

Cables 2020

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COMPANY





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DIGITAL

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READY

Multi-Room

Output 1

IR1

IR3

Output 2

IR2

Input 6

Input 1 Balanced Audio

Left

Right

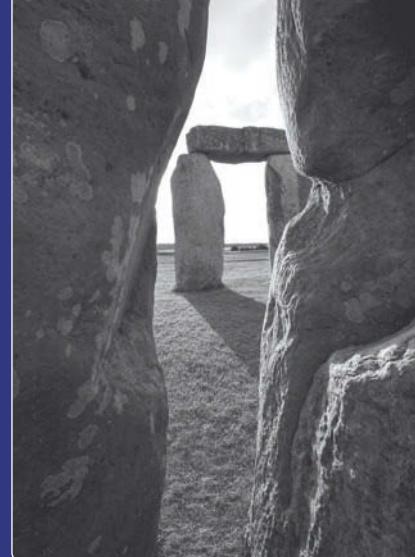
Right

Input

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.

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 is internationally renowned for creating high-performance, value-for-money products to suit any level of system or budget.



Index

2	About us
4	How do you listen to music?
6	Our unique technology
10	Cable ranges explained:
12	C-series
14	Clearway
16	Shawline
18	Epic
20	Signature
22	Sarum T
24	ChordMusic
26	Custom install cable
	Instrument cable
	Silent Mounts



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 and music-lovers are perfectionists and having a company full of them means our product development and quality control departments (and all points between) are well covered.

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 it.

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 a product/range 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.

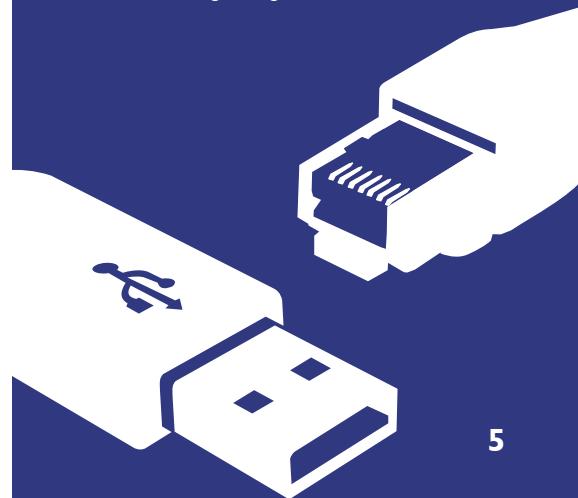
Digital connections

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. There are pros and cons for each method. We suggest that where possible, using the lightweight BNC connectors should be your first choice, with XLR or RCA 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.





Unique technology

We go to great lengths (and precise tolerances) to produce our class-leading cables. From the smallest component 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, Tylon® insulation, advanced shielding materials and our ground-breaking connector designs.

ChordOhmic crimp-on speaker connectors



Crimping is the termination standard for all high-spec applications. Silver-plated ChordOhmic plugs are optimised to give a superior long-term connection over the soldered equivalent. Our factory-standard service is now available in-store at selected Chord Co retailers.

For many years, we have been using silver-plated copper conductors in our designs, often paired with silver-plated plugs/connectors. The use of silver in cables can be misunderstood, as many people still associate it 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!

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 suggested 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.

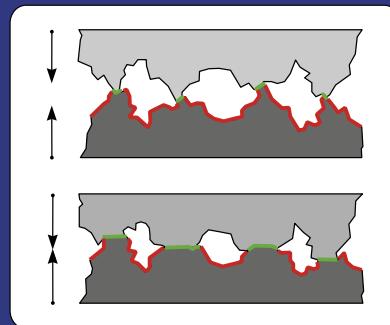
What about tarnish?

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.

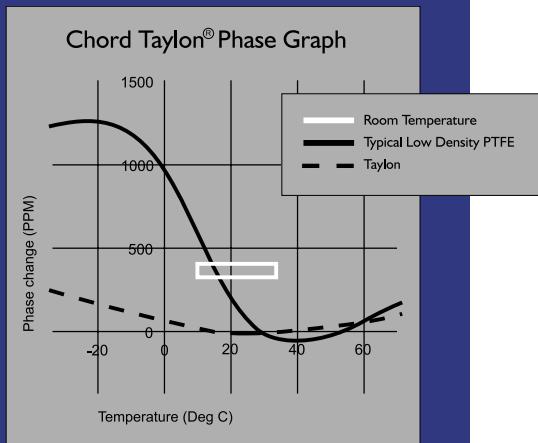
Although tarnished silver is not the nicest thing to look at (on ornaments or cutlery), electrically, it is less troublesome.

