

PRESS RELEASE – 22 April 2009

## **Copper-line Alpha Optical Cable**

*Launch date – 24 April 2009*

### UK Retail Prices:

0.5m - £22.00

1m - £25.00

2m - £31.00

3m - £37.00

5m - £43.00

7m - £49.00

After considerable research and development we are pleased to announce the launch of our first optical cable: Copper-line Alpha Optical. Every aspect of the cable design has been addressed whilst the best materials and manufacturing techniques are utilised. The result is a cable capable of superlative performance within any application.

Being our first optical design, a great deal of research was conducted before design concepts were developed. The key with any optical cable is one of quality materials and engineering. If either aspect is not addressed correctly then performance will be compromised. The design of Copper-line Alpha Optical takes into account every aspect of its intended function – that is to transmit light as accurately and efficiently as possible.

The critical optical fibre utilised is of the best quality – manufactured to the highest standards to tight tolerances – and is medical-grade certified. The optical fibre has significantly less impurities than a standard grade exhibiting a lower refractive index resulting in lower attenuation, less scattering and very wide bandwidth of up to 125 Mbps.

Any optical fibre is delicate and protecting it is important to ensure consistent performance. A three-layer system was developed to protect the fibre from any mechanical stresses. Firstly, a polyethylene non-reflective interface shield is utilised and precisely applied to the optical fibre thus reducing reflective jitter whilst also providing direct protection; secondly, a Kevlar fibre is utilised to provide mechanical strength thus ensuring any physical stress is absorbed by this material and not the delicate optical fibre; lastly, an internal soft PVC jacket damps any direct stresses to prevent the optical fibre from crushing. The system protects the optical fibre whilst maintaining flexibility with low signal loss.

The final critical aspect of the cable design is the connector; this must be both precise and secure to ensure optimal performance. The EIAJ connector (also known as TOSLINK) body is die-cast and gold-plated. The end tip which is critical to performance is made from precisely machined copper-alloy directly plated with 24k gold. The optical fibre is precisely cut, directly mounted to the connector and the lens is highly polished. This maximises light acceptance within the optical port and also ensures the most efficient light propagation. A strain relief mechanism is also utilised between the optical fibre and the plug body to protect the assembly from stresses.

The Copper-line Alpha Optical Cable is ideal for any application where a conventional coaxial cable cannot be used. It provides a highly detailed, articulate and engaging sound. Bass performance is punchy and dynamic; mid-range is fluid, airy and spacious; whilst treble is detailed and accurate with great energy.

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

---