

Cables 2018

**CHORD**<sup>TM</sup>  
COMPANY





It's got to be

**Perfect**

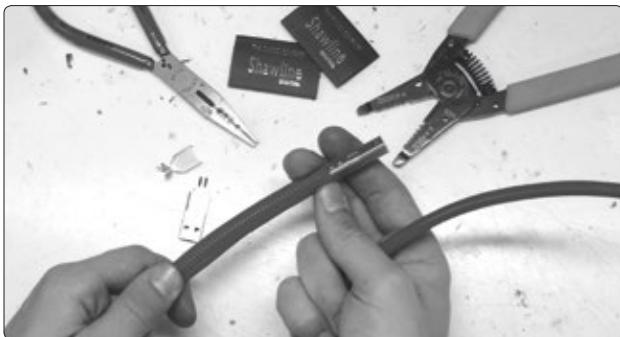
CHORD  
COMPANY™  
www.chord.co.uk

# Designing and hand-building in England since 1985

Cables are not and never have been just an accessory. They are a vital part of any system and choosing the right cable is more important today than it has ever been.

The Chord Company has been designing, building and refining audio and video cables in England since 1985.

From humble origins on a cottage kitchen table to a purpose-built HQ near historic Stonehenge, the company has become internationally renowned for creating high-performance, value-for-money products to suit any level of system or budget.



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# THE CHORD COMPANY



Just like the cables we produce, our company is a sum of its parts. Our talented team is essential in maintaining our famously high standards of quality and service.

# Built by (and for) music fans and music makers

Musicians are perfectionists and having a company full of them, means our product development and quality control departments (plus all points between) are well catered-for.

Obsessiveness over tunes, sounds or rhythms is not frowned upon. We don't just make audio cables, we use them, so they have to perform!

Like the best recordings, Chord Company cables are made with care and attention to detail. Every part we use is crucial to the final performance. Non-essential components are removed, but if we find a way to improve things, we don't hesitate to incorporate this.

Our aim is to get closer to the artist's intended sound, so if we find a better method, material or component to achieve this, a new version of that product will evolve.





# How do you listen to music?

Once upon a time, our ranges were dominated by analogue cables, but with increasing numbers of music lovers using streamers, servers and high-quality DACs, the quality of digital cabling now carries equal importance. Using the correct connections will have a significant impact on the performance of your system, so listen to your retailer's advice, but above all, listen to your music (or watch your movies) and then decide. Chord Company retailers can arrange home demos/loan cables upon request.

## Analogue connections

Whether you use balanced (3 pin XLR), RCA or DIN connections, Chord Company cables offer a range of performance levels to suit. Its also worth noting that different equipment (players, amps etc) may perform better with certain connectors: DIN vs RCA or in balanced/unbalanced configurations.

## Digital connections

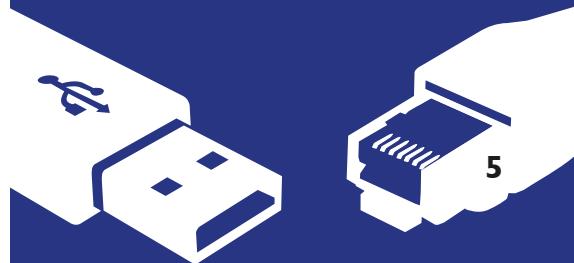
Transferring digital signals from a digital source to a DAC is usually done via the S/PDIF standard, supported on RCA and BNC connectors or the balanced AES/EBU alternative, based on an XLR connection. XLR and BNC plugs/sockets are built to defined impedance standards. XLR plugs and sockets are not. So, although we can put 75ohm BNC plugs on our digital leads, we cannot guarantee the impedance of the connections on the equipment. That means that where possible, using the lightweight BNC connectors should be your first choice, with XLR as a close second.



**“But how can digital cables make a difference when the signal is ones and zeros?”**

*It's a common misunderstanding, but whilst digital data is indeed stored as ones and zeros, as soon as you send it down a wire it becomes an analogue, stepped-voltage signal – a signal whose edges and corners can be distorted, shifted or eroded just as easily as any other analogue signal. Digital signal transfer uses transmission line theory that depends on strict impedance standards. Any deviation from that standard (and many stock digital leads struggle to meet a  $\pm 10\%$  tolerance!) generates reflections and echoes that travel back up the cable, distorting the signal.*

*Don't just take our word for it, though: compare the image from a Blu-Ray player or computer that's sent down a stock HDMI, USB or network cable, to the picture you get when you use a Chord cable. If you can see a difference in an image, you are definitely going to hear a difference in the music – just listen for yourself.*





# Unique technology

We go to great lengths (and precise tolerances) to produce our class-leading cables. From the solder upwards, everything is chosen for optimum performance.

We take pride in our international reputation for realistically priced, audiophile-quality interconnects and speaker cables - a crucial part of which is our unique ARAY / Tuned ARAY / Super ARAY conductor technology, Taylon® insulation, advanced shielding materials and our ground-breaking connector designs.

# New ChordOhmic speaker connectors

For many years we have been using silver-plated copper conductors in our designs. Our silver-plated designs are paired with silver-plated connectors. Using silver in cables can be misunderstood, as many people still associate the use of silver with a bright, overbearing sound characteristic. In our experience, however, this brightness is actually caused by a poor choice of insulation material rather than the silver! The only major exception to this rule has been Chord Company gold-plated (4mm/spade) speaker connectors.