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!

2015 saw the introduction of a new, high-technology successor to PTFE called Taylor®. This material led to the creation of our flagship ChordMusic range which 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 ChordMusic, the SarumT cables completely outperformed the previous 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.

In 2018, with material technology constantly developing and improving, we added other high-spec alternatives to PTFE, such as XLPE, allowing us to make improvements where the prohibitive cost of Taylor® prevents its use, letting the Signature, Epic and Shawline ranges get the benefit.

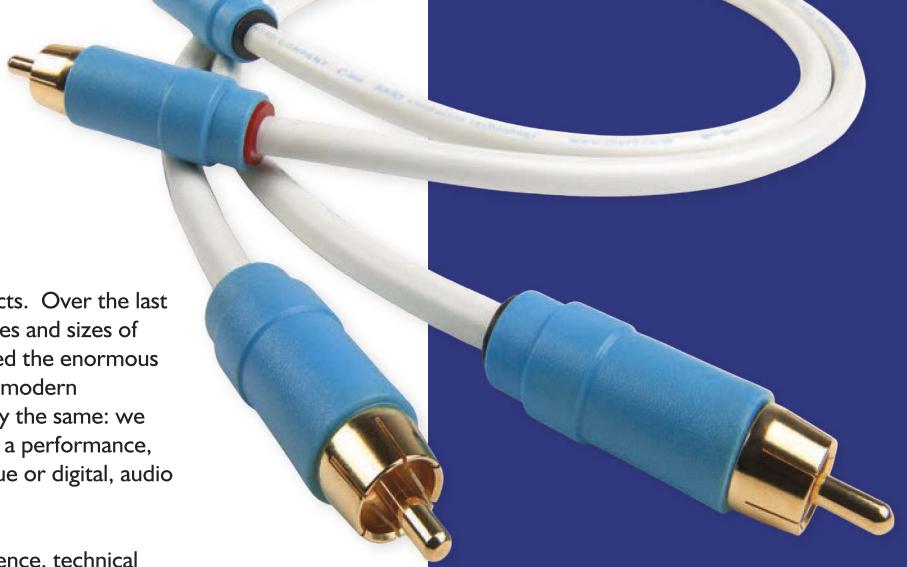
Unique ARAY technology

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.



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.

Not only is ARAY technology great news for the high-end /audiophile community - rationalised versions of this revolutionary design 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.

Three steps to heaven

- **Perform:** *[step onto the stage of real hi-fi]*
- **Studio:** *[refined technology, with multiple custom options]*
- **Master:** *[ultimate performance, bespoke audiophile cables]*



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

As with any 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 should, with the assistance of our select retailers, help you make the right connection with your music.

	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	●	●	●	●	●	●	●	●	●	●		●		●	●	●	●			●	●	●	

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?



C-series		Length
	<p>C-line Analogue RCA What Hi-Fi? award winner 2015/16/17/18. 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. Turntable compatible.</p>	0.5m 1m 2m 3m
	<p>C-sub RCA subwoofer Discreet, 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>C-digital RCA 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>C-lite optical 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. Available: Toslink-Toslink, mini-jack to mini-jack, Toslink-mini-jack</p>	15cm 30cm 1m 2m 3m 5m 8m 10m
	<p>C-USB 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>C-stream 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>C-view HDMI 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>C-screen speaker cable A discreet and easy to fit cable, but with the performance benefits of shielding. 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. Available with factory-fitted ChordOhmic silver-plated speaker connectors.</p>	Avail per m or in terminated sets
	<p>C-power 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, 2018, 2019) 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 2019

