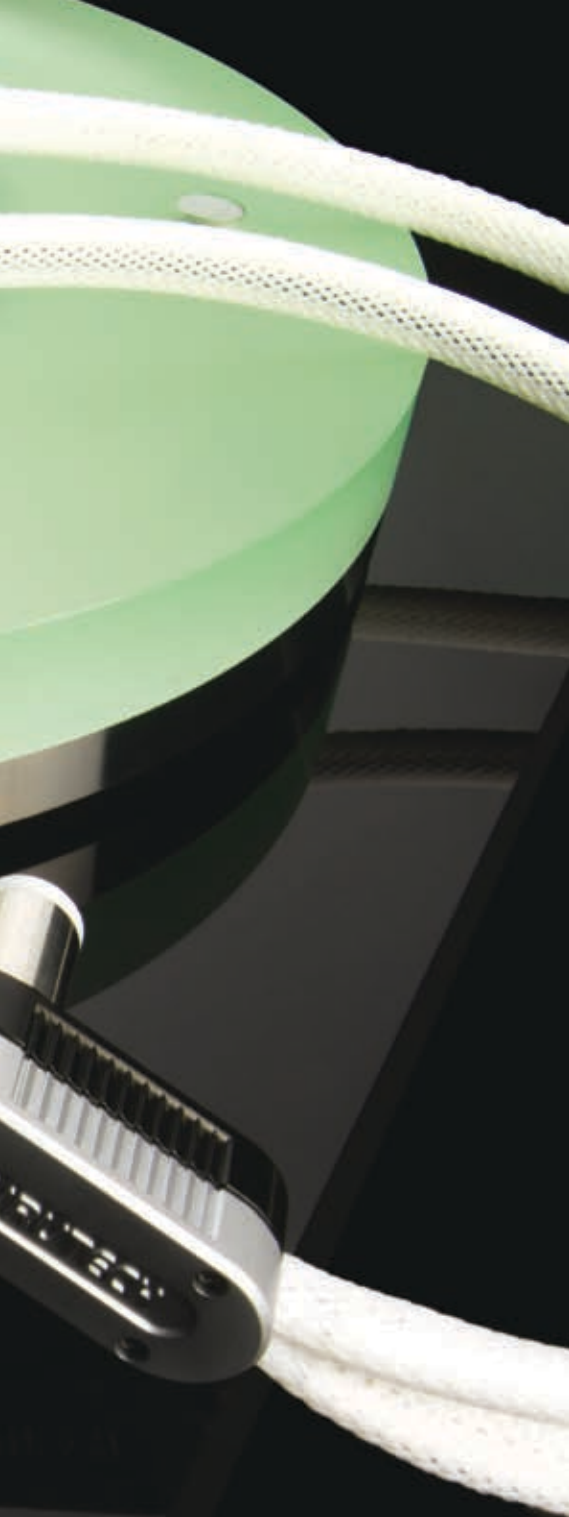
Contents

- 02 Do cables make a difference**
- 07 Custom cables**
- 08 Sarum cable range**
- 10 Analogue interconnect cables**
- 16 Din cables**
- 17 Cable Doctor**
- 19 Speaker cables**
- 22 HDMI & home cinema cables**
- 26 Digital interconnect cables**
- 28 Mains products**
- 30 Terminology & install tips**
- 31 Product technical information**

Chord Company products are designed, hand built and tested at our purpose-built facility in Amesbury, Wiltshire UK



“Any system, regardless of cost will sound better when connected with the right interconnect and speaker cable.”



Most systems are not performing to their true potential

Cables are every bit as important as every other component that makes up a hi-fi or home cinema system. Treat them as an afterthought and you risk compromising the performance of the other components you have so carefully chosen. More importantly you could compromise every piece of music you play and every film you watch. Chord cables will help you get to the passion of the performance.

“A deep understanding of the critical areas of a musical performance has helped us to develop cables that will let you hear your favourite music at its very best.”

The Chord Company has always been closely involved with practising and performing musicians. This has given us the opportunity to listen to some truly exceptional instruments played by outstanding musicians and in turn, allowed us to understand just what musicians are trying to convey when they perform. The real revelation was realising just how much influence cables can have when a performance is replayed.

“The timbre of a 200 year old violin is dizzyingly complex and dazzlingly beautiful. Making cables that can accurately carry this signal is an exciting challenge.”

Cables are a critical part of any system - they carry precious information from one component to another. The information that carries a musical performance is subject to loss, interference and mechanically induced noise. The right cable will carry more, there will be less loss, less signal lost to interference, and carefully designed cables will help to minimise mechanical noise. Detail and dynamic information will be accurately carried, the complex tonal signatures of instruments easier to hear, rhythm and melodic structure will be easy to understand. Most importantly of all music will sound alive and involving.

Get more from your music

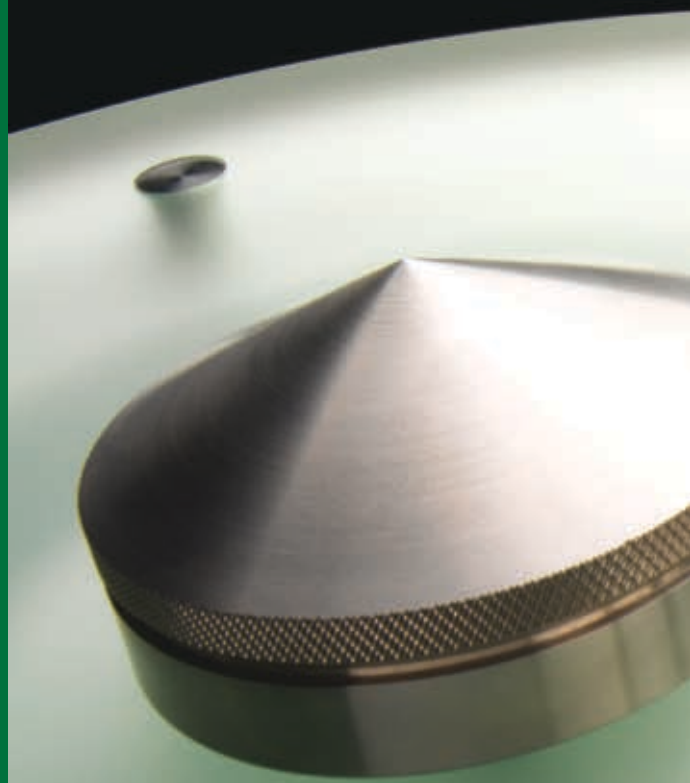
Interconnects and speaker cables (whether for hi-fi or home cinema) should be designed with one aim in mind - to move a signal from one component to another with as little loss or interference as possible. A simple aim, but one that has led us to research, experiment, refine and on occasion completely rethink our approach to cable design. All Chord interconnects benefit from the technology used to develop our reference cables. The improvements in shielding made during the development of Sarum cables have been applied to interconnects throughout the Chord range. No matter which Chord cable you choose you can be sure that we have used our experience and knowledge to produce a class leading cable.

The award winning Chord CrimsonPlus performs outstandingly well. Cables further up the Chord range are fitted with better conductors, superior insulation and complex and extremely effective shielding systems. These improvements to materials allow us to produce cables better able to carry detail across a wider bandwidth. Improved shielding dramatically reduces noise and reveals the tiniest dynamic shifts. Low mass plugs and vibration damping acrylic plug surrounds control unwanted resonance and improve detail transfer.

“The best music is mesmerising, captivating and enthralling, every piece of music you play should be a performance”

There's an easy way of finding out just how much a Chord cable can enhance the pleasure you take in music - listen.

