



# THE CHORD<sup>TM</sup> COMPANY

PRODUCT RANGE  
2016



Designing & hand building




in England since 1985



Chord Epic Twin speaker cable  
Sept 2014





What is a hi-fi system?

THE CHORD

Whatever your chosen way of listening to music, we can help you obtain the very best from your system.

The Chord Company has well over 30 years' experience of listening to and improving hi-fi systems. We believe that anyone who enjoys music can find a hi-fi system that suits their needs, the space they live in and their budget.

A hi-fi system is a way of exploring the huge musical landscape available to all of us today. It lets you hear, understand and feel the power and emotions of music. There is music out there to suit your every mood. To make you want to dance or cry. Something to raise the hairs on the back of your neck or simply to close your eyes and relax.

In today's world of technology, there are so many choices and so many ways to listen that it can be overwhelming and confusing. Just remember what you're looking (listening) for and it becomes easier. If you're auditioning a new piece of hi-fi or a set of Chord Company cables, simply ask yourself: *"Does my favourite music sound better and am I enjoying it?"*

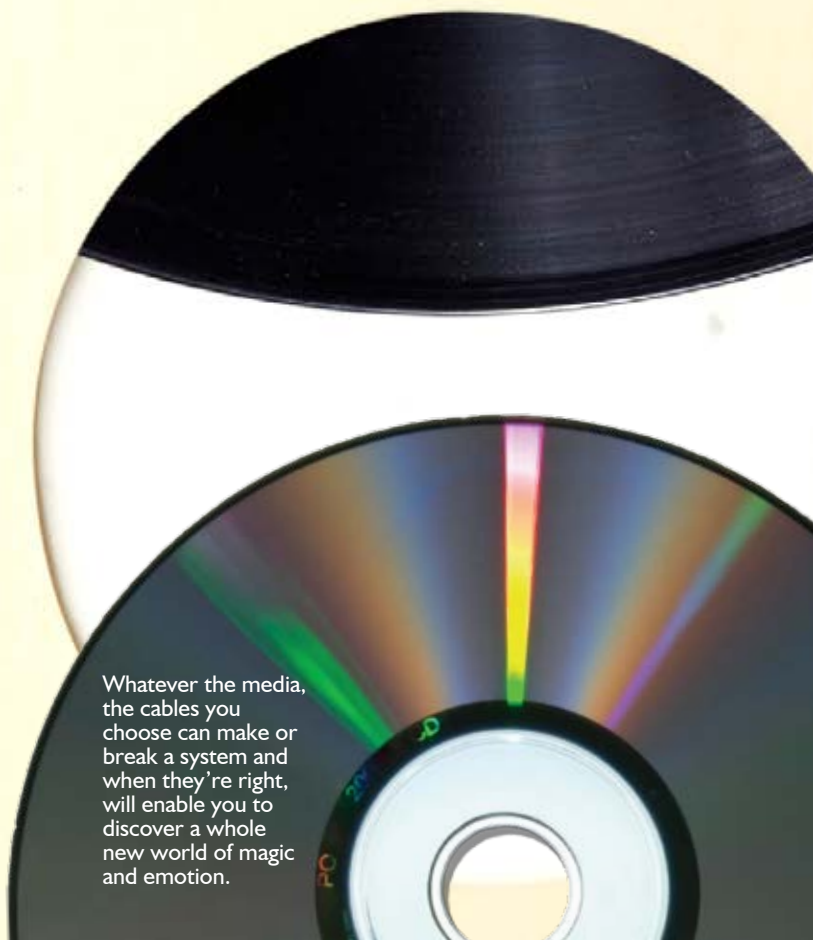
**Trust your senses.**

**Music is more than sound.**

**It's about the atmosphere it creates and how good you feel when you listen to music that's special to you.**

This is what matters to the Chord Company. This is what drives the design of our products. We know just how much influence cables can have on the performance achieved by your system. Cables are not an afterthought, they are a fundamental component. Your system is only ever as good as its weakest link.

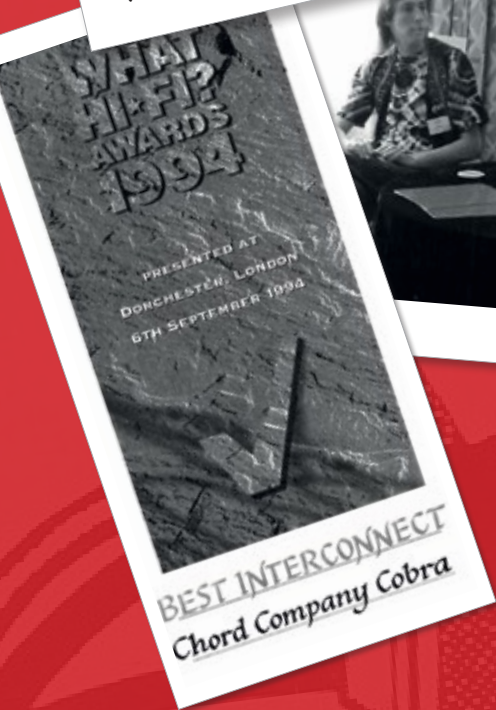
# A great hi-fi system will take you on a voyage of discovery, in search of fresh musical experience



Whatever the media, the cables you choose can make or break a system and when they're right, will enable you to discover a whole new world of magic and emotion.



