



Hello

2016 was a fantastic year for IsoTek. We launched our most affordable high-performance power cable yet, the Initium, and expanded the modular Mosaic Series with the Genesis One. Both are proving hugely popular, contributing to a 40 per cent increase in sales for the calendar year.

In 2017, our launch schedule continues unabated. This spring sees the arrival of the second 'One' clean-power component, the Titan One, and a new, affordable, nine-outlet power conditioning block called Corvus – ideal for delivering optimised power to every component in larger audio and AV systems.

Then there's SMART Power: our innovative new range aimed at the custom installation market, with programmable app- and web-based control. Trust IsoTek to deliver the most advanced clean-power solutions

for audio and AV systems, with unique features for the smart home age (see p2 for all our latest news).

Elsewhere in this edition of PULSE, one of Germany's best-known audio magazine editors chronicles his Adventures in Power (p4), while the latest products from IsoTek's sister brand Blue Horizon are detailed on p6.

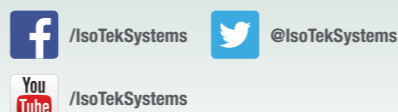
At IsoTek, we develop unique technologies to make exceptional clean-power products, each painstakingly engineered to unlock the full potential of your system by eliminating differential mode and common mode noise from the mains supply. I hope you enjoy reading about our latest happenings. Until next time... Think power, think IsoTek!

Keith Martin
Founder & Managing Director, IsoTek

Multi Award Winning Initium!
See page 3



Check out our website at
isoteksystems.com



"The IsoTek EV03 Initium is one of the most cost-effective power cable upgrades you can make. It comes highly recommended"
Hi-Fi World Magazine

"IsoTek's EV03 Initium is now our all-rounder default mains cable choice, and comes highly recommended as a result"
Hi-Fi+ Magazine



IsoTek Initium voted Power Cable of the Year in HiFi+.
See page 3

RACKING UP the plaudits

Created by IsoTek's founder and managing director Keith Martin, Blue Horizon is a brand of professional-grade, performance-enhancing audio accessories with a range that spans from spike shoes and record mats to a cable burn-in machine. While IsoTek covers power optimisation, Blue Horizon supplies essentials for other forms of system enhancement, including protection from all forms of sonically deleterious resonance.

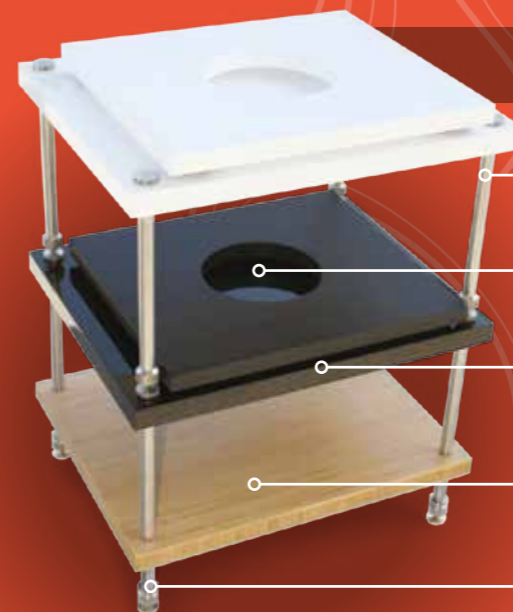
Chief among these is the P.R.S., or Professional Rack System – a hi-fi support concept that fuses carefully chosen materials, innovative engineering and a uniquely flexible design approach to control resonance across the full audio spectrum. Stainless steel rods support triple-layer bamboo shelves, available in standard or double widths to suit any audio or AV set-up, to form an attractive and adaptable support structure that can be upgraded as your system grows.

The standard P.R.S. can be upgraded in two ways. First, precision-engineered spikes can be added between each tier to further decouple the shelves. Second, Blue Horizon's Sanctum isolation platform can be added on top of the shelves.