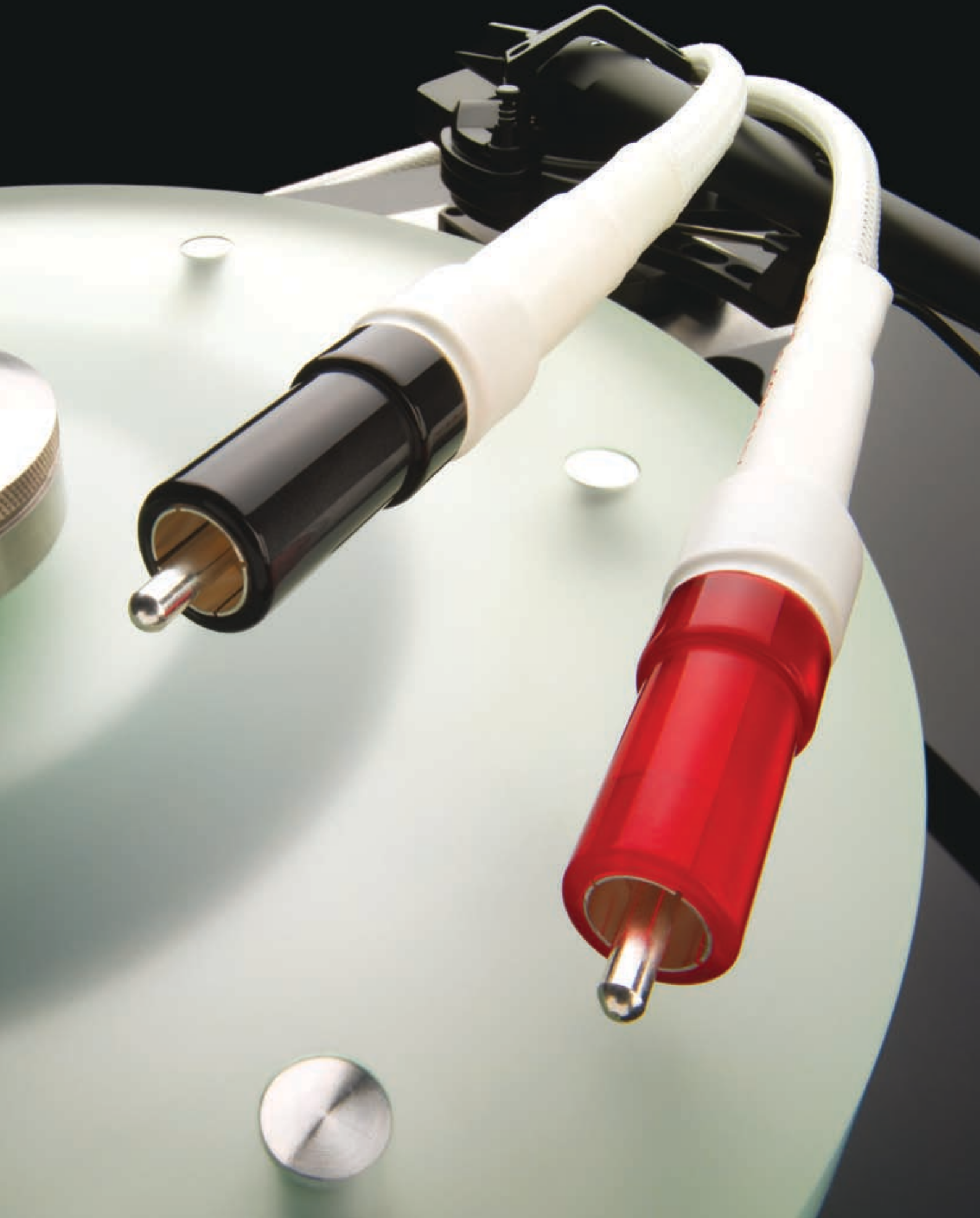
Most Chord retailers carry a range of Chord cables. As well as offering advice they are also happy to let their customers try cables out at home. Experiment; there is no rule as to how much you spend on cables in relation to the other components that make up your system. The Chord philosophy is simple: spend more, get more. More detail, better timbre, greater insight and deeper involvement. More from your music.



Chord custom cables

We specialise in building high performance custom cables. Most of our products are available in built-to-order custom lengths. Whether you need a longer cable or a Y-lead for bi-amping, The Chord Company can supply it. Unusual terminations can also be supplied, allowing odd combinations of equipment to be connected together with high performance cables.

Custom cables can be ordered via any Chord retailer. If you are uncertain about the cable you need, contact us via the Cable Doctor section at www.chord.co.uk or e-mail: sales@chord.co.uk





Sarum

a musical
revelation



We have spent 20 years researching, experimenting, designing and producing interconnects and speaker cables. We understand the critical elements needed to produce cables that can carry a signal without any loss or interference and we understand how to produce cables that work synergistically to create outstanding performances from the systems to which they are connected.


Years of experience have produced a musically spectacular collection of products. Sarum speaker cable, interconnects and mains cables are conceived, designed and built to deliver a truly exceptional performance.

Sarum cables won't just reveal the real performance capabilities of your hi-fi components. They will allow you further and deeper into the thrilling emotions within a musical performance and will show the true musical prowess of your favourite musicians and singers.

To achieve the extraordinary performance levels that Sarum cables bring to a system, we have reinvestigated and refined almost every element and technique previously used. From the conductors onward, every component and material that makes up the Sarum cable has been optimised for performance.

THE
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COMPANY

Chord analogue interconnects



Most CD players are
capable of great things

***They just
need a
great
cable!***

Welcome to the Chord analogue interconnect range, a line-up of cables designed to ensure that any hi-fi or home cinema system performs at its best. All of our interconnects are designed, assembled and tested in our UK facility. Regardless of the cable type you choose you can be certain that the same attention to detail goes into the design, construction and testing of all our cables.

If there was ever a hard and fast rule about how much you should spend on cables, then CD players and digital to analogue converters present a real challenge to it.

Most modern CD players are capable of sounding extremely good; the limiting factor is often the cable not the system. Well designed cables with really effective shields don't just work well with high-end equipment, they can often make "real-world" systems sound dramatically better. High performance cables are a simple way of rediscovering your music collection.

Talk to your local Chord Company dealer and take a listen.



Chord Sarum

Precision polished, heavily silver-plated, multi-strand signal conductors
High density heavy gauge foil dual shielding system
Internal foamed Teflon® dielectric
Ultra-lightweight contact acrylic damped RCA plugs
Available in RCA, XLR and Din configuration

Use it with:

Chord Sarum and Signature speaker cables, Chord Sarum and Power Chord mains cables

*“Instruments and voices sound so real; music is genuinely
enthraling and extraordinarily transparent. Image is utterly
solid and believable. A revelation”*



Chord Indigo Plus

Silver-plated, multi-strand signal conductors
Single signal, dual return path configuration
Teflon® insulation
Triple layer shielding system
Lightweight acrylic damped, silver-plated RCA plugs
Available in RCA and XLR configurations

Use it with:

Chord Sarum, Signature and Epic speaker cables, Chord Power Chord and Sarum mains cables

“New levels of openness and clarity. Fantastic bass definition. The subtlest of dynamics are easy to hear. Musically revealing, instruments natural timbre is fully revealed. Amazing detail levels”

Chord Signature Plus

Silver-plated, solid core signal and return conductors
Single signal, dual return path configuration
Sarum-style high frequency shielding system
Teflon® Insulation
Lightweight acrylic damped, silver-plated RCA plugs
Available in RCA configuration

Use it with:

Chord Signature, Epic and Odyssey speaker cables, Chord Power Chord mains cables

“The soundstage is enormous and instruments sound incredibly natural. Detail is presented with real clarity and coherence”

Chord Signet

Silver-plated, solid core signal conductors
Matched signal/return conductors
Teflon® insulation
Dual layer high frequency shielding system
Low mass silver-plated RCA plugs
Upgradeable to Signature Plus specification

Use it with:

Chord Signature, Epic and Odyssey speaker cables, Chord Power Chord mains cables

“Very detailed and dynamic sound, great coherence and excellent imaging. Very natural sounding, instruments and voice have natural timbre ”





Chord Anthem 2

Silver-plated, oxygen-free copper, multi-strand signal/return conductors
Triple layer shielding system
Teflon® insulation
Low mass, silver-plated RCA plugs
Available in RCA, Din and XLR configurations

Use it with:

Chord Signature, Epic and Odyssey speaker cables, Chord Power Chord mains cables

“Revealing and musical sound great definition and soundstage, excellent bass extension, brilliant with floor-standing loudspeakers”



Chord Cadenza

Silver-plated conductors
Teflon® insulation
Interference reducing twisted pair configuration
Dual layer high frequency effective shielding
High quality silver-plated terminations
Vibration damping conductor surround
Fitted with new Chord **VEE** Plugs
Also available in XLR configurations

Use it with:

Chord Epic, Odyssey and Rumour speaker cables, Chord Power Chord and SuperScreen mains cables

“Really versatile, great levels of detail and real exuberance, brings a system to life ”



Chord CobraPlus

Multi strand, oxygen-free copper signal/return conductors
Twisted pair configuration
Low density polyethylene dielectric
Fitted with new Chord **VEE** Plugs
Available in RCA, Din and XLR configurations

Use it with:

Chord Rumour, Carnival SilverScreen, Carnival Classic and Leyline speaker cables, Chord SuperScreen mains cables

“Sweet, musical and detailed”

Chord CrimsonPlus

Multi-strand, oxygen free copper, signal/return conductors
Combination braid and foil shielding
Polyethylene insulation
Fitted with new Chord **VEE** Plugs
Available in RCA, Din and XLR configurations

Use it with:

Chord Carnival SilverScreen, Carnival Classic and Leyline speaker cables, Chord SuperScreen mains cables

“Great tonal and dynamic accuracy, outstanding value for money ”



Chord Chorus 2

Silver-plated, oxygen-free copper, signal/return conductors
Dual layer, high frequency shielding system
Teflon® insulation
Fitted with new Chord **VEE** Plugs
Available in RCA and XLR configurations

Use it with:

Chord Signature, Epic and Odyssey speaker cables, Chord Power Chord and SuperScreen mains cables

“So much more detail and very musical. Fantastic bass definition, music snaps into focus ”



Chord ChameleonPlus

Multi strand, silver-plated conductors
Single signal, dual return path configuration
Teflon® insulation
New high-density dual shielding
Fitted with new Chord **VEE** Plugs
Available in RCA and XLR configurations

Use it with:

Chord Odyssey, Rumour and Carnival SilverScreen speaker cables, Chord SuperScreen mains cables

“The Improvements to levels of detail and dynamic and tonal transmission are very obvious. Allows you to pick out and follow individual instruments without ever losing track of the music ”



Chord iChord

Specially developed for MP3 players
Multi-strand oxygen free copper conductors
Low density polyethylene conductor insulation
High coverage, high flexibility shielding
Fitted with new Chord **VEE** Plugs/stereo minijack



Introducing the Chord VEE

The Chord VEE plug uses a unique ABS enclosure to surround a low mass gold or silver-plated centre pin and signal return. A special non-compression cable clamp is also employed. The VEE plug has a profound effect on the performance of all the cables it is fitted to. Detail and definition are enhanced and pace, rhythm and timing improved.