## Why not gold?

Although gold is generally perceived to be the best plating material for high-quality connectors, its only major advantage is its total resistance to corrosion (not normally a domestic issue!). In our experience, the customer also associates it with performance and quality due to gold's high commercial value. Matters are further complicated by the various other plating materials on offer in the hi-fi industry (e.g. rhodium, copper, brass and nickel) with each having wildly differing prices and claimed performance levels.

## Science, statistics and misinformation as we see it!

Gold is, in fact, the third most conductive metal available. It is outperformed by both copper (+140% better) and silver (+148% better). Better conductivity means lower resistance and therefore, less signal loss. Less signal loss means increased performance - as expressed by Ohm's law! Hence the name of our new speaker plugs.

Although pure copper is a good conductor, at room temperature it is susceptible to oxidation and drastically drops in conductivity when oxidised. Plating the copper can protect it from this process. Plating materials include tin (25% as good as gold), nickel (33% as good as gold) and rhodium (50% as good as gold).

Crucially, silver-plating not only makes sense from an electrical point of view, it gives an audibly superior result during listening tests, when compared with gold plated connectors.

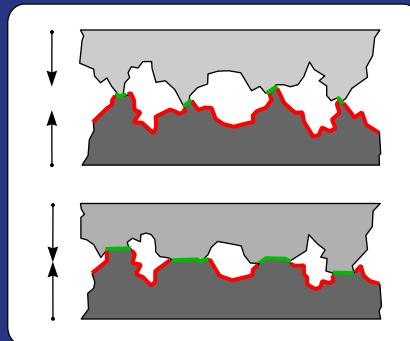
## What about tarnish?

It's a common mistake to think that because silver oxidises it is a poor conductor. The reality is that silver does not oxidise until it reaches 170 C. It does, however, tarnish at room temperature, reacting with sulphur in the air.

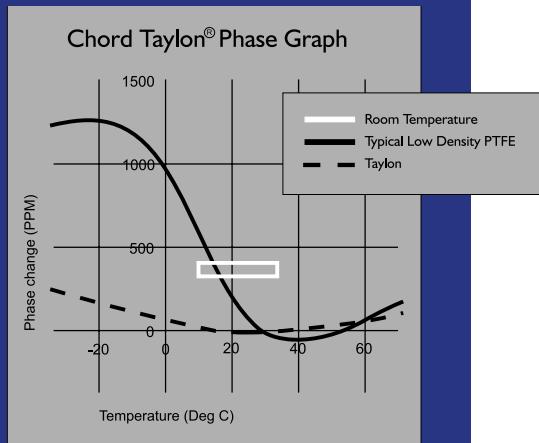
Although tarnished silver is not the nicest thing to look at (on ornaments or cutlery), electrically, it is less troublesome.

Tarnish (normally silver sulphide) is a soft and malleable material and can be easily moved aside with very little force. We ensure these forces are present in our speaker plugs and spade connectors. The diagram below illustrates the fact that no matter how smooth a contact looks to the naked eye, it is still quite rough at a microscopic level. There are limited points of actual contact, even under fairly high levels of force. By simply moving a connector in and out of the socket, it is possible to effectively clean the contact points. Ensure all equipment is switched off before doing this simple maintenance procedure.

Plugs will also benefit from a major clean, using a good contact cleaner or enhancer.



**Above: Top section shows a low compression connection. Lower section shows the deformation of the plug and socket when compressed together. This compression displaces the soft tarnish as well as increasing the contact area.**



Taylor® virtually eliminates the temperature-related phase instability and mechanical variation that mars the sonic and musical performance of PTFE, delivering a remarkably natural, musically communicative and expressive performance - challenging the best and most expensive cables available.

**As with any of our cables, to discover their benefits within your system, it is vital to arrange a demonstration. Only then can you make an informed decision.**

## Introducing Taylor®

We believe that phase accuracy is one of the key factors for musical reproduction. Before Taylor®, we relied heavily on PTFE (TEFLON™) or low-density PTFE (nitrogen-foamed). PTFE has long been the go-to insulation material in high-end cabling, but it does have a weakness in that it is not phase-stable at typical room temperatures. This instability results in a colouration of the signal.

At moderate price levels and if employed carefully, the benefits of PTFE outweigh its flaws, but when it comes to designing the best possible cables, it's a major limiting factor, such that many flagship designs expend huge amounts of effort (and often, equally huge amounts of the customer's money) on minimising its influence by any means possible. We took a different route, by eliminating it altogether!

In 2015 we introduced a new, high-technology successor to PTFE called Taylor®. This material led to the creation of our flagship ChordMusic range and redefined what was possible. ChordMusic is a no-compromise design with high-cost internal component cables. These factors, plus the long build times, sadly puts this range beyond many music lovers. To balance this, we immediately commenced work on scaled-down versions of the ChordMusic designs, which led to the Sarum T range. Although not in the same league as the ChordMusic, SarumT cables completely outperformed the existing Sarum range. Early-type Sarum owners can upgrade their cables to this new standard and enjoy the huge leap forward in musical performance should they wish.

Sarum T offers the same natural sense of rhythm, pace, musical energy and presence that defines ChordMusic, but in a simplified design that costs considerably less, making the huge musical benefits of Taylor® much more widely available.