Launched last year to great acclaim, the Sanctum combines an HDF platform with sophisticated isolation 'feet' composed of a proprietary cork/rubber/leather compound, a visco-elastic polymer, decoupled aluminium cones and brass cone shoes. The mix of materials at different ends of the elasticity spectrum, aided by the central circular cut-out to prevent standing waves in the platform itself, leads to a dramatic reduction of resonance across the audio band without the platform adding any sonic signature of its own.

Having spent the past three years perfecting the P.R.S., Blue Horizon is now ready to make the full support system available this spring. The shelves come in three colour options: black, white or natural bamboo. With the black and white options, the standard P.R.S. shelves have a gloss finish while the Sanctum platform is matt, providing an attractive contrast. Sanctum platforms can be purchased with the P.R.S. and are also available separately.

www.bluehorizonideas.com



The P.R.S. equipment support concept is available in three finish options: white, black and natural bamboo

Blue Horizon P.R.S.

Solid machined stainless steel rods provide strength and do not resonate

Circular cut-out prevents standing waves

Resonance dampened across the audio band by innovative composite material usage

Bespoke triple layer bamboo with vertically running central grain

Easily adjustable stainless steel feet

Blue Horizon RIAA Filter

Another new Blue Horizon product is the RIAA Filter. The idea is brilliantly simple: to perform at their best, phono stages need to be burnt in. Usually, the only way to do this is to play records, which is inconvenient and causes wear on your cartridge and records.

The RIAA Filter enables you to use a CD player instead; one end plugs into the RCA inputs of the phono stage and the other connects to the CD player. An MM/MC switch ensures the output signal perfectly matches your cartridge type – simply put a CD on repeat! For best results, use with the IsoTek/Blue Horizon Full System Enhancer CD, which contains a track specially designed to burn in phono stages as quickly and thoroughly as possible.



RIAA Filter – just 75mm in length

What the experts say

Blue Horizon's Sanctum isolation platform has already earned great reviews from specialist audio magazines and websites.



"I hear definite improvements, including a tightening up of the bass... The music flows more effortlessly"
Hi-Fi Choice (UK)

"Sanctum noticeably improves the sound both tonally and dynamically"
lite-magazine (Germany)

A Serious Problem

▶ We are bathed in a sea of RFI and EMI, corrupting the electricity supply and degrading sound and picture quality.

▶ All the electrical items in our homes (and our neighbours' homes) affect the supply and erode performance.

▶ As the electronic devices we use proliferate, the quality of the electricity we feed our systems continues to slide – and it's only going to get worse.

A Powerful Solution

▶ IsoTek is the world's leading manufacturer of clean-power products for audio and AV systems.

▶ IsoTek's unique technologies enhance sound and picture quality by delivering ultra-clean and stable power to audio and AV components.

▶ IsoTek products deliver class-leading protection from lightning strikes and power surges, and extend the lifespan of electronic components.



A most innovative brand

In the last edition of PULSE, we brought news of IsoTek's success in the Plus X Awards – Germany's influential consumer awards covering all kinds of products, from home appliances to sports equipment. We told of how the EVO3 Mosaic Genesis, Sequel, Sirius, Syncro and Venus had all earned Best Product Awards for 2016/2017, and explained how the overall brand winners would be declared at a special awards ceremony at the World Conference Centre in Bonn later in 2016.

This issue, we're delighted to announce that IsoTek did indeed scoop the highest Plus X accolade: Most Innovative Brand of the Year! This highly prestigious award is presented to the brand that earns the most product awards in each

category – Home Entertainment Audio, in IsoTek's case. Current winners of this coveted award in other categories include brands as diverse as Volkswagen, Fitbit and Karcher.

"We're both delighted and humbled by this accolade," said Keith Martin, IsoTek's founder and managing director.

MAKING HEADLINES

What the critics are saying about IsoTek products

"We work hard to create innovative technologies that deliver uniquely effective clean-power solutions, and it's fantastic for our efforts to be recognised in this way. We're truly honoured to be the first and only clean-power specialist to have won this prestigious award."