Chord Din connections

The Chord Company has been producing high performance interconnect cables terminated with Din plugs for over twenty years. CrimsonPlus, CobraPlus, Anthem 2 and the company's flagship cable, Sarum are all available fitted with Din plugs. We have a large database of pin configurations and can supply Din terminated cables for Naim, Quad and almost any other audio component that needs Din connections.

Whatever the quality of equipment you wish to connect, We can supply a high performance cable. We offer a full custom service and can configure Din terminations for use with almost any component fitted with Din sockets.

Chord Anthem 2 and Sarum Din cables are fitted with a modified Din plug. By removing the unconnected pins it is possible to significantly improve performance. When connecting the cable with a modified Din plug, be careful to align the plug correctly with the socket.

If you need further advice or information on Chord Din connections, please contact us at www.chord.co.uk or telephone +44(0) 1980 625700.



Enjoy yourself

In an increasingly busy world music, films and games remain an oasis of escapism, an enthralling and emotional moment of passion, an amazing, breathtaking and captivating pleasure. Get as much from your music, films and games as we do.

Find out more

Visit www.chord.co.uk for in-depth information on all products. Find out what equipment we're using in our demo room and what music, films and games we're enjoying. Find your local retailer and arrange a demonstration or contact your distributor wherever you are in the world.



Nigel Finn
Technical Director
Product Designer

Get involved

Register for our e-newsletter. Get the latest news and the chance to win Chord products in our regular competitions.

We hope this brochure helps you choose the right cables for your system. If you would like more advice about Chord Company cables, visit the "Cable Doctor" section at www.chord.co.uk and enter your system details and questions. We will reply as promptly as possible.





What

is the first thing you do
when you get home
after a hard day ?



Chord speaker cables

Compromise is not always the best solution

Poor quality speaker cable is responsible for a lot of systems not performing at anywhere near their true potential

About 70% of the e-mails we receive from people who are unhappy with the sound of their system describe problems that are caused by inferior speaker cable. It is very easy to overlook speaker cable, especially when you've just paid out for your dream system.

The right speaker cable will not only show you what your system is capable of, it will help to make your music tuneful, powerful and involving. Talk to your Chord retailer, they will often have demonstration sets of speaker cable that you can listen to in your own system. It could be one of the best upgrades you make.

Music is played with passion. Give your system a chance to really perform.



Chord Sarum speaker cable

Heavy gauge silver-plated precision finished stranded conductors
Air-spaced Teflon® insulation
Unique combination flat weave/high density braid silver-plated shielding system
Specially designed non compression aluminium cable clamp
High performance Teflon® outer jacket

Use it with:
Chord Indigo Plus and Sarum interconnects,
Chord Power Chord and Sarum mains cables, Chord Sarum links

"The level of detail and utter neutrality it delivers gives an extraordinary degree of insight into any musical performance."



Chord Sarum links

Precision finished silver-plated multi-strand conductors
Low density Teflon® insulation
High performance combination shielding system
High quality gold-plated terminations

"Levels of detail, dynamics and timbres are incredible and bring real understanding to the technique and intent of musicians."



Chord Signature speaker cable

4mm diameter multi-strand oxygen free copper conductors
Gas foamed low density polyethylene insulation
High frequency effective dual layer shielding system
Non compression aluminium cable clamp
High precision construction to minimise mechanically induced noise

Use it with:
Chord Anthem 2, Signet, Signature Plus, Indigo Plus and Sarum interconnects,
Chord Power Chord and Sarum mains cables, Chord Signature links



Chord Signature links

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

"The space around notes and the increase in dynamic content that Epic can bring to a system is really surprising. The complex harmonic information that makes up the timbre of stringed and bowed instruments is carried extremely accurately."



Chord Epic Twin & SuperTwin speaker cable

Heavy gauge silver-plated oxygen free copper multi-strand conductors
Teflon® insulation
Dual-layer high performance shielding system
Flexible PVC outer jacket provides outstanding mechanical damping
Available in single and bi-wire configurations

Use it with:
Chord Cadenza, Chorus 2, Anthem 2, Signet and Signature Plus interconnects,
Chord Power Chord mains cables Chord Signature links

Chord Rumour speaker cable

Silver-plated oxygen free copper conductors
Twisted pair configuration
Teflon® insulation
Silicone outer jacket for outstanding mechanical vibration damping
Available in single and bi-wire configurations

Use it with:
Chord CobraPlus, ChameleonPlus, Cadenza and Chorus 2 interconnects
Chord SuperScreen and Power Chord mains cables

"Carries dynamic information extremely well and produces real improvements to the weight, attack and dynamic of notes across the entire frequency range."



Chord Odyssey speaker cable

Heavy gauge silver-plated oxygen free copper conductors
Twisted pair conductor configuration
Teflon® conductor insulation
Silicone outer jacket for outstanding mechanical vibration damping
Available in single and bi-wire configurations

Use it with:
Chord ChameleonPlus, Cadenza, Chorus 2, Anthem 2, Signet and Signature Plus interconnects,
Chord SuperScreen and Power Chord mains cables

"Excellent detail definition throughout the frequency range, outstanding dynamics and a natural tonal quality"



Chord Carnival SilverScreen speaker cable

1.8mm multi-strand oxygen free copper conductors
Polyethylene conductor insulation
Twisted pair conductor configuration
Dual foil shielding system
Vibration damping outer jacket
Available in single and bi-wire configurations

Use it with:
Chord CrimsonPlus, CobraPlus and ChameleonPlus interconnects
Chord SuperScreen mains cables

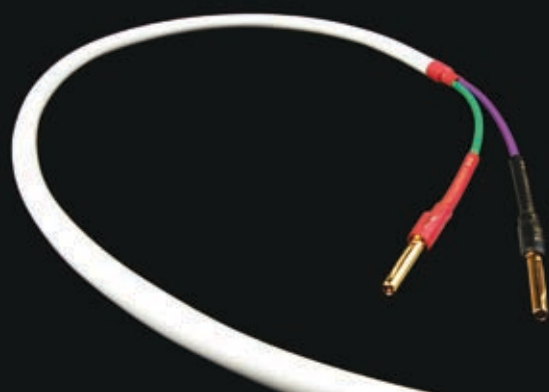
"More detail, improved dynamics, better timing, tonal neutrality across the frequency range, a hugely enjoyable and involving musical experience"

Chord Carnival Classic speaker cable

Oxygen free copper multi-strand conductors
Low density polyethylene insulation
Twisted pair configuration
Vibration damping PVC outer jacket

Use it with:
Chord CrimsonPlus and CobraPlus interconnects
Chord SuperScreen mains cables

"Helps a system to produce a more dynamic, coherent and involving performance"



Chord install speaker cable

Chord
Odyssey
Install

Chord
Rumour
Install

Chord
Leyline
LS0H





Chord HDMI & home cinema cables

“The screen is a magic medium. It has such power that it can retain interest as it conveys emotions and moods that no other art form can hope to tackle.”

Stanley Kubrick

Look

Any new 3D or high definition LCD, Plasma television or projector will be equipped with HDMI sockets allowing films to be experienced in high definition or high definition 3D. Like every other cable in your system, the HDMI connector you choose will have an effect on the quality of picture you watch and the sound that you listen to. We have put 25 years' experience of high performance cable design into producing a range of high performance, high speed HDMI cables. Chord HDMI cables are certified high speed and fitted with dedicated Ethernet and audio return conductors, making them perfect for use with the latest generation of 1.4 HDMI equipped surround processors and televisions.

Whether a movie buff, games player or avid sporting fan, Chord HDMI cables will put you right in the middle of the action.

To experience the full impact of a film, game or sporting event, the sound must also be reproduced accurately. Try watching a favourite film or playing the latest game with the sound turned down! Home cinema systems need quality interconnects and speaker cables to produce their full performance as much as stereo systems do. High quality digital and analogue cables can really help to bring films to life and make gaming an engrossing and exhilarating experience.

Home cinema systems often require longer than standard cables. The Chord Active HDMI with Ethernet and audio return is available in lengths of up to 15 metres and interconnects and speaker cables can be custom made to the length you require.

Mains cables can also affect both the picture and sound quality of a home cinema system. Both the Chord SuperScreen and the Chord Power Chord are capable of bringing big improvements to both picture and sound quality and will help your system to perform at its best.



THE
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COMPANY



"The unique high frequency filter can make dramatic improvements to both picture and sound quality. Delivers rich, strong (yet natural) colour. 3D over lengths of up to 15 metres."