Accessories

Best analogue interconnect over £50
Chord Company Clearway Analogue RCA

WHAT HI-FI?
AWARDS 2017

Accessories
Best speaker cable
Chord Company Clearway

AVTech media
AWARDS 2017/18

BEST INTERCONNECT CABLE
THE CHORD COMPANY
CLEARWAY



Clearway		Length/qty
	<p>Clearway Analogue RCA What Hi-Fi? award-winner 2017 and 2018. 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. Turntable compatible. Also available fitted with a stereo mini-jack connector.</p>	0.5m 1m Custom lengths
	<p>Clearway Analogue DIN/DIN-RCA 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>Clearway subwoofer RCA The same award-winning Clearway specification and ARAY geometry. Ideal subwoofer cable for mid-range surround/multi-channel systems. Fitted with Chord VEE 3 silver-plated RCA plugs. Custom terminations and lengths available.</p>	3m 5m Custom lengths
	<p>Clearway Analogue XLR 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>Clearway Digital RCA / RCA-Mini-jack / BNC 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>ClearwayX speaker cable What Hi-Fi? award-winner 2015/16/17. 14 AWG multi-strand oxygen-free copper conductors. XLPE insulation. Conductors arranged in twisted-pair configuration. Soft PVC internal jacket and twin contra-wound foil shields to protect from high-frequency noise. Available with factory-fitted ChordOhmic silver-plated speaker connectors.</p>	Avail per metre or in terminated sets



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 plus 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>Shawline Analogue RCA Unique 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. 2 RCA to stereo mini-jack version also available.</p>	0.5m 1m Custom lengths
	<p>Shawline Analogue 2RCA-DIN / DIN-DIN / DIN-XLR 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 Naim NAP250/300/500.</p>	1m Custom lengths
	<p>Shawline Analogue subwoofer 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>Shawline Analogue XLR All Tuned ARAY cables require a high degree of precision, only achieved with painstaking hand-assembly. The 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>Shawline Digital RCA / USB / BNC / AES/EBU 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.</p>	0.5m 1m Custom lengths
	<p>Shawline Streaming 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>ShawlineX speaker cable Silver-plated, 16 AWG oxygen-free copper. Similar spec' to the famous Chord Rumour (now RumourX), but enhanced with high-density, dual-layer shielding, LS0H internal jacket and PVC outer jacket to reduce mechanical noise. Available with factory-fitted ChordOhmic silver-plated speaker connectors.</p>	Avail per m or in terminated sets
	<p>Shawline Power A high-specification mains cable design that evolved from the previous Power Chord, now featuring an improved, thicker stranded conductor. The shielding also benefits from a redesigned, higher gauge braid wire. Also available in custom lengths, 10 or 16 amp IEC and can be supplied with European (Schuko), USA or Australian mains plugs.</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>Epic Analogue RCA Tuned ARAY conductor geometry. Similar to Shawline but with heavier gauge silver-plated, multi-strand, oxygen-free copper conductors and FEP insulation. Detailed performance, but conveys the extra information with coherence. Genuinely musical and involving sound.</p>	<p>0.5m 1m Custom lengths</p>
	<p>Epic Analogue RCA-DIN / DIN-DIN / DIN-XLR Low noise high bandwidth shielding ensures maximum benefit from the latest DR upgrades that have been so successfully introduced into Naim Audio products. The new design and Tuned ARAY geometry of Chord Epic DIN delivers the rhythm, groove and soul of the music.</p>	<p>1m Custom lengths</p>
	<p>Epic Analogue Subwoofer 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 5m Custom lengths</p>
	<p>Epic Analogue XLR pair Hand-built with the same internal conductors 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>Epic Digital RCA / BNC Silver-plated, Tuned ARAY conductors and dual-foil screen. 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 1m BNC-BNC Custom lengths</p>
	<p>Epic USB Hand-built USB cable, designed to bridge the gap between the Shawline and Signature ranges . Benefits from the unique Chord Co Tuned ARAY conductor technology and enhanced screening/shielding materials that help to reduce interference.</p>	<p>1m Custom lengths</p>
	<p>Epic Streaming 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>EpicX speaker cable Based on the multi-award-winning Chord Odyssey speaker cable. 12 AWG oxygen-free copper negative and positive conductors, silver-plated and insulated with XLPE. High-frequency combination shield of overlapped high-density foil and tight-weave metal braid. Outer PVC jacket provides mechanical damping. Available with factory-fitted ChordOhmic silver-plated speaker connectors.</p>	<p>Avail per m or in terminated sets</p>
	<p>EpicXL speaker cable Similar specification to Epic speaker cable, but further enhanced with separately shielded positive and negative conductors. Optimum twist applied before secure clamping. Built to order in terminated sets. Available with factory-fitted ChordOhmic silver-plated speaker connectors.</p>	<p>Terminated sets from 1.5m</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>Signature Analogue RCA (incl. tonearm cables) 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>Signature Analogue RCA-DIN / DIN-DIN / DIN-XLR Brings major improvements to Naim DIN-connected systems. Redesigned internal conductors. Can bring smaller Naim systems alive in the same way Sarum transforms their bigger systems. Also available in various DIN to XLR configurations to suit Naim NAP250/300/500 combinations.</p>	<p>1m Custom lengths</p>
	<p>Signature Analogue Subwoofer 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 5m Custom lengths</p>
	<p>Signature Analogue XLR 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>Signature Digital RCA / BNC / XLR / AES/EBU 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>Signature USB Four separately shielded, silver-plated bi-conductors, insulated with PE/LDPE/PE TRI. Fitted with dual-layer high-frequency effective shielding and Super ARAY conductor geometry. The 5V cables are silver-plated copper with tri-layer PE/LDPE/PE insulation and foil shield. All connections are soldered. USB plugs are silver-plated to our specification in the UK.</p>	<p>1m Custom lengths</p>
	<p>Signature Streaming 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>SignatureXL speaker cable 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, XLPE insulation, twisted and clamped. Built to order in terminated sets. Standard colours are red and black or all-black. Available with factory-fitted ChordOhmic silver-plated speaker connectors.</p>	<p>Terminated sets from 1.5m</p>
	<p>Signature speaker links 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. Available with factory-fitted ChordOhmic silver-plated speaker connectors.</p>	<p>4x spade to 4mm 4x spade to spade</p>
	<p>Signature ARAY power cable 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. Also available in custom lengths, 10 or 16 amp IEC and can be supplied with European (Schuko), USA or Australian mains plugs.</p>	<p>1m Custom lengths</p>