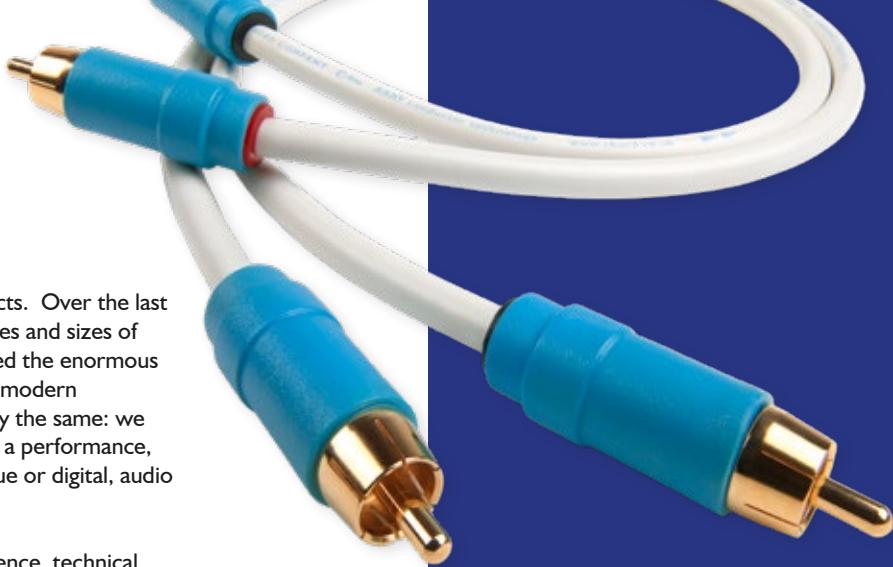
# Unique ARAY technology

We are committed to providing affordable products. Over the last 30+ years we have seen many changes in the types and sizes of signals that we have to carry. We have also enjoyed the enormous improvements in resolution and affordability that modern technology can provide. Our goals are still exactly the same: we want to give the best possible musical insight into a performance, whatever the format or system - whether analogue or digital, audio or video.

Our designs are a culmination of gathered experience, technical ability, good mechanical engineering, material technology, experimentation and on occasion, extraordinary breakthroughs. The ARAY system is one such breakthrough.

Our unique ARAY/Tuned ARAY and Super ARAY technology emerged from a radical idea and much laborious trial and error. The transforming effects of the ARAY was discovered during development work within the Chord digital cable range. The ARAY consists of a mechanically tuneable configuration incorporated within the cable construction process and is unique to Chord Company.

Exhaustive listening tests and constant refinement resulted in interconnects that could carry signals with a new degree of musical accuracy, musical coherence and to the ears of our technical team, immersive sonic enjoyment. When incorporated into virtually any interconnect, this technology gave a step change in musical improvement. The original Tuned ARAY was subsequently refined and improved to produce the more complex Super ARAY and for our entry level products we introduced both the Tuned ARAY and the ARAY versions.



True to our goal to offer not only reference level but also affordable ranges - Chord Company ARAY technology has found its way into virtually every cable we produce, including the C-series cables. Like most new ideas, the complex ARAY was first introduced into our flagship products. Later rationalised ARAY versions were incorporated into our more mainstream connections.

We believe that ARAY technology has delivered not just great news for the high-end /audiophile, the rationalised versions of this revolutionary idea have trickled-down through our whole range of products. So now almost any level of system can experience this major musical benefit.



# The cable ranges

**Please note** - product appearance and technical specifications can change at any time with little notice, but that's because we are always finding ways to improve our products.

	2RCA-2RCA	2XLR-2XLR	2 RCA-DIN	5 PIN DIN-DIN	4 PIN DIN-DIN (SNAIC)	5 PIN DIN-DIN (SNAIC)	4 PIN DIN-XLR	4 PIN DIN-XLR (PAIR)	SUBWOOFER	TONEARM	HEADPHONE	AES/EBU	DIGITAL MINI-JACK	DIGITAL RCA	DIGITAL BNC	USB	STREAMING	OPTICAL	HDMI	SPEAKER	BI-WIRE LINKS	POWER
C-series	●								●					●		●	●	●	●			●
Clearway	●	●	●	●					●				●	●	●					●		
Shawline	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●			●		●
Epic	●	●							●			●	●	●	●		●			●		
Signature	●	●	●	●	●	●	●	●	●	●		●		●	●	●	●			●	●	●
Sarum T	●	●	●	●	●	●	●	●	●	●		●		●	●	●	●			●	●	●
ChordMusic	●	●	●	●	●	●	●	●	●	●		●		●	●	●	●			●	●	●

# 3 steps to heaven

Over 30 years of cable-building experience has been distilled into three performance bands, each delivering increasing levels of technology, music and emotional engagement. Yet, all are capable of exploiting the true potential of a system, at any budget.

As with any such attempt to define and categorise the conundrum of electronic reproduction vs art vs human senses, this is by no means an exhaustive system. It will however, provide a useful guide to the Chord Company pantheon and with the assistance of our high-quality retailers, should help you make the right connection with your music.