What Hi-Fi? Awards 2015



Early hi-fi shows



Stonehenge



Old Sarum Castle



First class technical training



# the heart of everything we do

The Chord Company was started in 1985 by Sally Kennedy (Owner and CEO) through a love of music and an enthusiasm for musical hi-fi systems. It is no coincidence that every Chord Company staff member is either a musician, music lover or both. We take enormous pride in the fact that we design and produce our world class products in a purpose built facility near Stonehenge in Wiltshire.

We are also privileged to work with some of the best hi-fi retailers, distributors and manufacturers in the world. Nigel Finn, the Technical Director and principal designer, enjoys the flexibility that a committed production team and an outstanding listening room gives him when it comes to designing, developing and producing cables.

Everyone, whether they are involved in production, sales or administration gets to spend time in our listening room. This way, the entire company understands our goals and how important it is to maintain such a high standard of quality.

**This is what makes Chord Company products stand out from the rest.**

THE  
**CHORD**  
COMPANY



Nigel Finn  
Technical Director



Alan Gibb  
Managing Director



Sally Gibb  
Owner & CEO



DIGITAL  
**Sarum**  
SUPER ARRAY



One of our customers has a big collection of soul music – some on vinyl but a lot on CD. He loves Tuned ARAY cables because when he put them in his system he found himself dancing in a way he hadn't since the days of the Northern Soul dance halls *That's no coincidence - that's musical coherence!*





# Tuned ARAY Explained

*"There is no doubt that these are ground breaking cables. There's no doubt that ARAY, Tuned ARAY and Super ARAY cables open the musical window wider than anything before. The really great thing is the coherence they produce which means that I can listen to anything in my CD collection, including poor recordings and over-compressed mastering. Even the ones I'd struggled to enjoy in the past."*

**Nigel Finn, Technical Director**

## In the beginning there was vinyl

Big, beautiful record sleeves, memorable artwork, copious sleeve notes to pore over and enjoy. Then the change came - digital and Compact Disc. Music lovers began to suspect the new digital phenomenon was not the musical experience it promised, although its convenience and size was widely applauded. The easy and enjoyable sound of vinyl and turntables had been replaced with something that generated a degree of controversy.

## So how does high frequency shielding come into this?

We realised that some of this controversy coincided with the rise in high frequency interference sources. Home computers, switch mode power supplies, mobile phones and high speed processors were all finding their way into our homes. The use of high frequency effective shielding on our cables made music sound more coherent and involving. The Chord Company started using high frequency effective shields on interconnects in 1998, on speaker cable in 2003 and then it became something we used throughout our cable range. Then things moved on again....

## Digital music comes of age

The latest generation of CD players, digital to analogue converters and streamers are setting musical standards that a few years ago were really only possible to achieve with the most expensive of high-end equipment. We have responded with a whole range of Tuned ARAY cables.

## What is ARAY, Tuned ARAY and Super ARAY?

Cable design is a mixture of gathered experience, technical ability, good engineering, experimentation and on occasion, extraordinary breakthroughs. Tuned ARAY involved a radical idea and a great deal of experimentation. The Tuned ARAY technology was originally developed for our Sarum cable range and carries an audio signal with an extraordinary degree of accuracy, offering an improved musical coherence that no other interconnect comes close to. The level of connection and involvement that systems connected with Tuned ARAY cables produced pushed us to develop this technology across a whole new range of products.

So from the original **Sarum Tuned ARAY** we have been able to produce a simpler ARAY design and also develop Tuned ARAY into Super ARAY – a technology that we use on **Chord Sarum** and **ChordMusic** interconnects. This means that we have been able to apply these unique technologies across our latest 2016 range of cables and thus across a broad price range.

**So whether it's analogue, digital or power cables, the Chord ARAY, Tuned ARAY and Super ARAY cables allows you to hear how musically coherent your system really is and in turn, how great the performance is of your favourite piece of music.**

THE  
**CHORD**  
COMPANY

# Analogue Cables

Chord analogue interconnects are designed to carry an analogue signal as accurately as possible and to preserve dynamics, timbre and detail with as little tonal colouration as possible. We achieve this by the careful matching of conductor materials and insulation and by the use of ARAY, Tuned ARAY and Super ARAY conductor configurations.

It's not just materials and conductor configurations that make a great interconnect. Every element from the plating on the plugs through to the type of solder has been investigated and tested. This way, we can be certain that our cables perform at their very best.

We can terminate almost all of our analogue cables with XLR (a true balanced configuration) and DIN plugs. If you can't see the connection you need, then ask. We have huge experience in almost every form of termination.



# Digital Cables

The choice of digital cables used to be simple - either optical or electrical. Electrical being carried by coaxial interconnects fitted with either RCAs or BNCs, or via an AES EBU connection fitted with XLR connectors.

The advent of computers and hard drives as musical sources, has pushed us to develop some unique digital cables for use with streaming systems and USB connected audio equipment. There is a strong school of thought that says that all digital cables are the same and that there can be no perceivable difference in performance; the fact is that digital cables carry an electrical signal and that signal can be subject to interference.