Sarum T

Making Teylon® performance more affordable. Combining Teylon®-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
	<p>Sarum T Analogue RCA Common to the entire Sarum T portfolio, the unique Chord Company Tylon® insulation brings the proven advantages of phase stability to a far more affordable price point. Unique Super ARAY conductor geometry and high-performance Chord Company PTFE plug surrounds ensure Sarum T comes a close second to the flagship ChordMusic. Also available as a tonearm version (from 1.2m)</p>	<p>1m Tonearm 1.2m Custom lengths</p>
	<p>Sarum T Analogue 2RCA-DIN / DIN-DIN / DIN-XLR (for Naim NAP250/300/500) The benefits of the Chord Company Tylon®-insulated analogue interconnects optimised for a wide variety of partnering equipment, including Naim Audio and Quad. The flexible range of connectivity options helps enable all electronics to be connected with Sarum T consistently, however they are configured. Also includes Naim's SNAIC configuration.</p>	<p>1m Custom lengths</p>
	<p>Sarum T Analogue XLR Hand-made construction, like its range stablemates, the Sarum T design and its myriad benefits make for an exceptional XLR cable. The hand-building process allows the factory technicians to carefully adapt the conductor layout for the XLR configuration. High-performance plugs offer a reassuringly secure connection to a standout balanced cable.</p>	<p>1m Custom lengths</p>
	<p>Sarum T Digital RCA / BNC / XLR (AES/EBU) The proprietary Chord Company Tylon® insulation and Super ARAY conductor technology is as relevant in digital cables as it is analogue – possibly more so, given the growing amount of digital sources. Trust Sarum T Digital with signal-carrying duties for complete assurance of unadulterated transfer to and from digital devices without phase issues compromising sound quality.</p>	<p>1m Custom lengths</p>
	<p>Sarum T USB Increasingly the darling of digital transfer, USB cables built with Sarum T technologies deliver digital music at the highest level, surpassed only by the flagship ChordMusic USB. UK-made silver-plated USB plugs built to Chord Company's specification ensure perfect synergy with the hand-made interconnect which features four separately shielded silver-plated conductors, protected with our advanced Tylon® insulation for unrivalled phase stability.</p>	<p>1m Custom lengths</p>
	<p>Sarum T Streaming Protecting digital source signals is vitally important and Sarum T Streaming brings the advanced phase stability of our unique Tylon® insulation to streaming devices everywhere. Further enhancements include precision-made RJ45 connectors with gold-plated conductors and soldered conductors, plus streaming-specific Super ARAY conductor geometry to ensure the benefits of this unique technology are fully delivered when music streaming at the highest quality.</p>	<p>1m Custom lengths</p>
	<p>Sarum T speaker cable The award-winning Sarum speaker cable evolved for the Tylon®-era. The original was designed to do nothing: neither add or subtract from the signal and Sarum T speaker progresses the original brief, adding new materials and techniques to advance its capabilities. Recent upgrades include the new ChordOhmic silver-plated loudspeaker plugs, a dedicated clamp, silver-plated ribbon braid and a heavy foil shielding – all part of our ongoing obsession with preventing high-frequency noise from disrupting delicate, complex music signals.</p>	<p>Terminated sets from 1.5m</p>
	<p>Sarum T speaker links High-performance bi-wire speaker links to optimise performance where bi-wire speaker block terminals are used. Fitted with the next-generation, high-performance ChordOhmic banana plugs and spade connectors, the Sarum T speaker links ensure every drop of performance is extracted from both the speakers and the connecting cable.</p>	<p>4x spade to 4mm 4x spade to spade</p>
	<p>Sarum T power cable The perfect complement to Sarum T signal-carrying products, the power cable provides a super-high-quality build, with uncompromising materials and shielding to minimise the noise floor and add nothing to the musical performance. All the internal elements use Tylon® to their best advantage, bringing peace of mind when it comes to supplying expensive electronics with essential power. Also available in custom lengths, 10 or 16 amp IEC and can be supplied with European (Schuko), USA or Australian mains plugs.</p>	<p>1m Custom lengths</p>