Chord HDMI Active High speed HDMI cable with Ethernet

- High speed 1080p, 3D compliant. Will carry future high resolution formats up to 4k x 2k
- Supports all HDMI audio formats
- Dedicated Ethernet wiring carries up to 100Mb/s signals
- Unique in-line filter improves sound and picture quality
- 24 AWG silver-plated signal conductors
- Low-loss gas-foamed polyethylene insulation
- Three layer high frequency effective shielding
- High quality gold-plated die-cast plugs
- Available in 1m, 2m, 3m, 5m, 8m, 10m and 15m lengths



"Detailed, deep and noise free images with bright and natural colours. The classy image is perfectly complemented by its burly, energy-infused sound"

Chord HDMI SuperShield High speed HDMI cable with Ethernet

- High speed 1080p, 3D compliant
- Ethernet and audio return
- 26 AWG silver-plated signal conductors
- Dual layer shielding
- Low density polyethylene insulation
- Gold-plated die-cast plugs
- Available in 1m, 2m and 3m lengths



“Video games are bad for you? That’s what they said about rock and roll.”

Shigeru Miyamoto

Custom AV cables

Scart, Component & S-Video

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. We can supply high quality Scart, component and S-Video cables, all designed to produce the best possible picture transfer. Like all Chord 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.

Contact: sales@chord.co.uk for prices and availability



Chord digital interconnects

Digital interconnects need to be taken seriously

Like their analogue counterparts, they can have a profound effect on the tonal, rhythmic and dynamic properties of a system

People struggle with digital cables - the common belief being that since the cable is only carrying a digital signal, the design and quality of the materials can't have any influence.

Repeated listening tests show that this is not the case. Digital cables can and do have an effect on the sound quality of the system they are used with. Digital cables are capable of affecting levels of detail, dynamics, sound staging and the rhythmic and tonal characteristics of a system.

The performance improvement that well designed digital interconnects can bring to a system should not be dismissed lightly.



Chord Indigo Plus Digital

Treated high purity oxygen free copper solid core conductors
Gas foamed polyethylene insulation
Composite multi-layer high frequency effective shielding system
Shielded signal and dual return path
Vibration damping acrylic plug surround
Gold-plated contacts

"Digital cables are capable of affecting levels of detail, dynamics, sound staging and the tonal characteristics of a system. The improvements the Indigo Plus Digital can bring to a system should not be dismissed lightly."



Chord Signature Digital

Ultra cast oxygen free copper conductors
High frequency effective composite shielding system
Gold-plated low mass RCA plugs
Gas foamed polyethylene insulation

"The unusual (for a digital cable) configuration brings great levels of detail and a very natural and open sound."



Chord Signature AES EBU

Treated solid core oxygen free copper signal conductors
Composite high frequency effective shielding system
Low density gas foamed polyethylene insulation
Silver-plated XLR connectors

"A class leading AES/EBU connector with the same outstanding performance characteristics as the Chord Indigo Digital"

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
Fitted with new Chord **VEE** Plugs
Gas foamed polyethylene insulation

"Brings a natural feel to voices, film tracks and music without sacrificing detail"



Chord Codac Silver Plus

75 Ohm Impedance coaxial cable
Solid core silver-plated oxygen free copper conductor
Silver-plated oxygen free copper braid and foil shield system
Fitted with new Chord **VEE** Plugs
High performance gas foamed insulation

"Produces a detailed and informative sound. Good performance over longer runs"

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

"Wide bandwidth low loss optical cable available in lengths of up to seven metres"



A photograph of a brick wall with a wooden utility pole and a guitar leaning against it. The wall is made of reddish-brown bricks. The utility pole is dark wood and has several electrical components attached to it. A guitar is leaning against the pole. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Chord mains products

**Mains cables are as
critical to a system's
performance as
interconnects and
speaker cable**

Chord Sarum mains cable

Silver-plated precision finished conductors
Foamed Teflon® insulation
Gold-plated Furutech® mains and IEC plug
High performance heavy gauge foil/braid shielding
Available with 16 amp gold-plated Furutech® IEC

“A unique cable design that can bring astonishing transparency and incredible levels of dynamic detail, music sounds extraordinarily life-like”



Chord Power Chord mains cable

High purity copper conductors
High frequency effective foil braid dual layer shielding system
High density vibration damping outer jacket
Available with 10 and 16 amp IEC plugs and euro mains plug

“Better dynamics and definition, enhanced detail and great musical coherence.”



Chord SuperScreen mains cable

Dual foil high frequency effective shielding
Vibration damping external casing
High purity multi-strand copper conductors
Performance optimised internal wiring geometry
Available in 1, 1.5 and 2 metre lengths

“Hi-fi and home cinema equipment will benefit from the SuperScreen mains cable, it's an easy way of improving picture quality as well.”





Terminology & install tips

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 **pseudo-balanced cable** has two identical sets of insulated conductors, one to carry the signal and the other to complete the circuit. There are real improvements to sound quality to be gained from cables employing pseudo-balanced configuration and the majority of Chord analogue RCA (phono) interconnects are built this way. The other advantage of a pseudo-balanced cable is that the shield used along the length of the cable does not form part of the circuit and this can improve sound quality still further.

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, Indigo and Sarum.

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. Chord RCA plugs are designed for their sound quality and reliability. Metal is kept to a minimum and the Chord VEE plug has an ABS enclosure whilst a specially machined acrylic surround is used on other cables in the Chord range. All Chord plugs feature a non-compression clamping system to minimise any negative effect to sound quality caused by changes to the impedance of the cable

We can also supply interconnects fitted with **Din Plugs, XLR connectors, stereo jacks** and almost any other connector you may need - just ask: sales@chord.co.uk

Fitting Cables

Always switch off your system before removing or changing interconnects or speaker cable. When fitting or removing RCA interconnects from your system, never pull directly on a cable but grasp the RCA plug and remove with a gentle twisting action.

Direction

All Chord cables will perform at their best when connected in a particular direction. To get the best performance the cable should be connected so that the text reads in the direction of the signal. For example when connecting a CD player to an amplifier the text should read from the CD player toward the amplifier.

New Cables

The performance characteristics of new cables will change during the first one hundred hours or so use. After this period it may be worth experimenting with the positioning of your speakers in order to get the very best performance.

Cleaning

The connections on hi-fi and home cinema systems can become contaminated and this can cause a gradual loss of performance. It is a good idea to periodically power the system down and clean all the connecting areas with a good contact cleaner. This applies to all the contacts throughout the system. Talk to your specialist retailer, he will be able to recommend a good proprietary cleaning product.

Choosing the right cable

Many Chord retailers carry a range of Chord cables for demonstration, they will be happy to offer advice and willing to let you take cables home so that you can try them in your own system. A full list of retailers is available at www.chord.co.uk or alternatively call us on +44 (0)1980 625700 for details of your nearest retailer.

Synergy

We are confident that Chord interconnects and speaker cables will perform well when used with other manufacturers' cables. There is though a real synergy and coherence in the design principles we apply to all our cables. The use of Chord interconnects, speaker cables and power cables throughout a system ensures a genuinely coherent, involving and revealing musical performance.



Product Technical Specifications

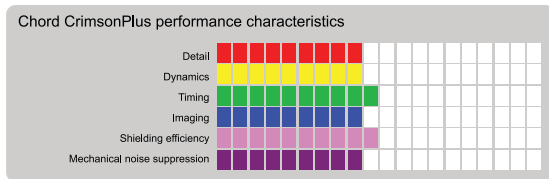
Performance characteristic comparisons
established via Chord Company listening tests

Given the constantly evolving nature of our
product range, The Chord Company Ltd reserves
the right to amend any performance data and
product specifications at any time. For more
information, please email: sales@chord.co.uk

THE
CHORD[™]
COMPANY

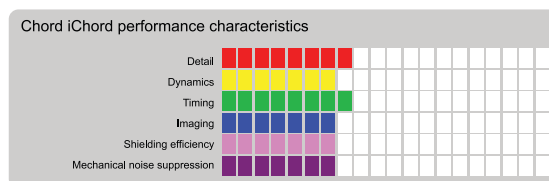
Chord CrimsonPlus

CONDUCTORS: Pseudo-balanced 28 AWG multi-stranded oxygen free copper conductors. Matched signal and return conductors improve sound quality.
CONFIGURATION: Signal and return conductors arranged in noise cancelling twisted pair configuration. **DIELECTRIC (INSULATION):** Low density polyethylene.
SHIELDING: Dual layer; lapped oxygen free copper shield and high density overlapped foil shield.
JACKET: Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. **COLOUR:** Crimson.
TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated gold-plated centre pin and low mass signal return surround. Non compression clamping system reduces potential signal corruption.
Also available fitted with Din plugs, stereo minijacks and XLR plugs. Custom terminations available.



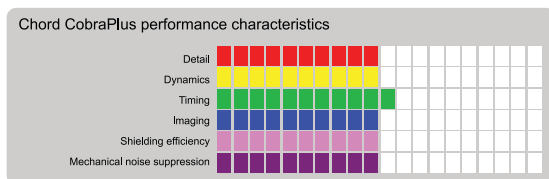
Chord iChord

CONDUCTORS: 2 x 28 AWG multi-stranded oxygen free copper conductors.
CONFIGURATION: Twin coaxial conductors carry left and right signal in a single run of cable. **DIELECTRIC (INSULATION):** Polyethylene.
SHIELDING: High coverage lapped oxygen free copper shield. **JACKET:** Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. **COLOUR:** White.
TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated gold-plated centre pin and low mass signal return surround. Non compression clamping system reduces potential signal corruption. High quality gold-plated stereo minijacks. Also available fitted with Din plugs and stereo minijacks. Custom terminations available.