The speed of a digital signal also makes digital cable design quite critical in terms of the choice of materials. We are seeing more and more hi-fi set ups using digital to analogue converters as the hub of the system and signals being carried by a combination of USB, digital coaxial and streaming cables. These are your source components. Experiment!



# Power Cables

Power cables have become an increasingly important part of any system and many experts suggest that power cables are the first thing you should consider and listen to. Our experience is that for many of our customers, power cables are often the last cable to be changed in a system. Good interconnects and speaker cables will let you hear more clearly the benefits that power cables can bring. There is no doubt that an increase in performance can be obtained by using specially designed power cables.

One of the most common questions we're asked about power cables is: Where to begin? We've generally considered that the source component is a good place to start. Any interference introduced by the mains supply to the source component will be carried right through the system. It is also very worthwhile experimenting with the connection to integrated amplifier or pre-amplifier as well. It's pretty easy to hear what a power cable is doing and typically, the improvements bring a greater sense of coherence, timing and definition. You can audition power cables using the same criteria that you would for any other cable.

We produce a range of power cables from the C-power upwards. Power cables aren't some magical device that transforms your mains supply but what they can help with is localised interference issues. Power cables are something you should listen to. Borrow one from your local retailer and find out for yourself what improvements they can bring.





# Cable Types

**A range of products to suit every budget and system**

## Speaker Cables

Over the years, we've been able to establish that there is an important relationship between the conductor material and the type of insulation (dielectric) used with it. This is particularly important in achieving a cable with minimum tonal colouration. Music is full of colour - cables shouldn't be. Tonal colourations can affect the coherence of the music you are listening to. We're not in a position to say at what tempo a piece of music was recorded or to make judgements about the tone the musicians were aiming for, however we expect that the musicians played in time with each other! Rhythm and timing are the life force and heartbeat of music. It would be easy to think that this is something that only musicians know about. It isn't. They're the things that make you dance or tap your foot, they're the energy; and when a hi-fi system manages rhythm and timing well, music becomes so much more than an intellectual and analytical experience.

### Shielded speaker cables

We started producing shielded speaker cable in 2004. By then we were already using high frequency effective shielding on our interconnect cables. The improvements the shielding made were very easy to hear and importantly, fitting the shields allowed us to make cables that helped systems to become more musically communicative. We had become aware of the problems that high frequency interference was causing and had developed the Chord Signature interconnect, a cable designed to reduce high frequency interference some years earlier. The company is full of musicians and music lovers and our contact with other musicians had given us the chance to really sit and listen to some outstanding players, on some wonderful instruments. The complexity and depth of timbre that the instruments produced was breathtakingly lovely, yet trying to reproduce this on what would be regarded as a very good hi-fi system was hugely frustrating.

The result of our research and development was the Chord Signature speaker cable – our first shielded speaker cable. For the first time, cellos began to sing like they should. We could hear the complexity and beautiful timbres produced by string quartets. It felt like a huge step forward. Now, most of our speaker cables are shielded. From the C-screen to the award-winning Chord Clearway and right up to our flagship speaker cable, we have shielded speaker cables that will help all levels of systems to perform like they should.

Music isn't just cerebral; it's a physical and emotional experience as well. Our range of shielded speaker cables will help you towards the goal of experiencing your favourite music in the way that the musicians meant.

### Single and bi-wire speaker cables

Some time ago, we stopped producing bi-wire speaker cables. The reason for doing this was that with almost every speaker that passed through our purpose built listening room, we would get the most coherent and musical results by single rather than bi-wiring. Bi-wiring can produce a degree more openness and sound slightly more detailed but almost every time the single wire cable was ultimately more musically coherent.

These days, more and more speakers are appearing with only one set of inputs but if you are connecting a single wire speaker cable to a bi-wireable speaker, there are some things you can do that will really help to get the best performance.

If your speaker has bi-wire connections it will usually have gold-plated links that connect the bass and treble inputs together. Replace them. Our Signature, Sarum and ChordMusic speaker links will work with any of our speaker cables. The Signature speaker links work happily with any speaker and for higher end systems it's worth listening to the Sarum and ChordMusic speaker links. The level of refinement and detail that these bring is quite remarkable.

Experiment with the connections on the speaker too. Generally, connecting the speaker cable to the treble connections will sound better than connecting the cable to the bass connections. What we often end up doing is connecting the speaker cable diagonally – so the positive speaker cable run would be connected to the positive treble connection on the speaker and the negative speaker cable run to the negative bass connection. There's a reason for doing this – and it's coherence. Most of the speakers we've used sound at their most musically coherent when connected like this. If you haven't tried this, then it's a quick, easy and potentially impressive musical improvement.