ChordMusic

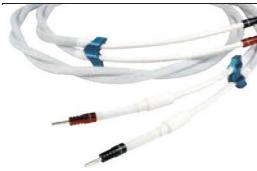
Our mission is to make cables that carry analogue or digital signals as accurately as possible and to ensure that we never lose sight of the real joy of musical involvement. The emotional connection, a feeling of “being there”, timbre, melody and rhythm. Most of all, the profound sense of satisfaction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

ChordMusic’s prowess comes from a combination of advanced shielding materials, expertly engineered connectors, unique Super ARAY conductor technology and our exclusive Taylor® insulation - but 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



ChordMusic		Length/qty
	<p>ChordMusic Analogue RCA The most advanced Chord Company analogue interconnect in the company's history; the flagship analogue product for uncompromising signal transfer. At its heart lies the proprietary Taylor® phase-stable insulation, a specifically customised version of our unique Super ARAY conductor, plus the finest materials and craftsmanship available. Each cable is built by hand to order. 1.2m tonearm options also available.</p>	<p>1m Tonearm 1.2m Custom lengths</p>
	<p>ChordMusic Analogue 2RCA-DIN/DIN-DIN/DIN-XLR (for Naim NAP250/300/500) With a variety of termination options available for the flagship analogue cable, all manner of high-performance systems and equipment can benefit from the very best Chord Company cabling. The ChordMusic analogue (and digital) cables are designed to carry signals as accurately as possible, whatever the connection terminating the cable. Unique SNAIC terminations for Naim Audio are available, along with DIN for a wide range of specialist equipment.</p>	<p>1m Custom lengths</p>
	<p>ChordMusic Analogue XLR pair With much high-end audio equipment also offering balanced connectivity options, ChordMusic XLR is an obvious choice. Hand-built to order, a process which allows the XLR wiring configuration to be carefully implemented, the balanced cable is the finest example of its kind in the portfolio. Taylor® phase-stable insulation perfectly complements the unique Super ARAY conductor technology which lends itself especially well to the longer cable runs typical of balanced cables.</p>	<p>1m Custom lengths</p>
	<p>ChordMusic Digital RCA / BNC / XLR (AES/EBU)/USB The finest coaxial digital cable in the portfolio, ChordMusic Digital delivers the finery of binary in its full undiluted glory. A digital cable that neither adds or extracts to the signal, it's a digital cable that carries music with a degree of accuracy that makes it as thrilling and profound as the analogue cables. Electrical digital never sounded so good.</p>	<p>1m Custom lengths</p>
	<p>ChordMusic Streaming The key to discovering just how good digital music streaming can be, ChordMusic Streaming cable delivers the very best performance to and from streaming-enabled hardware, where the preservation of the original file is of utmost importance. ChordMusic's various technologies align for high-end audio streaming, bringing the benefits of the flagship Taylor® insulation and the Super ARAY conductor configuration to all the music in the world.</p>	<p>1m Custom lengths</p>
	<p>ChordMusic speaker cable High-end loudspeakers are a significant audio investment and feeding them with the best quality signal from the amplifier is critical for performance; this is where ChordMusic speaker cable can help. The finest Chord Company speaker cable in over three decades, the introduction of the phase-stable Taylor® insulation produces the most natural and uncoloured speaker cable possible. ChordMusic was the first to be fitted with Tuned ARAY conductor geometry and like the interconnects, the clarity and transparency benefits were obvious. ChordMusic allows speakers to breathe and deliver the performance they were engineered to produce.</p>	<p>Terminated sets from 1.5m</p>