5 products win Plus X Awards: EVO3 Mosaic Genesis, Sirius, Venus, Sequel and Syncro



More for less

Launched last year, IsoTek's entry-level EVO3 Initium power cable has proved a massive hit, with reviewers agreeing that no other power cable near its price comes close. In the UK, *Hi-Fi+* declared it to be the Power Cable of the Year in the magazine's 2016 Awards, describing it as "our all-rounder default mains cable choice".

Hi-Fi+ is not alone in its high regard for the EVO3 Initium. *Hi-Fi World* described it as "one of the most cost-effective power cable upgrades you can make. It comes highly recommended." And *Hi-Fi Choice* said the cable "improves the clarity of the sound,

with a noticeable step up in instrument focus. The EVO3 Initium is great value for money."

The cable has been no less well received in the German press, with tech website *Lite* saying, "British power specialist IsoTek's new EVO3 Initium offers a discount power cable for demanding music lovers... thanks to high-quality design and sophisticated technology, Initium is always preferred to standard black power cables." The experts at *i-fidelity* concur: "The Initium is a superbly engineered power cable, its sonic impact defying its reasonable price. It earns a clear and deserved 'Price Tip' award."



The EVO3 Initium has proved a massive hit

Making waves in Germany

Since the last edition of *PULSE*, Germany's audio press has gone wild for IsoTek's range of clean-power components. Home cinema magazine *Heimkino* loves the Mini Mira from IsoTek's entry-level Discovery Series, with its dedicated picture-enhancing tech, describing it as "the perfect device to prevent mains interference or damage to your AV system – an excellent recommendation for your home cinema!"

Moving up the IsoTek range to the mid-level Performance Series, high-end hi-fi magazine *image hifi* heaped yet more praise on the classic EVO3 Aquarius six-way power conditioner. "After I had connected the Aquarius to my main system, I immediately noticed a difference," wrote the reviewer. "Such clarity and a new-found freshness and calmness in the sound. I could not stop grinning!" Next level up from the Performance

range is the Select Series, from which the EVO3 Sigmas is a key conditioning component. Online hi-fi bible *i-fidelity* considers it a must-have device: "I cannot imagine a serious high-end system without an EVO3 Sigmas. The perfect installation for music reproduction should always be built around the Sigmas because it is the heart of a high-quality system."

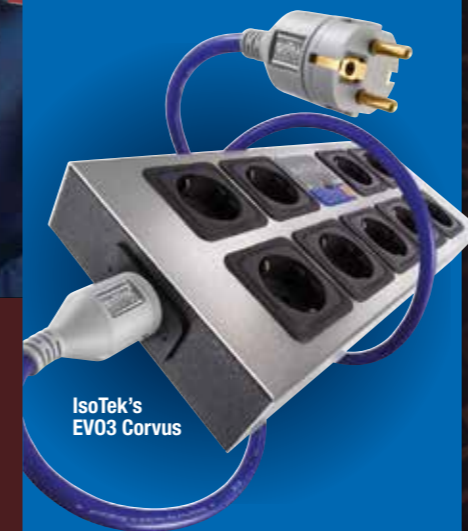
For those seeking a more modular approach to high-end mains optimisation, the Mosaic Series is ideal. Vinyl-focused magazine *LP* clearly agrees, having presented the Mosaic Genesis hybrid regenerator/conditioner with its coveted Best of LP 2016 Award. This unique clean-power component is earning accolades all over the world, delighting reviewers with its transformative effect in their systems. Why not try it in yours?

NEWS

Crowing about Corvus

The latest addition to IsoTek's affordable Discovery Series is a nine-socket power conditioning bar called EVO3 Corvus, ideal for larger multi-component audio and AV systems. Based on the six-outlet EVO3 Polaris, the Corvus doesn't just add a further three sockets, it also increases the available continuous power from 2,300W to 3,860W for optimum performance across all connected components.