# The Chord Company ranges

ANALOGUE

DIGITAL

POWER SPEAKER

	C-series	Clearway	Shawline	Epic	Signature	Sarum	ChordMusic
2RCA-2RCA	✓	Aug 2016	✓	✓	✓	✓	✓
2XLR-2XLR		Aug 2016	✓	✓	✓	✓	✓
2RCA-DIN		Aug 2016	✓		✓	✓	✓
5PIN DIN-DIN		Aug 2016	✓		✓	✓	✓
4PIN DIN-DIN (SNAKE)					✓	✓	✓
5PIN DIN-DIN (SNAKE)					✓	✓	✓
4PIN DIN-XLR					✓	✓	✓
4PIN DIN-XLR (PAIR)					✓	✓	✓
SUBWOOFER	Oct 2016	✓	✓	✓	✓	✓	
TONEARM					✓	✓	✓
AESEBU					✓	✓	✓
DIGITAL MINIJACK		✓					
DIGITAL RCA	✓	✓	✓	✓	✓	✓	✓
DIGITAL BNC		✓	✓	✓	✓	✓	✓
USB	✓		✓		✓	✓	
STREAMING	✓			✓	✓	✓	✓
OPTICAL	Aug 2016						
HDMI	✓						
SPEAKER	✓	✓	✓	✓	✓	✓	✓
BI-WIRE LINKS					✓	✓	✓
POWER CABLE	✓				✓	✓	
MAINS BLOCK							

✓ available

## Also available:

Install speaker cable reels: Leyline, Sarsen, Rumour, Odyssey

Cream instrument cable: jack-jack, jack-XLR, head to cab, patch cables for pedals, desks etc

Adaptor: Flexible HDMI adaptor

Silent Mounts (equipment feet): Steel 50mm & 70mm & Titanium 50mm



# C-series

The **C-series** utilises the techniques developed for our high-performance cables but applies them in a way that allows us to offer high levels of musical performance at more modest budgets. The Chord Company **C-series** features interconnects, power cables and speaker cables.

The **C-line** analogue and **C-digital** interconnects feature our ARAY conductor configuration. The Chord **C-view** HDMI cable uses impressive levels of shielding and silver-plated conductors to produce the most discreet and flexible high speed HDMI cable that we've ever developed.

Chord **C-screen** speaker cable is an entry level shielded speaker cable that shares the same performance characteristics of our other shielded speaker cables. There's an unmistakeable sense of cleanness and lack of noise that brings precision and coherence to the system it's used in. It's our most discreet shielded speaker cable yet, capable of unlocking your system's musical potential.

The Chord **C-power** is a shielded power cable. It may look like any other black power cable with moulded plugs, until it's plugged in. This is the perfect introduction to just how much influence mains cables can have on the performance of a hi-fi or home cinema system.

The Chord **C-stream** and **C-USB** have both been optimised for carrying a digital audio signal. Both have very effective shielding and are available in a range of lengths. Don't think that all digital cables are the same, they're not. Your choice of streaming or USB cable will influence the final performance of your system.

The **C-lite**, our newest optical cable, will be available in minijack and Toslink versions. The minijack-terminated version has been designed for some of the extraordinary portable digital audio players (DAPs). The plugs will be compatible with the miniaturisation that is happening with so many digital components.

## WHAT HI-FI? AWARDS 2015

### Accessories

Best analogue interconnect

**Chord Company C-line**



C-stream



C-power



C-view



C-screen



C-digital



C-USB

# WHAT HI-FI? AWARDS 2015

## PRODUCT OF THE YEAR

### Accessories

Best speaker cable

**Chord Company Clearway**



# Clearway

The award-winning **Clearway** speaker cable belongs to the new Chord **Clearway** family. Released in the summer of 2015 (our 30th Anniversary), it was designed using our latest technology and as ever, to provide the optimum performance and compatibility across a wide range of audio systems. It performs as though it should cost a lot more. Something we approve of at Chord HQ.

The oxygen-free copper conductors are big enough to bring control and definition to demanding speakers and are insulated with FEP, a close relative of PTFE - one of the best dielectric materials there is. This means that **Clearway** is extremely neutral and has low cable colouration. You get to hear your speakers and your system, not the speaker cable. **Clearway** is shielded with dual layers of high-density foil. It is flexible enough to make for easy installation and although it may look as though it has escaped from a science fiction film set, it performs like an audiophile speaker cable. Whatever the level of system, this is the way to discover just how important the right insulation materials are and how high frequency shielding can produce a really musical sound. Chord **Clearway** speaker cable is What Hi-Fi? Awards 2015 Product of the Year. Like us, they loved the coherence and communication it brings to hi-fi and home cinema systems.

## Clearway Digital

Tuned ARAY technology was originally developed to reduce unwanted reflections within digital cables. The results were so much more profound than we'd expected, so we applied the same technique to our other digital and analogue cables. What makes the Chord **Clearway Digital** so special is that it introduces the benefits of Tuned ARAY cable technology at a remarkable price. This is a digital cable that will change your perceptions about how much influence digital cables can have on the performance of a system. Anyone with the need for a digital cable really needs to try this. The gains in coherence and detail are really worthwhile experiencing. We will be adding to the Chord **Clearway** range with other cable types over 2016.



Chord Clearway Digital  
Hi-Fi Choice April 2016



# Shawline

The Chord **Shawline Analogue** interconnect is a ground breaking cable in this price range, sharing many of the characteristics that made the Sarum Tuned ARAY such a special cable. There's the same sense of dynamics, timbre, rhythm and detail that will turn a hi-fi system into a musical system. The **Shawline Analogue** cable produces that wonderful sense of involvement and ease of listening that only ARAY design cables bring.