	<p>ChordMusic speaker links With most high-end speakers worthy of ChordMusic speaker cable having multiple drivers and bi- or even tri-wiring options, ChordMusic bi-wire speaker links provide a suitably high-end solution to the basic get-you-started linking pins provided with the speaker terminal blocks. Designed to perfectly complement the speaker cables, the bi-wire links help deliver the full performance capability of the cable engineering.</p>	<p>4x spade to 4mm 4x spade to spade</p>
	<p>ChordMusic power cable The flagship power cable, ChordMusic Power contains all of Chord Company's 'mains' cable know-how, gained over 35 years of UK cable manufacturing. It offers the highest possible level of materials and build techniques and is hand-crafted to ensure partnering electronics perform at their optimum. A hybrid design using differing internal cables, shielding and ARAY configurations, enormous attention has been focussed on materials and shielding to ensure the lowest possible noise floor on the earth conductor. All the internal elements use Taylor® and this insulation, combined with the optimum shielding design, redefines the musical performance thought possible. Available in custom lengths, 10 or 16 amp IEC and can be supplied with European (Schuko), USA or Australian mains plugs.</p>	<p>1m Custom lengths</p>

WHAT HI-FI?
★★★★★
AWARDS 2019

Accessories
Best speaker cable over £15/m
Chord Company Rumour X



Custom install cable & connectors

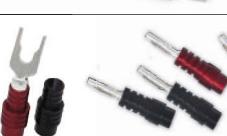


Silent Mounts



Instrument cable



Custom install speaker cable & connectors		Length/qty
	<p>LeylineX LS0H speaker cable Cost-effective, high-performance, easy-to-fit, multi-room speaker cable, Leyline is also perfect for rear and surround speakers in home cinema set-ups and audio systems needing long runs. XLPE insulated. LS0H certified.</p>	Avail per metre and on 100m reels
	<p>Sarsen speaker cable 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>	Avail per metre and on 100m reels
	<p>RumourX speaker cable 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. Now featuring improved XLPE insulation.</p>	Avail per metre and on 50m reels
	<p>OdysseyX speaker cable A heavier-gauge version of Chord RumourX. Higher performance that brings control to pretty much any pair of speakers. Now featuring improved XLPE insulation.</p>	Avail per metre and on 50m reels
	<p>ChordOhmic 4mm/spade speaker connectors Unique, high-performance silver-plated loudspeaker plugs. Instant audio upgrade. Designed to bring the electrical and sonic benefits of silver to speaker cables everywhere. Also available: multi-purpose, gold-plated Z-plug kits to suit budget applications (pack of 4)</p>	Avail single or in sets of 4

Silent mounts (loudspeaker/equipment isolation mounts)		Length/qty
	<p>Silent Mount (stainless steel) 4 x stainless steel spike mounts for racks or loudspeakers. Hand-crafted in Japan. Available in 50mm and 70mm diameter (for loudspeakers etc).</p>	4 x 50mm dia 4 x 70mm dia
	<p>Silent Mount (titanium) 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>Cream instrument cable A well designed, hand-built cable while most other instrument cables are cost-orientated. 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 and high-quality mic leads also available.</p>	3m 6m Patch & mic leads Custom lengths
	<p>Epic head-to-stack cable 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

8Switch

Audio grade 8 port gigabit streaming switch



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