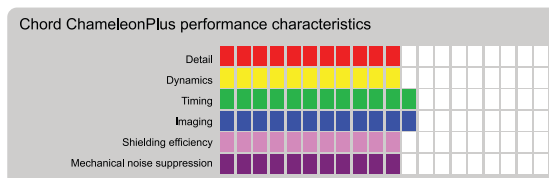
Chord CobraPlus

CONDUCTORS: Pseudo-balanced 22 AWG multi-stranded oxygen free copper conductors. Matched signal and return conductors improve sound quality.
CONFIGURATION: Signal and return conductors arranged in noise cancelling twisted pair configuration.
CONDUCTOR INSULATION: Low density polyethylene with vibration damping cotton conductor spacers.
SHIELDING: Dual layer; high density braid oxygen free copper shield and overlapped foil shield.
JACKET: Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. **COLOUR:** Green.
TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated gold-plated centre pin and low mass signal return surround. Non compression clamping system reduces potential signal corruption. Also available fitted with Din and XLR plugs. Custom terminations available.



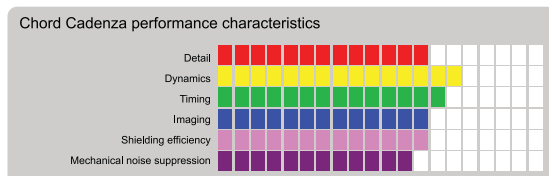
Chord ChameleonPlus

CONDUCTORS: 4 x 26 AWG multi-stranded silver-plated oxygen free copper conductors.
CONFIGURATION: Single signal and dual return conductor configuration. Improves bass detail and definition, music sounds natural and coherent.
CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. Conductors are over wrapped with cotton fibre to improve mechanical noise rejection.
SHIELDING: Dual layer; high density, lapped oxygen free copper shield and overlapped foil shield
JACKET: Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. **COLOUR:** Blue.
TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated centre pin, low mass signal return surround. Non compression clamping system reduces potential signal corruption. Silver-plated contact areas maintain single material signal path. Also available fitted with XLR plugs. Custom terminations available.



Chord Cadenza

CONDUCTORS: Pseudo-balanced 18 AWG multi-stranded, silver-plated oxygen free copper conductors. Matched signal and return conductors improve sound quality.
CONFIGURATION: Signal and return conductors arranged in noise cancelling twisted pair configuration.
CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. The insulated conductors are held in place with an extruded PVC jacket to prevent unwanted mechanical noise.
SHIELDING: Dual layer; high density, 100% coverage, braided oxygen free copper shield and overlapped foil shield
JACKET: Conductors and shields surrounded with low density PVC jacket to minimise mechanical noise. Braided outer jacket **COLOUR:** Blue.
TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated centre pin, low mass signal return surround. Non compression clamping system reduces potential signal corruption. Silver-plated contact areas maintain single material signal path. Also available fitted with Din and XLR plugs. Custom terminations available.



Chord Chorus 2

CONDUCTORS: Solid core silver-plated signal conductor and external signal return conductor.

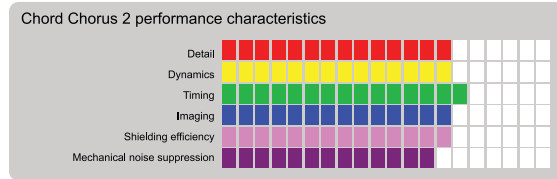
CONFIGURATION: Internal shielded signal conductor with external signal return path.

CONDUCTOR INSULATION: Teflon®. Chord believes that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. Chorus 2 cable is precision built to minimise unwanted mechanical noise.

SHIELDING: High frequency effective dual layer shielding surrounding signal conductor. Heavy gauge overlapped foil shield surrounded by 100% coverage silver-plated braid.

JACKET: Teflon® shielding surround and external braided jacket. **COLOUR:** Red and Black

TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated centre pin, low mass signal return surround. Non compression clamping system reduces potential signal corruption. Silver-plated contact areas maintain single material signal path. Also available fitted with XLR plugs. Custom terminations available.



Chord Anthem 2

CONDUCTORS: Silver-plated oxygen free copper multi-strand signal conductor. Spiralled external signal return conductor.

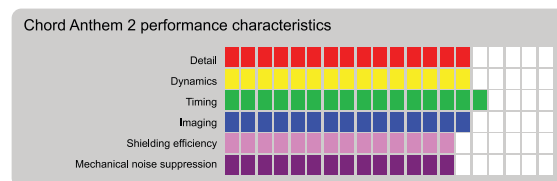
CONFIGURATION: Internal shielded signal conductor with spiralled external signal return path.

CONDUCTOR INSULATION: Low density foamed Teflon® outperforms conventional extruded Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation.

SHIELDING: High frequency effective dual layer shielding surrounding signal conductor. Heavy gauge overlapped foil shield surrounded by 100% coverage silver-plated braid.

JACKET: Teflon® shielding surround and external braided jacket. **COLOUR:** White.

TERMINATIONS: Chord ultra low mass RCA (phono) plugs. Teflon® insulated silver-plated centre pin, ultra low mass silver-plated signal return surround. Plug design avoids the use of any direct pressure on cable, eliminating changes to cable impedance. Also available fitted with Din and XLR plugs. Custom terminations available.



Chord Signet

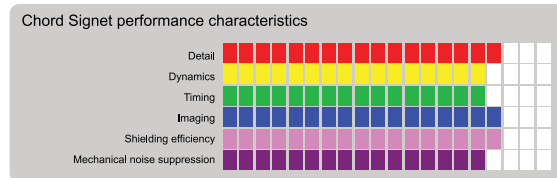
CONDUCTORS: Pseudo-balanced solid core silver-plated signal and return conductors. Identical signal and return conductors improve signal transfer.

CONFIGURATION: Separately shielded signal and return conductors.

CONDUCTOR INSULATION: Low density foamed Teflon® outperforms conventional extruded Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. Insulation is applied to strict tolerance to minimise unwanted mechanical noise.

SHIELDING: High frequency effective dual layer shielding, applied individually to signal and signal return conductors. Heavy gauge overlapped foil shield surrounded by 100% coverage silver-plated braid. **JACKET:** Teflon® shielding surround and external braided jacket. **COLOUR:** Black.

TERMINATIONS: Chord ultra low mass RCA (phono) plugs. Teflon® insulated silver-plated centre pin, ultra low mass silver-plated signal return surround. Plug design avoids the use of any direct pressure on cable, eliminating changes to cable impedance.



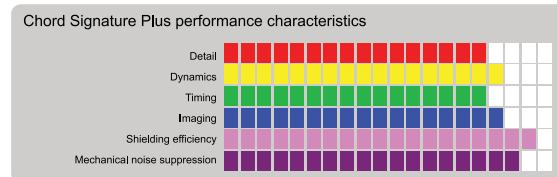
Chord Signature Plus

CONDUCTORS: Pseudo-balanced multi solid core silver-plated signal and return conductors, plus secondary silver-plated signal return conductor.

CONFIGURATION: Separately shielded signal and return conductors. Single signal and dual return conductor configuration. Improves bass detail and definition, music sounds natural and coherent.

CONDUCTOR INSULATION: Low density foamed Teflon® outperforms conventional extruded Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. Insulation is applied to strict tolerance to minimise unwanted mechanical noise.

SHIELDING: High frequency effective dual layer shielding, applied individually to signal and signal return conductors. Heavy gauge overlapped foil shield surrounded by 100% coverage silver-plated braid. **JACKET:** Teflon® shielding surround and external braided jacket. **COLOUR:** Black.



TERMINATIONS: Chord ultra low mass RCA (phono) plugs. Teflon® insulated silver-plated centre pin, ultra low mass silver-plated signal return surround. Plug design avoids the use of any direct pressure on cable, eliminating changes to cable impedance. Precision machined acrylic plug surround controls unwanted resonance.



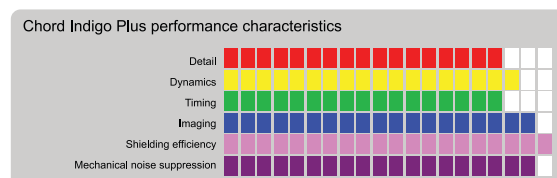
Chord Indigo Plus

CONDUCTORS: Pseudo-balanced multi-stranded silver-plated signal and return conductors, plus secondary silver-plated signal return conductor.

CONFIGURATION: Separately shielded signal and return conductors. Single signal and dual return conductor configuration. Improves bass detail and definition, music sounds natural and coherent.

CONDUCTOR INSULATION: Low density foamed Teflon® outperforms conventional extruded Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. Insulation is applied to strict tolerance to minimise unwanted mechanical noise.

SHIELDING: High frequency effective, dual layer shielding, applied individually to signal and signal return conductors. Heavy gauge overlapped foil shield surrounded by 100% coverage silver-plated braid. **JACKET:** Teflon® shielding surround and external braided jacket. **COLOUR:** Purple.