**Perform:** *[step onto the stage of real hi-fi]*



**Studio:** *[refined technology, with multiple custom options]*



**Master:** *[ultimate performance, bespoke audiophile service]*



# C-series

The comprehensive and award-winning Chord C-series range employs only proprietary cable designs, in which subtleties of material choice and topology have a far from subtle impact on sound quality.

Combined with our matching, minimalist terminations – plugs that might be smaller and not nearly as impressive to look at as the competition, but sound a whole lot better – and our unique ARAY mechanical optimisation technology, the result is a range of affordable cables in which every part has been considered and carefully chosen to perform.

*“This is Chord displaying once again an understanding of what makes hi-fi great, with an entry-level interconnect that never loses sight of what matters; the musicality of your system.”*

Chord Company C-line  
What Hi-Fi?

**WHAT HI-FI?  
AWARDS 2017**

Accessories  
Best analogue interconnect under £50  
Chord Company C-line



C-series		length/qty
	<p><b>C-line Analogue RCA</b>            What Hi-Fi? award winner 2015/16/17. Oxygen-free copper multi-stranded conductors (signal, return and ARAY). High flexibility, low density conductor insulation. Over-wrapped foil shielding. Over-moulded Chord RCA plugs with direct gold-plated contact areas for enhanced signal transfer.</p>	0.5m 1m 2m 3m
	<p><b>C-sub RCA subwoofer</b>            Multi-strand, tinned copper signal conductor, with low resistance to enable longer lengths. Overlapped screen for increased flexibility, reducing signal loss caused by high-frequency interference. Unique gold plating on RCA plug improves signal transfer. Over-moulded plug surround provides a high reliability connection.</p>	3m 6m 8m 10m
	<p><b>C-digital RCA</b>            ARAY conductor geometry, oxygen free copper conductors. High density over-wrapped foil shielding. Unique direct gold-plated RCA plug improves signal transfer. Over-moulded plug surround provides high reliability and zero conductor compression.</p>	0.5m 1m
	<p><b>C-lite optical</b>            Mini-jack to mini-jack, mini-jack to Toslink and Toslink; from pocket-size portable up to longer lengths for use in home systems. Wide bandwidth PMA optical cable with polished ends to improve bandwidth. Central conductor protected by soft PVC internal jacket, with a hard PVC outer jacket limiting crush damage, yet flexible enough to allow a tight bend radius without affecting the light-carrier.</p>	15cm 30cm 1m 2m 3m 5m 8m 10m
	<p><b>C-USB</b>            Heavy gauge, oxygen-free, silver-plated conductors. Low loss, gas-foamed polyethylene insulation. Twisted pair data conductor configuration. Dual layer, high frequency effective shielding. Gold-plated plug and signal pins.</p>	0.75m 1.5m 3m 5m
	<p><b>C-stream</b>            For audio streaming systems requiring cables with RJ45 connectors. Oxygen-free copper conductors with low density polyethylene insulation, each conductor pair is separately shielded and an overall high density foil shield is applied prior to a vibration-damping outer jacket</p>	0.75m 1.5m 3m 5m 10m 15m 20m
	<p><b>C-view HDMI</b>            Ultra-slim HDMI cable with Ethernet. High speed 1080p, 3D-compliant HDMI cable, supports 4K TV and deep colour. Ethernet/audio return, supports all HDMI audio formats. Die-cast gold-plated plug, silver-plated oxygen-free copper signal conductors. Reduced length HDMI plug for easy connection to wall-mounted screens</p>	0.75m 1.5m 2m 3m 5m 8m 10m
	<p><b>C-screen speaker cable</b>            A cable discreet enough for easy installation, with all the performance benefits that shielding can bring. C-screen is just 7mm in diameter and flexible enough to route around corners with ease. It's finished with a white outer jacket which protects the shielding and makes it virtually invisible against white skirting boards.</p>	Per m 60m reel
	<p><b>C-power</b>            Shielded to help reduce levels of noise that mask musical detail. Over-moulded plugs include a high-pressure crimping technique on the inner connections - no screws needed. Over-moulding ensures the conductors are held firmly in place and protected from mechanically induced noise.</p>	1.5m

# Clearway

Creating cost-effective cables means producing long runs that arrive on reels. It doesn't mean buying them off-the-shelf. Nor does manufacturing a cable by the kilometre mean giving up on conductor quality, choice of insulation and screening materials or the accuracy of the geometry.

Hand-built in UK, the Clearway range provides optimum performance and compatibility across a wide range of audio systems, performing as though it should cost a lot more.

A multi-award-winner: What Hi-Fi? (2015, 2016, 2017) and Hi-Fi Choice/Hi-Fi News (2017), Clearway is available with a wide range of connectors for all analogue and digital applications and in custom lengths to suit.

***“If you’re spending hard-earned cash on hi-fi components, you’ll want cabling that doesn’t inhibit their performance. Chord’s Clearway might be ideal”***

Chord Clearway Analogue RCA  
What Hi-Fi?