All nine sockets feature IsoTek's latest power conditioning



IsoTek's EVO3 Corvus

tech, incorporating the company's unique delta filter topology to remove both common mode and differential mode mains noise. All outlets are connected independently to prevent cross-contamination, with silver-plated OFC wiring throughout.

The Corvus doesn't just enhance the performance of audio and AV equipment, it also safeguards it with 13,500A of instantaneous protection via IsoTek's unbreachable sequential spike/surge defence system – all in a low-profile unit that's ideal for wall-mounting. Every Corvus comes bundled with IsoTek's critically acclaimed EVO3 Premier power cable, completing a remarkably effective whole-system solution at an affordable price.

SMART thinking

IsoTek's ingenious SMART Power range has arrived! First unveiled at the High End show in Munich last year, SMART Power combines IsoTek's award-winning mains conditioning and protection circuits with full programmability, delivering a uniquely flexible power optimisation system for custom installations.

Three SMART Power devices are available from spring 2017: Alpha, Beta and Theta. Alpha is a six-way power distribution component featuring multi-stage spike/surge protection; Beta adds IsoTek's renowned power

conditioning tech and even higher rated protection; and Theta tops the range with the highest level of conditioning and protection circuitry.

All three SMART Power devices can be programmed remotely, with connectivity via RS232, LAN, Wi-Fi and Bluetooth. Each socket can be switched independently via an iOS/Android app or a web browser, with the ability to program automated switch on/off in any order, at any time. You can even monitor and manage electricity consumption – cutting-edge features and performance, only from IsoTek!

For more information, check out IsoTek's dedicated SMART Power website: www.isoteksmartpower.com



Alpha

Beta

Theta

Good to grow

Many will remember 2016 for Brexit, Trump and a host of sadly departed celebrities, but for IsoTek it was a triumphant year. The company enjoyed 40 per cent sales growth year-on-year, with rising demand across Europe, Asia and Australasia further cementing IsoTek's global position as the leading manufacturer of specialised clean-power products for audio and AV systems.

Several of IsoTek's recent product launches have catalysed this increase in demand. The entry-level EVO3 Initium cable has proved a tremendous success since arriving last spring, utilising a sophisticated mix of performance-enhancing technologies and materials to deliver an affordable, highly effective upgrade for 'freebie' power cables. Widespread critical acclaim has further fuelled demand for the cable,

leading stock projections for the first year to sell out within six months of launch. The 'One' modular clean-power concept was another highly successful launch, the Genesis One selling so many units in the last quarter of 2016 that production struggled to keep pace with demand. With the Titan One now arriving and more to come later this year, this trend looks set to continue throughout 2017.

One for all

Part of the modular Mosaic Series, IsoTek's new 'One' component range takes the company's flagship clean-power technologies and delivers them in more compact and affordable units, each designed to power a single audio component.

2016 saw the launch of the EVO3 Genesis One, which adapts the mains sinewave generation tech from the EVO3 Genesis with a Class D cell and linear power supply to feed a single front-end audio component, like a CD player, DAC or preamp. It's joined this spring by the EVO3 Titan One,

which re-engineers IsoTek's now-legendary Titan high-current conditioning circuitry to make the perfect partner for a power amp. The Titan One incorporates the Titan's Direct-Coupled network to deliver 3,680W of impeccably filtered, low-impedance power.

Multiple IsoTek One devices may be combined to precisely match the user's system, with up to six units fitting side-by-side on a standard-width equipment shelf, all linked

together so that only one mains input cable is required. Later this year, the Genesis One and Titan One will be joined by a third One component, set to be revealed at the High End 2017 show in Munich this May. Stay tuned for more info...

IsoTek's Genesis One and Titan One



Adventures in POWER

In this series of articles for PULSE, we ask a prominent audio journalist or industry professional to describe his experience with power and the importance of a clean mains supply. This issue, writer and editor Olaf Sturm chronicles his Adventures in Power.