For Tuned ARAY cables to work, every aspect needs to be millimetre perfect. Hand building is crucial to the complexity of the design. Using a Tuned ARAY design within the **Shawline** interconnect enables us to offer you a product at a price that allows it to be matched with surprisingly inexpensive components.

## Shawline Digital

This cable also uses an ARAY conductor design. The conductors are silver-plated and insulated with PTFE, before being surrounded with a vibration damping PVC coating - designed to correctly space the conductors in relation to the high-density foil and braid shielding. It's an unconventional design for a digital cable but one that works superbly well. The ARAY design shines when applied to digital cables. The Chord **Shawline Digital** is a cable to fully exploit the genuinely high performance of so many of the digital converters that are available now.

## Shawline speaker cable

Chord **Shawline speaker cable** has a level of musical involvement and dynamic performance that can only be achieved by the use of high frequency effective shielding. It proves that genuinely high performance speaker cables don't have to cost a fortune. From all-in-one systems upwards, **Shawline** gives a taste of high-end performance. **Shawline speaker cable** uses a high density braid and foil combination as part of its design along with silver-plated, PTFE insulated conductors.



Shawline Digital



Shawline speaker cable



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“High end  
performance  
at real world  
prices”



### Our tribute to a great man

The new Chord Shawline cable range is dedicated to David Shaw, who worked closely with us for almost 20 years and put up with the many peculiar requests we threw at him. David passed away in the summer of 2015



# Epic

The new Chord **Epic** range sits right in the middle of our family of cables. It contains the very popular **Epic Twin** and **Epic Reference** speaker cables. Chord **Epic Twin** speaker cable remains in our latest range of products with good reason. The **Epic Twin** design is based on our findings about the benefit that high frequency effective shielding brings to a cable. We discovered this during the development of our Chord Signature range but with **Epic Twin** we were able to produce this speaker cable in a more affordable configuration.

## Epic Reference speaker cable

Each set of **Epic Reference** speaker cable is hand built to order in our production facility. Epic Reference uses the same twisted pair configuration as our Signature, Sarum and ChordMusic speaker cables. The silver-plated PTFE insulated conductors help to bring control and definition and the shields bring a level of refinement and delicacy. Epic Reference speaker cable works really well with floor standing and difficult to drive speakers. It will allow you to see further into and experience more of the musical landscape your music creates.

## Epic Analogue

This is a completely new interconnect, using Tuned ARAY conductor technology. The key differences that set it apart from the Shawline interconnect are heavier silver-plated conductors and performance critical spacing of the high density braid and foil shield. This improves the ability of the cable to carry dynamic information, particularly micro-dynamics which are so vital to the rhythm and drive of music. The improved shielding and conductors, along with Tuned ARAY technology, produces a cable that can carry immense amounts of detail extremely accurately – and most importantly of all retains the musical integrity we enjoy.

## Epic Digital

The Chord **Epic Digital** uses Tuned ARAY technology again – this time optimised for carrying a digital signal. The design uses a coaxial configuration conductor and a Tuned ARAY conductor configuration. The conductors are silver-plated, insulated with PTFE and capable of carrying very high-speed signals. Shielding is a high density braid and foil combination. **Epic Digital** can be fitted with either RCA or BNC plugs.

## Epic Streaming cable

With the ability of current streamers to explore such high resolution music files, we have music downloads a mouse click away and hard drives capable of holding the largest of music collections. We see streaming as an alternative source: one that runs alongside turntables and CD players - every format has its merits. With our **Epic Streaming** cable we hand-build every one to order. You may have any length you require. It features silver-plated conductors and is designed to carry extremely high frequency signals. Each of the four conductor pairs use a unique hard skin dielectric material, and the shielding is designed to minimise interference. The **Epic Streaming** cable uses an adaptation of the Tuned ARAY technology; each conductor is soldered rather than clamped, the plug is a high speed, high performance RJ45 with extremely precise dimensions.



