

PRESS RELEASE – 12 July 2010

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

*UK Retail Prices – from £65.00 (1m) / additional 0.25m thereafter £6.00*

We are pleased to announce the launch of our new Copper-line Alpha Plus Power Cable. Designed to bridge the gap between our multi-award winning Copper-line Alpha and Copper-line Power Cables, the same design principles and materials have been utilised. We have also drawn from the higher-end Silver-line Power Cable to take performance to a new level at this price point.

The Copper-line Alpha Plus utilises the same 5N Ultra High Purity Oxygen Free Copper (99.9997%) multi-strand conductors as used in the Copper-line Alpha, but of larger gauge (totaling 2mm<sup>2</sup>) providing an increased current rating of 23A providing improved performance across all components. The Copper-line Alpha Plus also benefits from the same high performance connectors used in our multi-award winning Copper-line Power Cable providing an improved all-round connection and further raising performance. The high performance silver-plated fuse, which is critical to performance, also benefits from CAIG DeoxIT treatment.

Two key design aspects of the higher-end Silver-line Power Cable have been incorporated into the new Copper-line Alpha Plus. A new cost-effective sandwich shielding system has been developed comprising dual-layer aluminium mylar foil, 5N Ultra High Purity Oxygen Free Copper (99.9997%) braid followed by another dual-layer aluminium mylar foil. In comparison to the Copper-line Alpha, this provides improved airborne noise rejection and less interaction with other signal cables nearby. Another key component that has been incorporated is an all-new wideband Super Suppressor. This single Super Suppressor offers superlative performance dealing with a wide range of noise within the Electro-Magnetic Interference (EMI) spectrum. This ensures that any noise that is on the mains line is eliminated before it reaches the connected component.

A further design element that has been incorporated into the Copper-line Alpha Plus is improved flexibility. The cable is therefore easier to install and this is particularly beneficial where access is restricted.

As with our other cables, each Copper-line Alpha Plus is meticulously built by-hand to our exacting standards by skilled technicians in our workshop.

The Copper-line Alpha Plus Power Cable receives a 36 hour pre-burn in (12 hours more than the Copper-line Alpha) resulting in further improvements to performance whilst also reducing the burn-in time needed for the power cable to reach optimal performance.

The Copper-line Alpha Plus improves on the firm foundations of the Copper-line Alpha in many areas which contribute to its improved performance. The larger gauge conductors and connectors taken from the Copper-line provide sublime dynamics and control; whilst the additional shielding and Super Suppressor derived from the Silver-line results in expansive soundstaging, higher levels of transparency and new levels of refinement. The improvements are also seen in picture quality (when used on displays, Blu-ray players, Sky HD etc.) with additional clarity, colour rendering, contrast depth and picture stability.

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

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