**WHAT HI-FI?  
AWARDS 2017**

Accessories  
Best analogue interconnect £50+  
Chord Company Clearway

AVTech media  
AWARDS 2017/18

BEST INTERCONNECT CABLE  
THE CHORD COMPANY  
CLEARWAY



Clearway		length/qty
	<p><b>Clearway Analogue RCA</b>            What Hi-Fi? award winner 2017. Hand-built in the UK. ARAY geometry, conductors of heavier gauge oxygen-free copper, FEP insulation. Dual-layer, counter-wound, heavy gauge foil shielding. Fitted with Chord Company direct silver-plated VEE 3 RCA plugs.</p>	0.5m 1m custom lengths
	<p><b>Clearway Analogue DIN/DIN-RCA</b>            Ideal for Naim Audio or older Quad equipment, Clearway analogue cables are built in-house with skill and experience. Like the Clearway RCA pairs, the Clearway DIN cables use the same ARAY conductor configuration.</p>	1m custom lengths
	<p><b>Clearway subwoofer RCA</b>            The same award-winning Clearway specification and ARAY geometry. Fitted with Chord VEE 3 silver-plated RCA plugs or Neutrik silver-plated XLR connectors. Ideal subwoofer cable for mid-range surround/multi-channel systems.</p>	3m 5m custom lengths
	<p><b>Clearway Analogue XLR</b>            Clearway analogue XLR pair is fitted with Neutrik silver-plated plugs and features our unique ARAY conductor configuration. The design benefits from identical conductors for the hot, cold and earth connections.</p>	1m custom lengths
	<p><b>Clearway Digital RCA / RCA-Mini-jack / BNC</b>            75-ohm cable with Tuned ARAY conductor configuration. Available with silver-plated VEE 3 RCA plugs, silver-plated BNC connectors and/or mono mini-jacks. A favourite for miniature/portable DACs, DAPs etc.</p>	0.5m 1m custom lengths
	<p><b>Clearway speaker cable</b>            What Hi-Fi? award winner 2015/16/17. 14 AWG multi-strand oxygen-free copper conductors. FEP insulation. Conductors arranged in twisted-pair configuration. Soft PVC internal jacket and twin contra-wound foil shields to protect from high-frequency noise.</p>	Per m 60m reel

# Shawline

Shawline cables produce that wonderful sense of involvement and ease of listening that's only available with our unique Tuned ARAY cables. Hand-building and millimetre-perfect accuracy are crucial to this complex design. It proves that genuinely high-performance cables don't have to cost the earth.

Well reviewed across all media titles, the Chord Shawline range has recently expanded to include headphone cables (ShawCan) with multiple connector options to suit many types of headphone and a shielded mains cable for UK and Euro equipment - the much anticipated replacement for the Chord Power Chord.

***“An interconnect and loudspeaker cable loom that relays music without adding any colouration and at an affordable price. Highly recommended.”***

Chord Shawline Range  
Hi-Fi World



Shawline		length/qty
	<p><b>Shawline Analogue RCA</b> Affordable Tuned ARAY technology. FEP-insulated silver-plated conductors. Multiple shielding material works over a wide bandwidth and reduces mechanical noise. Chord VEE3 RCA plugs, direct silver-plated to improve signal transfer. A great all-rounder, consistently well reviewed by the hi-fi press.</p>	0.5m 1m custom lengths
	<p><b>Shawline Analogue 2RCA-DIN / DIN-DIN / DIN-XLR</b> Well suited to Quad and Naim systems. Same high-performance specification as the RCA version. Optimised to work with all permutations of DIN/RCA/XLR connectors, including SNAIC configuration for NAP250/300/500.</p>	1m custom lengths
	<p><b>Shawline Analogue subwoofer</b> Silver-plated conductors, FEP insulation and high-frequency effective, multi-layer shield. Fitted with Chord VEE 3 direct silver-plated RCA plugs. Features Tuned ARAY conductor geometry. Available with RCA or XLR plugs to suit.</p>	3m 5m custom lengths
	<p><b>Shawline Analogue XLR</b> All Tuned ARAY cables require a high degree of precision, only achieved with painstaking hand assembly. An upside of this process, is that it allows us to add the extra conductors needed to build an exceptional XLR cable.</p>	1m custom lengths
	<p><b>Shawline ShawCan headphone cable</b> High-quality carbon-composite shielding, PTFE insulation and acoustic-dampening outer braid to reduce mechanical handling noise. Can be supplied with a wide variety of headphone connectors to suit most makes/models.</p>	1m custom lengths
	<p><b>Shawline Digital RCA / USB / BNC</b> Hearing what the bass and drums are doing is great, but it's pointless if they're not doing it together. The Shawline Digital brings coherence to the detail. A redesign of Shawline Analogue, but with the same Tuned ARAY conductor configuration. Fitted with silver-plated Chord VEE3 RCA or BNC plugs.</p>	0.5m 1m custom lengths
	<p><b>Shawline Streaming</b> High-speed, silver-plated copper conductors, individually shielded, twisted conductor pairs with overall shield. FEP insulation, 24ct. gold-plated signal contacts, over-moulded shielded zinc plug surround. Custom lengths built to order.</p>	0.75m 1.5m 3m 5m custom lengths
	<p><b>Shawline speaker cable</b> Silver-plated, 16 AWG high-purity oxygen-free copper. PTFE insulation. Similar spec to the famous Chord Rumour, but enhanced with high-density, dual-layer shielding and PVC internal jacket to reduce mechanical noise.</p>	Per m 60m reel
	<p><b>Shawline Power</b> A high-specification mains cable ARAY design that evolved from the previous Power Chord. It now features an improved, thicker stranded conductor. The shielding also benefits from a redesigned, higher gauge braid wire</p>	1m 1.5m 2m custom lengths

# Epic

Tuned ARAY cables share common characteristics – neutrality and an ability to carry high levels of detail without losing musical coherence.