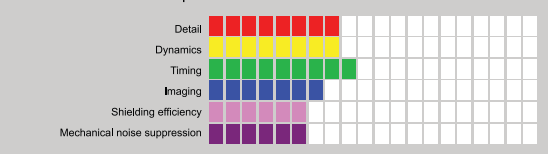
TERMINATIONS: Chord ultra low mass RCA (phono) plugs. Teflon® insulated silver-plated centre pin, ultra low mass silver-plated signal return surround. Plug design avoids the use of any direct pressure on cable, eliminating changes to cable impedance. Precision machined acrylic plug surround controls unwanted resonance. Also available fitted with XLR plugs.



Chord Codac Silver Plus

CONDUCTORS: Solid core silver-plated oxygen free copper signal conductor.
 CONFIGURATION: 75 Ohm coaxial, central signal conductor with surrounding shield. Shield acts as signal return.
 CONDUCTOR INSULATION: Low dielectric value foamed polyethylene. SHIELDING: Dual layer, lapped foil shield and high density woven braid. JACKET: PVC. COLOUR: Black.
 TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated centre pin, low mass signal return surround. Non compression clamping system reduces potential signal corruption. Silver-plated contact areas maintain single material signal path. Also available fitted with high quality silver-plated BNC plugs.

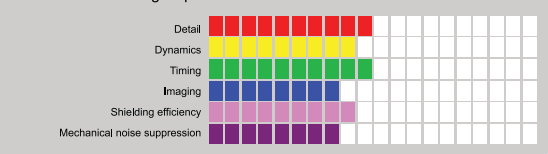
Chord Codac Silver Plus performance characteristics



Chord Prodac Pro Digital

CONDUCTORS: Solid core ultra-cast oxygen free copper signal conductor.
 CONFIGURATION: 75 Ohm coaxial, central signal conductor with surrounding shield. Shield acts as signal return.
 CONDUCTOR INSULATION: low dielectric value gas foamed polyethylene.
 SHIELDING: Dual layer, high density woven braid and specially developed composite shield designed to be effective at high frequencies.
 JACKET: Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. COLOUR: Black.
 TERMINATIONS: Fitted with new Chord VEE Plugs. A high performance RCA (phono) plug with vibration eliminating ABS enclosure. Teflon® insulated gold-plated centre pin and low mass signal return surround. Non compression clamping system reduces potential signal corruption. Also available fitted with high quality silver-plated BNC plugs.

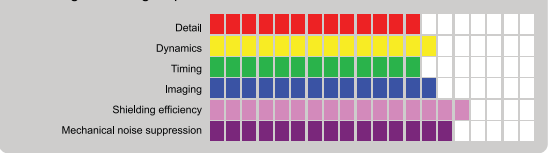
Chord Prodac Pro Digital performance characteristics



Chord Signature Digital

CONDUCTORS: Pseudo-balanced solid core ultra-cast oxygen free copper signal and return conductors.
 CONFIGURATION: 75 Ohm twin coaxial, separately shielded signal and return conductors.
 CONDUCTOR INSULATION: Low dielectric value gas foamed polyethylene.
 SHIELDING: Dual layer, high density woven braid and specially developed composite shield designed to be effective at high frequencies.
 JACKET: Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. Braided external jacket. COLOUR: Red.
 TERMINATIONS: Chord ultra low mass RCA (phono) plugs. Teflon® insulated gold-plated centre pin, ultra low mass gold-plated signal return surround. Plug design avoids the use of any direct pressure on cable, eliminating changes to cable impedance. Also available fitted with high quality silver-plated BNC plugs.

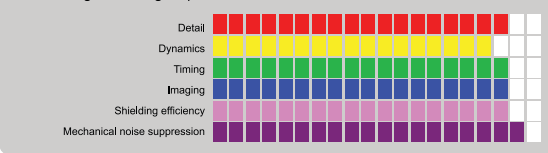
Chord Signature Digital performance characteristics



Chord Indigo Plus Digital

CONDUCTORS: Pseudo-balanced solid core ultra-cast oxygen free copper signal and twin signal return conductors.
 CONFIGURATION: 75 Ohm tri-coaxial, separately shielded signal and twin return conductors.
 CONDUCTOR INSULATION: Low dielectric value gas foamed polyethylene.
 SHIELDING: Dual layer, high density woven braid and specially developed composite shield designed to be effective at high frequencies.
 JACKET: Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. Braided external jacket. COLOUR: Purple.
 TERMINATIONS: Chord ultra low mass RCA (phono) plugs. Teflon® insulated gold-plated centre pin, ultra low mass gold-plated signal return surround. Plug design avoids the use of any clamping to minimise unwanted changes to cable impedance. Precision machined acrylic plug surround controls unwanted resonance. Also available fitted with high quality silver-plated BNC plugs.

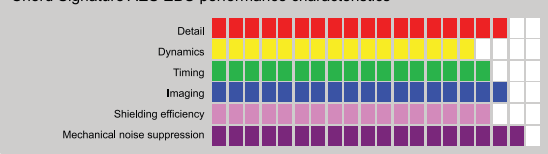
Chord Indigo Plus Digital performance characteristics



Chord Signature AES EBU

CONDUCTORS: Solid core ultra-cast oxygen free copper conductors
 CONFIGURATION: 75 Ohm tri-coaxial, separately shielded signal and return conductors.
 CONDUCTOR INSULATION: Low dielectric value gas foamed polyethylene.
 SHIELDING: Dual layer, high density woven braid and specially developed composite shield designed to be effective at high frequencies.
 JACKET: Conductors encased in soft PVC to reduce mechanical noise, protective outer layer. Braided external jacket
 COLOUR: Red. TERMINATIONS: Silver-plated 3 pin Neutrik XLR connectors.

Chord Signature AES EBU performance characteristics



Chord Optichord

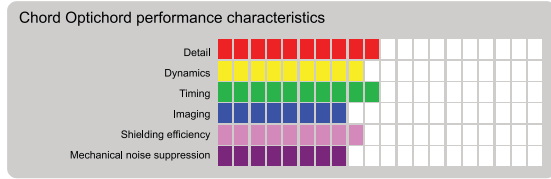
CONDUCTOR: Polymer signal carrier CONFIGURATION: Optical cable CONDUCTOR PROTECTION: Soft PVC surrounds and protects signal carrying polymer tube.

JACKET: Hard outer jacket prevents damage and kinking of polymer signal carrier COLOUR: Dark green.

TERMINATIONS: Metal bodied plug engineered for positive connection, Cables ends are domed and polished to maximise bandwidth.

Also available fitted with Minijack connector for connection to laptop computers.

LENGTHS: Chord Optichord Toslink to Toslink cable is available in 1, 3, 5, 7 and 10 metre lengths. Chord Optichord minijack to Toslink cable is available in 1, 3, 5 and 10 metre lengths.



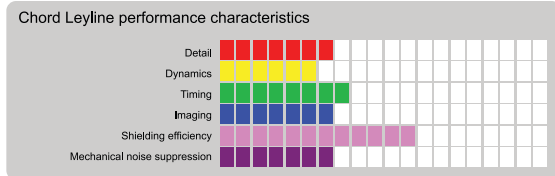
Chord Leyline speaker cable

CONDUCTORS: 2 x 16 AWG tinned, multi-stranded oxygen free copper.

CONFIGURATION: Twisted pair configuration. CONDUCTOR INSULATION: Polyethylene (zero halogen). Red is positive, white is negative.

JACKET: Polyethylene (zero halogen). DIAMETER: 6 mm. COLOUR: White.

APPLICATIONS: High quality installation cable. Also works well with lifestyle home cinema and audio systems. Tinned conductors maintain treble frequencies over long lengths.

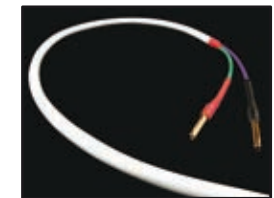
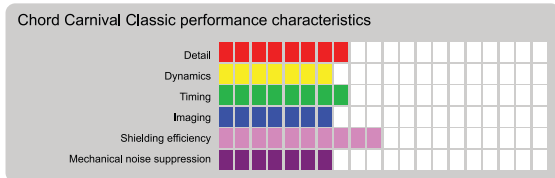


Chord Carnival Classic speaker cable

CONDUCTORS: 2 x 15 AWG multi-stranded oxygen free copper. CONFIGURATION: Twisted pair configuration.

CONDUCTOR INSULATION: Polyethylene (zero halogen). Red is positive, white is negative.

JACKET: PVC. DIAMETER: 8.5mm. COLOUR: White. APPLICATIONS: High end installation cable. Hi-fi and home cinema systems.



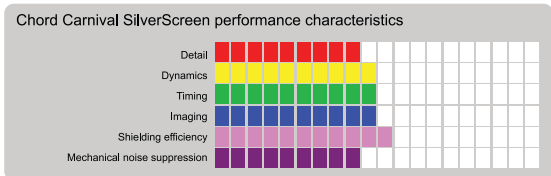
Chord Carnival SilverScreen speaker cable

CONDUCTORS: 2 x 15 AWG multi-stranded oxygen free copper. CONFIGURATION: Twisted pair configuration.

