

PRESS RELEASE – 10 July 2008

## **Clearer Audio Copper-line Alpha Power Cable**

*UK Retail Price – from £35.00 (1m)*

*Launch date – 14 July 2008*

We are pleased to announce the launch of our new entry-level Copper-line Alpha Power Cable. Drawing heavily from the award-winning Copper-line Power Cable in terms of design, materials used and construction the Copper-line Alpha Power Cable aims to offer superb performance at a very affordable price.

The Copper-line Alpha Power Cable utilises many of the key components used in the Copper-line Power Cable such as: an improved version of the original Copper-line shielding system for improved noise rejection; the same pure CL3 PVC dielectric for both performance and safety; the same high-performance silver-plated copper fuse for low impedance and optimal power transfer; and cotton filler for mechanical damping. The multi-strand 5N Ultra High Purity Oxygen Free Copper (99.9997%) conductors are arranged in the same configuration as the Copper-line Power Cable providing 20A of current delivery. Terminations are the renowned MK Toughplug featuring a silver-plated copper fuse holder and a high quality Schurter IEC approved to 15A. Higher performance and international plugs are also available. The Copper-line Alpha Power Cable is hand-built from start to finish and receives a 24 hour pre-burn resulting in further improvements to performance whilst also reducing the burn-in time needed for the power cable to perform optimally.

The Copper-line Alpha Power Cable is dynamic and detailed offering superb performance in a wide range of hi-fi and home cinema systems. The high current rating allows the power cable to be used with practically any component from CD players to the most demanding multi-channel power amplifiers.

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

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