The Epic is similar in design to Shawline, but with heavier gauge conductors and improved shielding, capable of bringing a new level of detail and involvement - even to audio equipment better known for its analytical rather than musical performance.

***“I am rewarded with a sound from my system that feels open and effortless. In particular, vocals seem to have more detail and all the nuances of expression (including the odd intake of breath) are very evident. Bass is really well controlled and tight, while timing is excellent. To sum up these cables in one word, they are ‘musical’ ”***

Chord Epic speaker cable  
Hi-Fi Choice



Epic		length/qty
	<p><b>Epic Analogue RCA</b> Tuned ARAY conductor geometry. Similar to Shawline but with heavier gauge silver-plated, multi-strand, oxygen-free copper conductors and a higher volume of PTFE insulation. Detailed performance, but conveys the extra information with coherence. Genuinely musical and involving sound.</p>	<p>0.5m 1m custom lengths</p>
	<p><b>Epic Analogue Subwoofer</b> High-quality subwoofer cable. Available in 3m and custom lengths/terminations to order. Designed to complement the Epic range and enhance any high-spec music/TV/movie/game/multi-channel system.</p>	<p>3m custom lengths</p>
	<p><b>Epic Analogue XLR pair</b> Hand-built with the same materials as Epic RCA. Design adapted to include an extra conductor to produce the optimum (neutral, transparent) performance for XLR-fitted equipment.</p>	<p>1m custom lengths</p>
	<p><b>Epic Digital RCA / BNC</b> 75-ohm silver-plated conductors and combination foil/braid screen gives 95% coverage. Listen for better stated rhythm and the critical micro details that mean so much to music. Also available fitted with BNC connectors.</p>	<p>1m custom lengths</p>
	<p><b>Epic Streaming</b> Developed for and tested with digital audio streamers. High-quality silver-plated conductors, high-speed insulation materials, high-density separate pair /overall shielding. Tuned ARAY conductor geometry. Precision RJ45 connectors, modified to allow direct soldering of conductors to contact pins.</p>	<p>1m custom lengths</p>
	<p><b>Epic speaker cable</b> Based on the multi-award-winning Chord Odyssey speaker cable. 12 AWG oxygen-free copper negative and positive conductors, silver-plated and insulated with PTFE. High-frequency combination shield of overlapped high-density foil and 93% coverage metal braid. Outer PVC jacket provides mechanical damping.</p>	<p>Per m 60m reel</p>
	<p><b>Epic Reference speaker cable</b> Similar spec to Epic, but further enhanced with separately shielded positive and negative conductors. Optimum twist applied before secure clamping. Built to order in terminated sets with our latest design 4mm/spade/custom connectors.</p>	<p>1.5m pair 3m pair 5m pair custom lengths</p>

# Signature

Launched in 1998 and the first Chord Company interconnect to use seriously effective high-frequency shielding. Signature was the result of intensive research into combatting interference and this has influenced every cable the company has developed since.

Then Tuned ARAY arrived. Possibly the most profound advance in cable design ever made. Released at the time with little fanfare, Sarum Tuned ARAY flew on its own.

As Sarum and Signature cables were assembled by hand, a Signature Tuned ARAY range (with a conductor redesign) was suddenly possible. The result was a revelation in musical coherence, putting the performance first and hearing the music before the recording and mastering.

*“The pieces sounded far more natural and flowing...  
...The harmonics were so successfully decoded that it was like listening to a more life like rendition of the music”.*