CONDUCTOR INSULATION: Polyethylene (zero halogen). Red is positive, black is negative. Conductors surrounded by PVC to minimise mechanical noise.

SHIELDING: Dual layer overlapped foil. JACKET: PVC. DIAMETER: 10mm. COLOUR: Translucent blue.

APPLICATIONS: Best Speaker Cable WHAT HIFI Awards 2008 & 2009. The shielding dramatically improves performance of all hi-fi and home cinema systems.



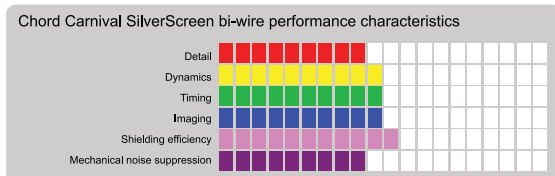
Chord Carnival SilverScreen bi-wire speaker cable

CONDUCTORS: 4 x 15 AWG multi-stranded oxygen free copper. CONFIGURATION: 2 x twisted pair configuration.

CONDUCTOR INSULATION: Polyethylene (zero halogen). Red is H-F Positive, black is H-F negative. Green is L-F positive, purple is L-F negative. Conductors are surrounded by PVC to minimise mechanical noise.

SHIELDING: Dual layer overlapped foil. JACKET: PVC. DIAMETER: 13mm. COLOUR: Translucent blue.

APPLICATIONS: Bi-wire version of award winning Carnival SilverScreen. Best Speaker Cable WHAT HIFI Awards 2008 & 2009. The shielding dramatically improves the performance of all hi-fi and home cinema systems.

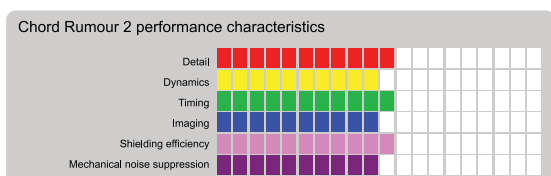


Chord Rumour 2 speaker cable

CONDUCTORS: 2 x 16 AWG multi-stranded silver-plated oxygen free copper. CONFIGURATION: Twisted pair configuration.

CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. White with red stripe is positive; white with black stripe is negative. Conductors surrounded by silicone to minimise mechanical noise. JACKET: Silicone. DIAMETER: 6mm. COLOUR: White.

APPLICATIONS: A very clean and neutral sounding cable that helps to produce a deep and controlled bass. Rumour works well with all levels of equipment. Its discreet size makes it an excellent high performance cable for systems where the speaker cable must be hidden.



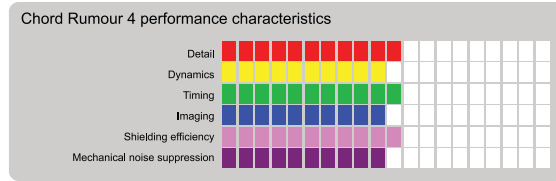
Chord Rumour 4 bi-wire speaker cable

CONDUCTORS: 4 x 16 AWG multi-stranded silver-plated oxygen free copper. CONFIGURATION: 2 x twisted pair configuration.

CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. White with red stripe is HF- positive; white with black stripe is HF- negative. White with a black stripe is L-F positive, white with a blue stripe is L-F negative. Conductors surrounded by silicone to minimise mechanical noise.

JACKET: Silicone. DIAMETER: 10 mm. COLOUR: White.

APPLICATIONS: A very clean and neutral sounding cable that helps to produce a deep and controlled bass. Rumour works well with all levels of equipment. Its discreet size makes it an excellent high performance cable for systems where the speaker cable must be hidden.



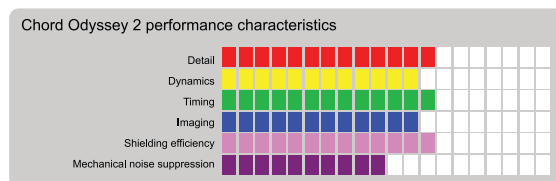
Chord Odyssey 2 speaker cable

CONDUCTORS: 2 x 12 AWG multi-stranded silver-plated oxygen free copper. CONFIGURATION: Twisted pair configuration.

CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. White with red stripe is positive; white with black stripe is negative. Conductors surrounded by silicone to minimise mechanical noise.

JACKET: Silicone. DIAMETER: 8 mm. COLOUR: White.

APPLICATIONS: Odyssey brings big improvements to the dynamics of a system. The bass in particular gains weight and definition. Cymbals sound realistic and guitars have presence and authority, likewise pianos and voices. Odyssey won the Hi-fi news award for Best Speaker Cable 5 years in a row, from 2001 to 2005.



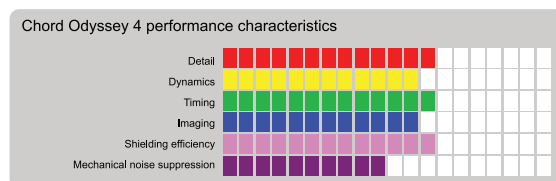
Chord Odyssey 4 bi-wire speaker cable

CONDUCTORS: 4 x 12 AWG multi-stranded silver-plated oxygen free copper. CONFIGURATION: Twisted pair configuration.

CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. White with red stripe is H-F positive; white with black stripe is H-F negative. White with black stripe is L-F positive, white with a blue stripe is L-F negative. Conductors surrounded by silicone to minimise mechanical noise.

JACKET: Silicone. DIAMETER: 13 mm. COLOUR: White.

APPLICATIONS: Bi-wire Odyssey brings big improvements to the dynamics of a system. The bass in particular gains weight and definition. Cymbals sound realistic and guitars have presence and authority, likewise pianos and voices. Odyssey won the Hi-fi News award for Best Speaker Cable 5 years in a row, from 2001 to 2005.



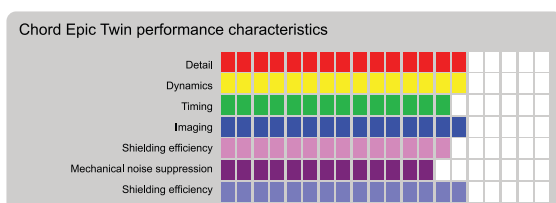
Chord Epic Twin speaker cable

CONDUCTORS: 2 x 12 AWG multi-stranded silver-plated oxygen free copper. CONFIGURATION: Twisted pair configuration.

CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. White with red stripe is positive; white with black stripe is negative. Conductors surrounded by silicone to minimise mechanical noise.

SHIELDING: Dual layer, high density braid and overlapped foil. JACKET: PVC. DIAMETER: 11 mm. COLOUR: Translucent brown.

APPLICATIONS: Epic takes its conductors from Odyssey and its shielding from Signature speaker cable. The shielding brings big improvements not just to high frequencies but also the bass frequencies. There is space around individual instruments and the true timbre of instruments is easy to hear. Violins, cellos and violas sound more realistic, likewise pianos. Epic is very compatible and will work well with almost every system.



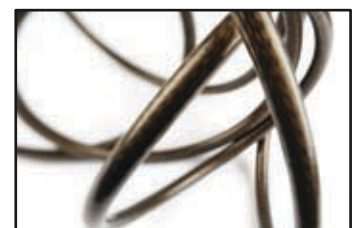
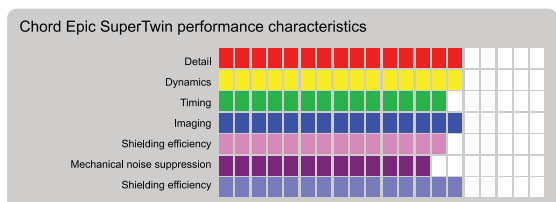
Chord Epic Super Twin speaker cable

CONDUCTORS: 4 x 12 AWG multi-stranded silver-plated oxygen free copper. CONFIGURATION: 2 x twisted pair configuration.

CONDUCTOR INSULATION: Teflon®. We believe that to obtain the most neutral tonal characteristic from silver-plated conductors it is vital to use Teflon® insulation. White with red stripe is H-F positive; white with black stripe is H-F negative. White with black stripe is L-F positive, white with a blue stripe is L-F negative. Conductors surrounded by silicone to minimise mechanical noise.

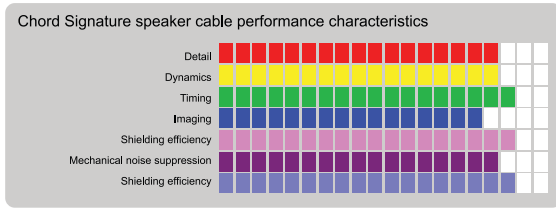
SHIELDING: Dual layer, high density braid and overlapped foil. JACKET: PVC. DIAMETER: 16mm. COLOUR: Translucent brown.

APPLICATIONS: Epic takes its conductors from Odyssey and its shielding from Signature speaker cable. The shielding brings big improvements not just to high frequencies but also the bass frequencies. There is space around individual instruments and the true timbre of instruments is easy to hear. Violins, cellos and violas sound more realistic, likewise pianos. Epic is very compatible and will work well with almost every system.