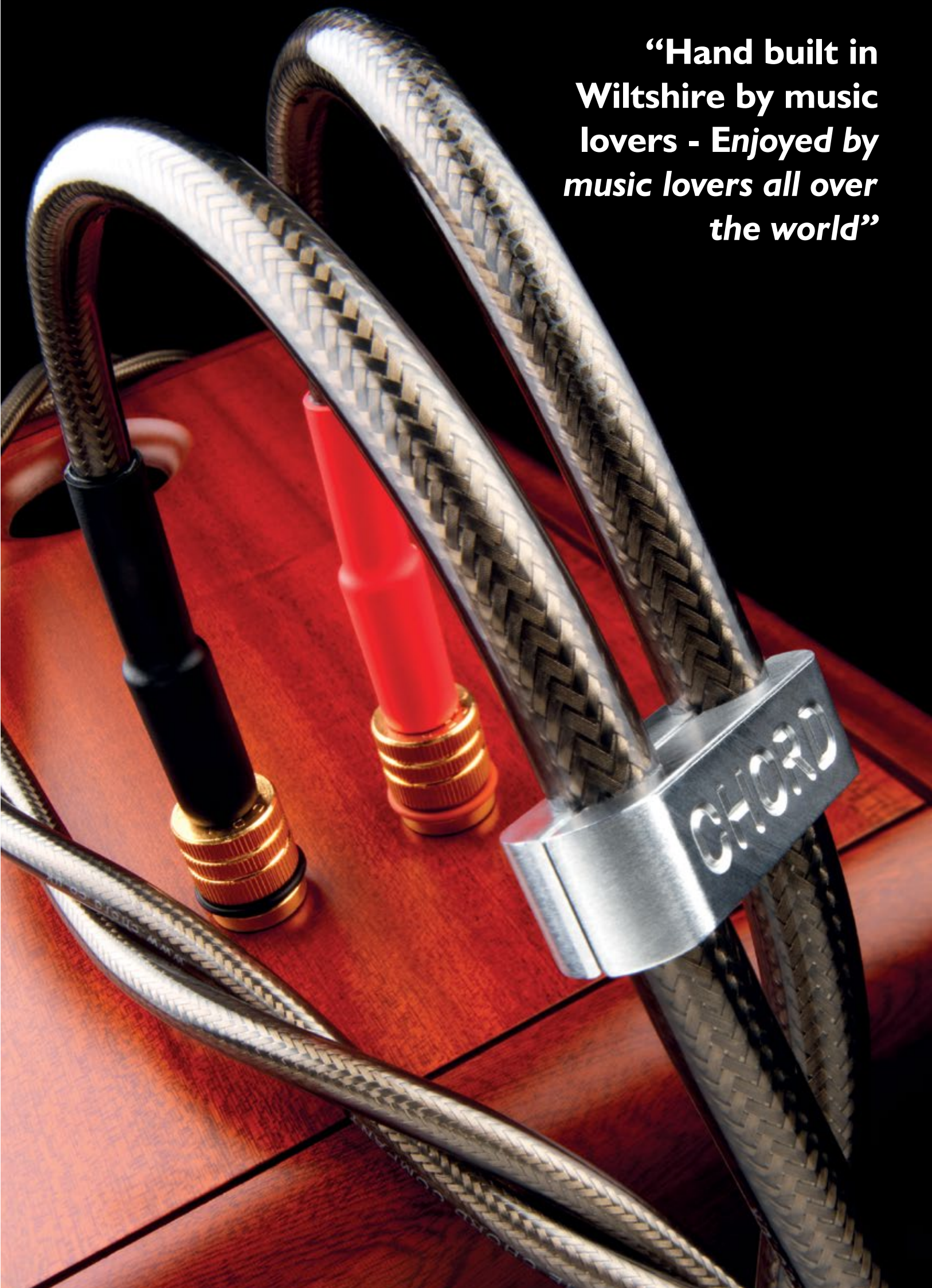
Epic Digital



Epic XLR

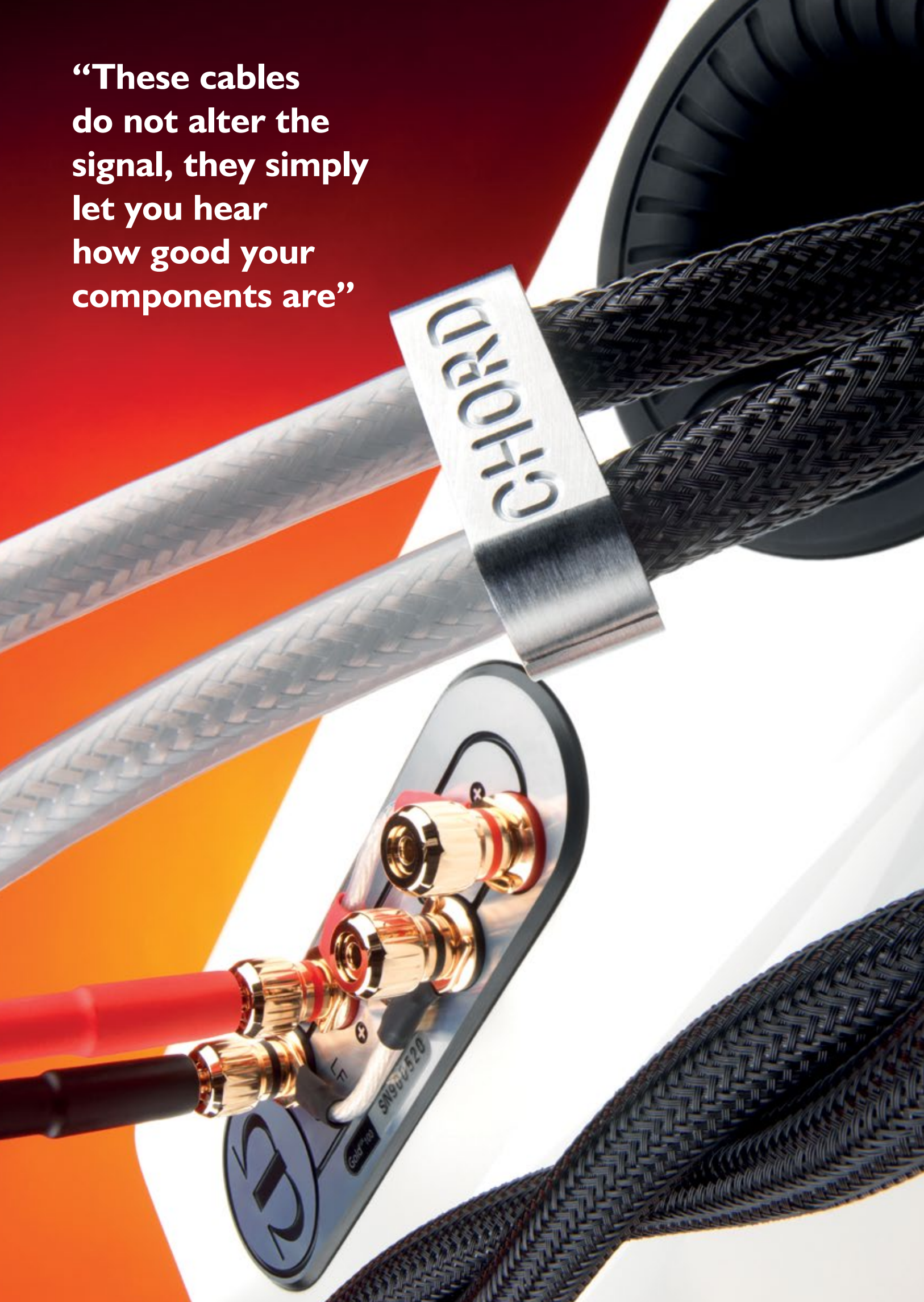


**“Hand built in  
Wiltshire by music  
lovers - Enjoyed by  
music lovers all over  
the world”**





**“These cables  
do not alter the  
signal, they simply  
let you hear  
how good your  
components are”**







# Signature

The **Signature** cables were the first to use high frequency effective shielding. The success of this drove the development of the higher performance cables. The tonal neutrality of the **Signature** design makes it perfectly possible to introduce one cable at a time and experience the benefits that they bring individually and further still as a full **Signature** cable loom.

## Signature Tuned ARAY

This analogue interconnect features Tuned ARAY technology and now has a new PTFE RCA plug surround that features on both the Chord Sarum Super ARAY and also our game changing ChordMusic. What makes the **Signature** interconnect range special (and a worthy winner of the Hi-Fi World Best Interconnect Award in 2014) is the extraordinary amount of detail and coherence it can bring to systems. ARAY, Tuned ARAY and Super ARAY cable designs carry the signals produced by your components with a very high degree of accuracy, particularly when it comes to rhythm and coherence. These are not cables that alter the signal; they simply let you hear how good your components are.

## Signature Digital Super ARAY

All the **Signature** Digital cables benefit from an upgrade to the Super ARAY geometry. They use high performance sub-miniature coaxial cables and each cable type has a unique Super ARAY conductor geometry. The switch from Tuned ARAY to Super ARAY means improved performance - they bring more detail and a real sense of musical coherence to the systems they are used in. The **Signature** Super ARAY streaming cable and **Signature** Super ARAY USB cable have been developed to carry digital audio signals. The only similarities both these cables have with conventional Ethernet and USB cables are the terminations.