Chord Signature  
(Best Interconnect)  
Hi-Fi World



Chord Signature		length/qty
	<p><b>Signature Analogue RCA (incl. tonearm cable)</b> Hi-Fi World award winner 2014. Separately shielded, silver-plated conductors. Tuned ARAY conductor geometry. PTFE insulation. Dual-layer foil and high-density braid. Shielding effective to very high frequencies. FEP conductor outer jackets. High-performance Chord PTFE plug surrounds. Tonearm version from 1.2m, fitted with straight or right-angle connectors.</p>	<p>1m custom lengths</p>
	<p><b>Signature Analogue 2RCA-DIN / DIN-DIN / DIN-XLR</b> Brings major improvements to Naim DIN-connected systems. Also available in various DIN to XLR configurations to suit Naim NAP250/350/500 combinations.</p>	<p>1m custom lengths</p>
	<p><b>Signature Analogue Subwoofer</b> Dedicated Signature subwoofer cable, designed for mid-to high-end surround/multi-channel systems. Available to order in custom lengths and a variety of terminations.</p>	<p>3m custom lengths</p>
	<p><b>Signature Analogue XLR</b> Two signal wires carry the hot (in phase) and cold (out of phase) signals, with a third identical conductor to carry the earth/return signal. This takes the shield out of the circuit, reducing unwanted interference.</p>	<p>1m custom lengths</p>
	<p><b>Signature Digital RCA / BNC / XLR (AES/EBU)</b> Super ARAY conductor geometry, fitted with PTFE RCA plug surrounds and/or high-quality silver-plated 75-ohm BNC plugs. AES/EBU version also available.</p>	<p>1m custom lengths</p>
	<p><b>Signature USB</b> Four separately shielded, silver-plated conductors insulated with PTFE. Fitted with dual layer high-frequency effective shielding and Tuned ARAY conductor geometry. The 5V cables are pure copper with gas-foamed polyethylene insulation and high-density braided shield. All connections are soldered. USB plugs are silver-plated to our specification in the UK.</p>	<p>1m custom lengths</p>
	<p><b>Signature Streaming</b> Precision RJ45 connectors (gold-plated contacts and soldered conductors) are used, along with the unique hard skin insulation. Heavy-gauge silver-plated conductors and an effective shielding system. Super ARAY conductor geometry – developed specifically for streaming cables.</p>	<p>1m custom lengths</p>
	<p><b>Signature Reference speaker cable</b> The latest version of what was our first shielded speaker cable. An instant success when launched and still a hi-fi press champion. Individually shielded, silver-plated high-purity oxygen-free copper conductors, PTFE insulation, twisted and clamped. Every set built to order. Standard colours are red and black or all-black. Custom colours on request.</p>	<p>1.5m pair 3m pair 5m pair custom lengths</p>
	<p><b>Signature speaker links</b> Designed to replace the pressed-metal versions used to bridge inputs on bi-wireable speakers. Easy to fit and can bring startling improvements to sound quality. Design is based closely on Chord Signature speaker cable but will work with any speaker cable.</p>	<p>Per set of 4 custom lengths</p>
	<p><b>Signature ARAY power cable</b> Mains plug features heavily silver-plated contacts and silicone damping to minimise vibration between the top and bottom section of the assembly. More silver-plating on the IEC. High-density braid. ARAY conductor configuration. 95% coverage, dual-layer shield.</p>	<p>1m custom lengths</p>



# Sarum T

Making Taylor® performance more affordable. Combining Taylor®-insulated conductors, a refined geometry and advanced Super ARAY technology, Sarum T offers a huge leap forward in musical performance. It offers the same natural sense of rhythm, pace, musical energy and presence that defines ChordMusic, but in a simplified design that costs considerably less.

Original Sarum cables can be upgraded to full Sarum T specification, with dramatic lifts in performance.

*“It’s rare that something truly different comes along in the world of loudspeaker cables...”*

*...easily as good as some much more expensive rivals, being open, uncoloured and superbly natural – letting you hear the sound of your amplifier and loudspeakers as they should be.”*

Chord Sarum T  
(Best Speaker Cable)  
Hi-Fi World



Sarum T		length/qty
	<b>Sarum T Analogue RCA</b> (incl. tonearm cable from 1.2m)	1m custom lengths
	<b>Sarum T Analogue 2RCA-DIN / DIN-DIN / DIN-XLR (SNAIC)</b>	1m custom lengths
	<b>Sarum T Analogue XLR</b>	1m custom lengths
	<b>Sarum T Digital RCA / BNC / XLR (AES/EBU)</b>	1m custom lengths
	<b>Sarum T USB</b>	1m custom lengths
	<b>Sarum T Streaming</b>	1m custom lengths
	<b>Sarum T speaker cable</b>	1.5m pair 3m pair 5m pair custom lengths
	<b>Sarum T speaker links</b>	Per set of 4 custom lengths
	<b>Sarum T power cable</b>	1m custom lengths

The insulation material next to the signal-carrying wires has a significant impact on the final accuracy and performance of the cable.

Following the introduction of our phase-stable insulation (Taylor®) via our flagship, no-compromise ChordMusic range, it became clear that we could also offer a simpler range of cables but still use the Taylor dielectric.

The Sarum T cable range was the result. This replaced the previous Sarum range. The musical improvements were so marked that we felt it was important to offer this Taylor® upgrade to our existing Sarum owners. To this end we are operating an upgrade scheme in conjunction with our retailers.

In terms of musical performance, the Sarum T is much closer to ChordMusic than the previous Sarum range. It highlights how sensitive human hearing is to phase. The Sarum T is highly shielded but not to the same “no compromise” extent used with ChordMusic. This allows us to pass on significant savings to the music lover.

At this level of performance we recommend arranging a demonstration (at your nearest Chord Company retailer) to hear the difference that this range of cables can make to your enjoyment. If you are fortunate enough to already own one of our Sarum cables take it with you to enable a direct comparison, before arranging an upgrade.

# ChordMusic

Our mission is to make cables that carry analogue or digital signals as accurately as possible and to ensure that we never lose sight of the real joy of musical involvement. The emotional connection, a feeling of “being there”, timbre, melody and rhythm. Most of all, the profound sense of satisfaction and well-being that listening to music can bring.

ChordMusic cables can do this, thanks to a combination of advanced shielding materials, expertly engineered connectors, unique Super ARAY conductor technology and our exclusive Taylon® insulation. No amount of tech-talk can do it justice! We strongly recommend you book a demonstration and hear it for yourself.