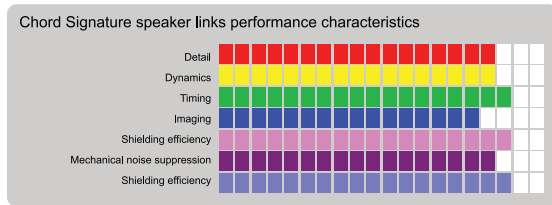
Chord Signature speaker cable

CONDUCTORS: 2 x 10 AWG multi-strand oxygen free copper. CONFIGURATION: Individually shielded twisted pair configuration.
 CONDUCTOR INSULATION: Gas foamed polyethylene. SHIELDING: Dual layer, high frequency effective braid and overlapped foil.
 JACKET: High density polyethylene and red/black braid. DIAMETER: 2 x 12 mm. COLOUR: Red/black or all black.
 TERMINATIONS: Gold-plated banana plugs, gold-plated spade connectors and BFA Camcon connectors.
 Because of the complexity of construction, Signature speaker cable is only available in factory terminated lengths. 2 metre and 3 metre pairs of Signature speaker cable are available from stock (minimum available length 1.5 metres).
 APPLICATIONS: One of the most transparent speaker cables available, Signature speaker cable is capable of transforming the sound of any system it is connected to. Dynamics, both micro and macro are explicitly revealed, timing and rhythm are class leading and instruments clearly and naturally portrayed.



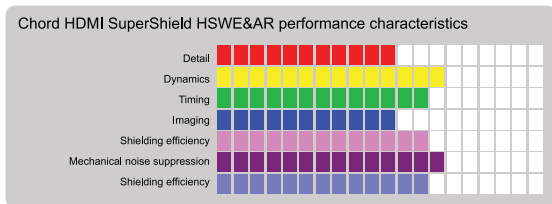
Chord Signature Speaker Links

CONDUCTORS: 16 AWG multi-strand oxygen free copper. CONFIGURATION: Individually shielded speaker links.
 CONDUCTOR INSULATION: Gas foamed polyethylene. SHIELDING: Dual layer, high frequency effective braid and overlapped foil.
 JACKET: High density polyethylene and red/black braid. DIAMETER: 6mm. COLOUR: Black.
 TERMINATIONS: Gold-plated banana plugs, gold-plated spade connectors. LENGTH: 20 cms.
 APPLICATIONS: Chord Signature Speaker Links replace the gold-plated links found on the back of most bi-wire speakers. Signature Links can be used with all speakers and all single wired speaker cables to ensure the best possible performance.



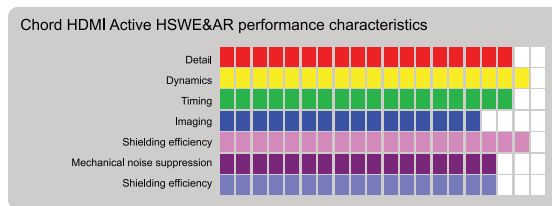
Chord SuperShield high speed HDMI with Ethernet and audio return

CONDUCTORS: 26 AWG silver-plated oxygen free copper signal conductors.
 CONFIGURATION: Signal conductor pairs arranged in noise cancelling twisted pair configuration. Each pair separately shielded.
 DIELECTRIC (INSULATION): Low density gas foamed polyethylene.
 SHIELDING: Dual layer high frequency effective overlapped foil shields
 JACKET: PVC. COLOUR: Blue.
 TERMINATIONS: Die-cast gold-plated HDMI Plugs for improved signal transfer and outstanding reliability. LENGTHS: Available in 1, 2 and 3 metre lengths.
 APPLICATIONS: 1.4 specification high speed HDMI cable. 1080p 3D picture transmission. All HD audio formats.



Chord HDMI ACTIVE high speed HDMI with Ethernet and audio return

CONDUCTORS: 24 AWG silver-plated oxygen free copper signal conductors, minimises signal attenuation.
 CONFIGURATION: Signal conductor pairs arranged in noise cancelling twisted pair configuration. Each pair separately shielded. Ethernet connection carries 100Mb/s signals.
 DIELECTRIC (INSULATION): Low density gas foamed polyethylene.
 SHIELDING: Dual layer high frequency effective overlapped foil shields on signal pairs. Overall dual layer foil and high density braid.
 FILTER: High frequency filter network improves sound and picture quality.
 JACKET: PVC. COLOUR: Grey. Blue plug at source end of cable..
 TERMINATIONS: Die-cast gold-plated HDMI plugs for improved signal transfer and outstanding reliability. LENGTHS: Available in 1, 2, 3, 5, 8, 10 and 15 metre lengths.
 APPLICATIONS: 1.4 specification high speed HDMI cable. 1080p 3D picture transmission. All HD audio formats. Ethernet connection carries 100Mb/s signals. Certified high speed in lengths of up to 15 metres.

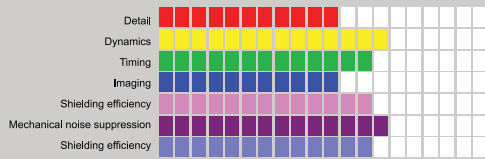


Chord Power Chord mains cable

CONDUCTORS: 3 14 AWG high purity multi-strand copper conductors.
CONFIGURATION: Parallel conductor layout, dual layer floating shield
DIELECTRIC (INSULATION): PVC
SHIELDING: Dual layer high frequency effective braid and foil combination shield
JACKET: High density vibration damping outer jacket
COLOUR: Purple .

TERMINATIONS: The Chord Power Chord is available terminated with high quality 13 and 16 amp IEC plugs chosen for best sound quality. UK and European mains plugs are available, other mains plugs are available to order. LENGTHS: Available in 1, 1.5 and 2 metre lengths. Custom Lengths available to order.
APPLICATIONS: All hi-fi components and home cinema equipment, plasma and LCD screens, projectors

Chord Power Chord performance characteristics

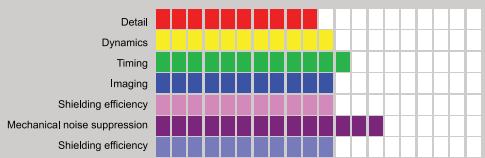


Chord SuperScreen mains cable

CONDUCTORS: 3 14 AWG high purity multi-strand copper conductors.
CONFIGURATION: Parallel conductor layout, dual layer floating shield
DIELECTRIC (INSULATION): PVC
SHIELDING: Dual layer high frequency effective foil shield
JACKET: High density vibration damping outer jacket COLOUR: Blue.

TERMINATIONS: The Chord SuperScreen mains cable is fitted with high performance moulded UK mains and IEC plugs. Moulded plugs fitted, using wiring layouts developed by us to enhance performance. LENGTHS: Available in 1, 1.5 and 2 metre lengths.
APPLICATIONS: All hi fi components and home cinema equipment, plasma and LCD screens, projectors

Chord SuperScreen performance characteristics



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WHAT HI-FI? SOUND AND VISION



Chord HDMI Active
January 2011

Chord HDMI SuperShield
October 2010

CrimsonPlus
July 2010

Chord Optichord
July 2009

Chord IndigoPlus
Chord SuperScreen
May 2009

Chord Epic speaker cable
September 2008

Chord Chorus 2
September 2008

Chord Chameleon Silver Plus
August 2008

Chord iChord
April 2008

Chord Signature speaker cable
January 2007

Chord iChord
September 2005

Chord Cobra 3
March 2005

Chord Rumour 4
July 2001

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Enjoyed all over the world



AEx
オーディオ銘機賞
Audio Excellence Award 2009

AEx
オーディオ銘機賞
Audio Excellence Award 2008

WHAT HI-FI?
SOUND AND VISION
AWARDS 2010

CABLES
BEST ANALOGUE INTERCONNECT
**CHORD COMPANY
CRIMSON PLUS**

WHAT HI-FI?
SOUND AND VISION
AWARDS 2010

CABLES
BEST SPEAKER CABLE
**CHORD COMPANY
CARNIVAL SILVERSCREEN**

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AWARDS 2009

PRODUCT OF THE YEAR
CABLES
CHORD CO HDMI SUPERSHIELD

WHAT HI-FI?
SOUND AND VISION
AWARDS 2009

CABLES
BEST SPEAKER CABLE
**CHORD COMPANY CARNIVAL
SILVERSCREEN**

WHAT HI-FI?
SOUND AND VISION
AWARDS 2009

CABLES
BEST HDMI £50+
CHORD COMPANY HDMI ACTIVE

WHAT HI-FI?
SOUND AND VISION
AWARDS 2008

PRODUCT OF THE YEAR
CABLES
CHORD CARNIVAL SILVERSCREEN

WHAT HI-FI?
SOUND AND VISION
AWARDS 2007

CABLES
BEST VIDEO CABLES
**CHORD COMPANY
HDMI SILVER PLUS 1.3**

WHAT HI-FI?
SOUND AND VISION
AWARDS 2004

PRODUCT OF THE YEAR
CABLES
CHORD CARNIVAL SILVER

WHAT HI-FI?
SOUND AND VISION
AWARDS 2004

**BEST DIGITAL
VIDEO CABLE**
Chord Silver Plus HDMI



Chord Odyssey
Award winner
Hi-Fi News 2001-2005



Product of the year
Hi-Fi Plus awards 2002