## Signature Reference speaker cable

Our award winning **Signature** speaker cable was our first shielded speaker cable. Now, **Signature Reference** speaker cable uses silver-plated conductors in place of copper and the insulation is low density PTFE. As a result, **Signature Reference** speaker cable has a markedly more neutral tonal characteristic and carries detail and dynamic information with a greater tonal accuracy. There is a sense of control, combined with an extraordinary degree of definition. Like opening a window on the performance of the system. Add the **Signature Tuned ARAY** interconnects and the combination can transform a musical collection so even poor recordings can be enjoyed!

## Signature ARAY Power Cable

Featuring high density foil and braid shielding, surrounding a unique conductor configuration and terminated with the latest Chord mains and IEC plugs. The mains plug has a special internal structure that is designed to both stiffen and allow for the use of silicone vibration damping. At the same time we specified a heavy layer of silver-plating and increased the gauge of the contacts within the IEC plug. We chose a specific fuse and an optimised internal configuration within the plugs to produce the best possible performance.

Either in isolation or as part of a **Signature** loom, this is a fascinating product to listen to. One of our retailers will be happy to let you try one.

# Sarum

The **Chord Sarum** cable range takes all the advances we've made in cable design over the years to extremes and then adds the unique Super ARAY conductor configuration.

The original Sarum Tuned ARAY interconnect was a breakthrough product, bringing huge improvements to the systems it was used in. However, whilst working on the Sarum Power cable we found it was possible to further improve our ARAY performance.

This resulted in the latest **Sarum Super ARAY** range. There are still all the extraordinary coherence gains that made the Tuned ARAY version so popular, but in addition, the Super ARAY reveals enormous amounts of musical detail that it simply wasn't possible to hear before. Everything is just there to enjoy, either as a whole or when following individual musical strands. It's a remarkable set of cables and will show you just how good your system really is – and in almost every case, that turns out to be a lot better than you thought.