***“the sound became more natural, real and as you might expect, more musical.”***

Chord ChordMusic range  
**The Ear**

HiFi音響  
review

**P**roducts  
of the year **2016**

Speaker Cable

The Chord Company ChordMusic

ChordMusic		length/qty
	<b>ChordMusic Analogue RCA</b> (incl. tonearm cable)	1m custom lengths
	<b>ChordMusic Analogue 2RCA-DIN/DIN-DIN/DIN-XLR (SNAIC)</b>	1m custom lengths
	<b>ChordMusic Analogue XLR pair</b>	1m custom lengths
	<b>ChordMusic Digital RCA / BNC / XLR (AES/EBU)</b>	1m custom lengths
	<b>ChordMusic Streaming</b>	1m custom lengths
	<b>ChordMusic speaker cable</b>	1.5m pair 3m pair 5m pair custom lengths
	<b>ChordMusic speaker links</b>	Per set of 4 custom lengths
	<b>ChordMusic power cable</b>	1m custom lengths

The ChordMusic range represents the very best we can offer. At its heart lies our revolutionary Tylon® insulation material. Before the advent of this material, our best insulation was dry nitrogen foamed PTFE (Teflon™). PTFE has been the “go to” insulation material at Chord Company for many years and is still used in a lot of our cables. It does however have one major weakness in that it is not phase stable at room temperatures. Unfortunately this is an area where human hearing is extremely sensitive. Tylon® eliminates this problem. The musical improvement is spectacular in virtually every aspect of the performance.

So significant was this improvement, that we felt it deserved a new design and flagship range. The results were spectacular and culminated in the 2015 launch of the ChordMusic range. Every cable is hand-built at Chord Company by our most experienced technicians. The build times are long with extreme care spent over every aspect of the assembly. The finished cables are then individually listened to before being packed and despatched.

These cables are not cheap and represent a not insignificant investment, finding their way into only the most advanced audio systems.

Why do we produce cables at this level? The answer is quite simple - it is only during the development process of the very high-end cables that we learn the most about cable design. Tylon® has exposed areas of performance previously masked by phase issues. This increased resolution allows us to produce better cables that can be enjoyed at more affordable budget levels. A bit like Formula 1 racing - few people buy these cars but a lot of the advanced technology trickles down into the cars that we all use.

If your system merits cables at this level or even if you are just interested in hearing how good a system can sound, then we urge you to audition the relevant models at your retailer or in your home system.

ChordMusic is carried by a few select dealers worldwide. Contact us or your Chord Company distributor for more information.



## Installation

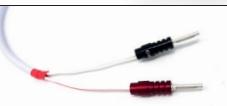


## Silent Mounts



## Instrument



Installation cable		length/qty
	<p><b>Leyline LS0H speaker cable</b> Cost-effective, high-performance, easy install multi-room speaker cable. Leyline is also perfect for rear and surround speakers in home cinema set-ups and audio systems needing long runs.</p>	per m 100m reel
	<p><b>Sarsen speaker cable</b> Near-invisible speaker cable that won't spoil the sound of a decent hi-fi system. Flexible enough to fit between carpet and skirting board. Perfect for music lovers who think speaker cable should be heard and not seen.</p>	per m 100m reel
	<p><b>Rumour speaker cable</b> 6mm diameter, neutral and natural speaker cable. Part of our speaker cable range for 20+ years. Good enough to find its way into everything from lifestyle to seriously high-end audio systems.</p>	per m 60m reel
	<p><b>Odyssey speaker cable</b> A heavier gauge version of Chord Rumour. Higher performance that brings control to pretty much any pair of speakers</p>	per m 60m reel
	<p><b>ChordOhmic 4mm plug termination kit</b> Sometimes it's not possible to use a pre-terminated speaker cable. Next best option is a set of our unique design 4mm banana plugs. High performance silver-plated copper.</p>	Set of 4

Silent mounts (loudspeaker/equipment isolation mounts)		length/qty
	<p><b>Silent Mount (stainless steel)</b> 4 x stainless steel spike mounts for racks or loudspeakers. Hand-crafted in Japan. Available in 50mm and 70mm diameter (for larger, heavier items).</p>	4 x 50mm dia 4 x 70mm dia
	<p><b>Silent Mount (titanium)</b> 4 x titanium spike mounts for racks and components. Hand-crafted in Japan. 50mm diameter.</p>	4 x 50mm dia

Cream instrument cable		length/qty
	<p><b>Cream instrument cable</b> A well designed, hand-built cable while most other instrument cables are cheap and pretty dreadful. If you want to hear more of what you're playing, Cream is the cable to use. Available with straight or right-angle jacks in 3m, 6m or custom lengths. Patch leads also available.</p>	3m 6m patch lead custom lengths
	<p><b>Epic head-to-stack cable</b> The finest way of connecting your guitar amp to the speaker cabinet. Do not use instrument cable as it will sound poor and possibly damage your equipment. Available with jack, XLR and Speakon connectors</p>	1m custom lengths

For in-depth product information, technical advice  
or to find your nearest Chord Company stockist  
and arrange a demonstration, please visit:

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

or follow us on:



YouTube™



The background of the entire image is a stylized, geometric representation of the Union Jack flag. It consists of large, overlapping triangular and quadrilateral shapes in the colors of the flag: red, white, and navy blue. The lines are thick and the overall effect is modern and graphic.

Hand built in England  
by music lovers

Enjoyed by music lovers  
all over the world

**CHORD**<sup>TM</sup>  
COMPANY

Award-winning Chord Company cables. Designed/built in England since 1985



Find your nearest retailer at [www.chord.co.uk](http://www.chord.co.uk)  
and arrange a hassle-free listening session or  
even a loan cable to try at home..

