

PRESS RELEASE – 16 July 2010

## **Clearer Audio Copper-line Alpha ONE Interconnect**

*UK Retail Price – from £30.00 (0.5m pair with RCA plugs) / additional 0.25m pair thereafter £2.50*

We are pleased to announce the launch of our new entry-level Copper-line Alpha ONE Interconnect. Drawing heavily from our higher-end cables in terms of design, materials and construction the Copper-line Alpha ONE Interconnect offers exceptional levels of performance at a very affordable price.

The Copper-line Alpha ONE Interconnect has an unusually high specification for the cost incorporating: a pseudo double-balanced configuration resulting in improved audio performance; our 5N Ultra High Purity Oxygen Free Copper (99.9997%) used for both signal conductors and the shield braid; our high-performance dual-layer thick copper foil for excellent noise rejection; high quality low density polyethylene (PE) dielectric for minimal signal loss and stable performance over longer runs; precisely applied concentric conductor arrangement for consistent performance; and cotton filler for geometry stability and mechanical damping.

The importance of connectors cannot be underestimated; a connector of poor quality both in terms of design and materials can affect performance significantly. New comprehensive research and testing was conducted to find a very high quality and high performance RCA plug for the Copper-line Alpha ONE Interconnect. After extensive testing, we finally decided on the Amphenol RCA plug. Amphenol is a world-leader in producing the highest quality connectors used in many applications; including highly demanding space programs such as the International Space Station. This heritage filters down to Amphenol audio connectors where thoughtful design, high quality materials and high levels of manufacture are seen.

The Amphenol RCA plug utilises high grade copper alloy which is machined to tight tolerances and gold-plated to ensure the best long term performance. The centre pin is insulated with Teflon® to ensure minimal signal loss. The outer shell is die cast and includes a flexible entry rubber grommet to protect the cable. An internal clamp provides strain relief ensuring that the silver soldered connections are not compromised.

In an age where mass automated manufacture is becoming the norm, we hold with our traditional values of building our cables by hand. Each Copper-line Alpha ONE Interconnect is meticulously built by hand in our workshop by our skilled technicians with care and attention to detail. Quality is of paramount importance.

The Copper-line Alpha ONE Interconnect receives a 24 hour pre-burn resulting in further improvements to performance whilst also reducing the burn-in time needed for the interconnect to perform optimally.

The Copper-line Alpha ONE Interconnect is highly versatile. It is neutral, dynamic and detailed offering superb performance in a wide range of hi-fi and home cinema systems.

Like all of our cables the Copper-line Alpha ONE Interconnect comes with our 60 Day Money Back Guarantee, Limited Lifetime Warranty and Free UK Mainland Delivery.

---