**Sarum Super ARAY** interconnects are available in analogue and digital versions, as well as power cables. All feature the unique Super ARAY conductor configuration. The **Sarum Super ARAY** streaming cables use a high speed RJ45 connector and the RCA versions are fitted with a new PTFE plug surround.

The **Sarum Super ARAY** power cable uses specially developed Mains and IEC plugs.

**Sarum** speaker cable is hand built at our factory and uses heavy gauge silver-plated conductors and low density PTFE insulation to ensure extremely low resistance. **Sarum** speaker cable also features a very high density silver-plated braid and foil shielding. The end result is one of the most musically invisible speaker cables we produce. It simply carries a signal without adding or taking anything away from it.

A complete **Sarum** cable loom is a thrilling experience. These are cables that let you hear why guitar players obsess about the difference between the sounds of rosewood or mahogany guitars and the technique and emotion that musicians use to create such powerful pieces of music. They'll show you the incredibly complex timbre of a grand piano, the overtones of brass, and the exhilarating layers of sound that an entire orchestra can bring to your living room!






THE  
CHORD<sup>TM</sup>  
COMPANY

FUSED

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**“Chord*Music* kicks the door down and lets you wander into an extraordinary musical landscape. Words won’t necessarily do it justice. Listening will”**





# ChordMusic

The **ChordMusic** is our latest and most revelatory product. The distillation of over 30 years of designing cables. With **ChordMusic** we have produced something which can only be described as a whole new landscape in listening to music.

**ChordMusic** has been developed using an entirely new insulation material we have called Taylon®. When our Taylon® design samples first arrived, we made our prototype cable with the same Super ARAY conductor configuration that we were using on the Sarum, together with the same plugs, components and construction. The performance from that first cable was astoundingly good and it left everyone who heard it almost speechless. Taylon® is phase stable and that stability, combined with our unique Super ARAY geometry, means we can take cable performance to a completely new level.

The problem we have is describing what **ChordMusic** does. Yes, it uses the same conductor configuration as the Sarum Super ARAY. Yes, the RCA version uses the same precision machined PTFE RCA plug surrounds. Yes, we have added three layers of mechanical noise reduction and interference reducing covers. Frankly, the cable is so transparent that the smallest changes are frighteningly easy to hear. It just sounds like music...

There is a phenomenal amount of detail revealed, even from recordings you thought you knew intimately. This isn't listening to a system, it isn't listening to an album - it's more like watching a performance, or being there while the song was recorded. It is quite, quite extraordinary. Where Sarum Tuned ARAY and then Super ARAY opened the window wide onto the performance, **ChordMusic** kicks the door down and lets you wander into an extraordinary musical landscape. Words won't necessarily do it justice. Listening will.



# Let your system sing

## Silent Mounts

One of the really challenging problems with making a system work properly is correctly positioning speakers. We use **Silent Mounts** under all the speakers we use in the listening room. **Silent Mounts** are isolation devices - they are available for speakers and for racks and they work remarkably well. They fit beneath the spikes on the speaker and are constructed from two different metals, designed to cancel vibrations. **Silent Mounts** are manufactured in Japan and are a product that we distribute. There are lots of alternatives on the market but in our experience, very few bring such global and musical improvements. Use **Silent Mounts** underneath a speaker and every aspect of the performance gets better. They work on all types of floor and we've yet to find a speaker or equipment rack where the performance isn't seriously improved by their use. One final point about **Silent Mounts** is that they make the positioning of even really large speakers very easy. It's so simple to slide the speaker about and make tiny adjustments until the speaker is positioned perfectly.

### Making all the Right Connections

Cables are a critical part of every system. They're not an afterthought and they're not an accessory. Choosing the right interconnects, power cables and speaker cables will bring a system to its very best and allow you to experience your music in the way the musicians intended you to.

Choose your cables in the same way that you'd choose any other component. That means auditioning and listening, preferably in your own home and with the music that you know well. Most Chord retailers are happy to let their customers take cables home to try.

Include cables in your budget. So often, compromises when it comes to speaker cable are the reason that so many systems fail to reach their best performance. A good quality speaker cable will improve the performance of any system, almost regardless of cost.

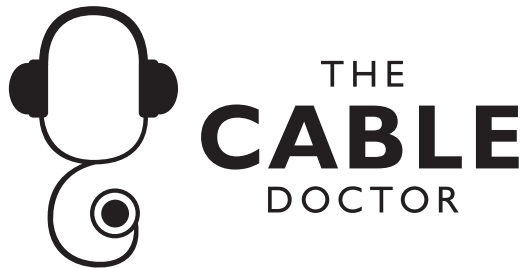
Better cables carry a signal more accurately - and the better the cable you use, the better the performance. More importantly - the better the performance, the more compelling, immersive and emotionally involving your favourite music becomes. Give the quality of cables you use some serious consideration; they are as important as the components. Most of our retailers carry demonstration sets of speaker cable and interconnects and are happy to let you take them home and try them. Take advantage of this. Your system may well turn out to perform a lot better than you thought it did.



# Need more info?

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and find your nearest  
Chord Company retailer

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**[www.chord.co.uk](http://www.chord.co.uk)**

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