“A week ago, one of our readers got in touch to ask for advice about his hi-fi system. He described how the sound was failing to satisfy him, with a fatiguing effect he often found irritating, but he couldn't identify the root of the problem. He was considering purchasing new speakers and a new amplifier, and was asking for our opinion.

Before he'd finished explaining, I'd already worked out the real cause of his problem. I asked him what sort of power strip he was using; of course, it was one of those cheap, plastic, multi-outlet things. I strongly suggested that he sort that out before buying a new amp and speakers.

At first – like many others – he couldn't understand why it's so important to take care of the system from the very input: mains electricity. I explained that every piece of metal acts like an antenna, but nobody wants RFI/EMI in their system. High frequencies cause serious issues if they get into the system and affect the audio signal. Unless our hi-fi system is situated in an isolated cellar, tucked away in a forest, we all have this problem.

So, what's the solution? There are various products on the market aimed at improving the power supply for audio systems. Some are very cheap and deliver only small effects – not all of them positive. Others are very expensive and do a kind of over-effect, removing some of the music's energy as well as the distortions. Nobody wants that!

For us at *hifi & records* and *i-fidelity.net*, the perfect solution turned out to be IsoTek's EVO3 Sigmas. It's present in our system for almost all our reviews

because it's reliable and delivers consistently excellent results. It's the size of a small, traditional power amp; pleasingly solid and weighty, with six sockets on the back including two for more current-hungry components like integrated amps, power amps and active speakers. The remaining four sockets are intended for source components and preamps.

Integrating the Sigmas into an audio system is simple and listeners are often surprised by the significance of its effect. For years, they'd changed their source components, amps and speakers to improve sound quality, but nagging problems always remained: a lack of natural sonic accuracy and an edginess in the upper frequencies. Both these issues vanish completely when IsoTek clean-power products

are involved and, even better, none of the musical energy is lost.

To fully understand the effect that IsoTek power conditioners have on your system, try living with one for a while and then uninstalling it. I spent eight weeks of intensive listening with the Sigmas in my system and was more than satisfied with the results. The ear, however, adapts quickly to these positive changes and they are soon taken for granted. The shock came when I removed the Sigmas from my system and



Olaf recommends and uses an IsoTek EVO3 Sigma

“

IsoTek's EVO3 Sigmas has proved to me how important power cleaning is if any audio system is to perform at its best, but only when it's done right

returned to my previous configuration, as the noise floor leapt back to its previous level, the negative effect was so dramatic that the Sigmas became impossible to live without.

I've also found I can listen to music for longer with the Sigmas in my system. IsoTek power conditioners make music less fatiguing to listen to, 'destressing' the sound without losing the energy. It just sounds natural, the way it should sound, free of distortions that can tire the listener – and that's everything a music lover can wish for. No matter the price of the system, no matter its configuration, the effect of IsoTek clean-power products is always positive. There's really no point in seeking sonic improvements by upgrading your source, amp or speakers if you haven't dealt with the mains supply first.

Back to our reader... I finally got through to him when I asked whether he would like to fill up his car with contaminated fuel. He was shocked, saying "this will be the end of the engine!". It's similar with an audio system; electricity is the fuel that powers it, from which the audio signal is formed. Clean, uncontaminated power, free of common mode and differential mode noise, is the foundation of a superior-sounding system.

I'm pleased to say that our reader is now the owner of an IsoTek EVO3 Sigma. He no longer wants to change his amp or speakers and his system now sounds better than he ever thought it could. The Sigmas finally unlocked its full potential.

IsoTek's EVO3 Sigmas has proved to me how important power cleaning is if any audio system is to perform at its best, but only when it's done right. I would encourage every reader to try the Sigmas (or other products from the IsoTek range, depending on your budget). But be warned – once tried, it's impossible to live without! ☺



Olaf Sturm is editor-in-chief of German magazine hifi & records and website i-fidelity.net. Describing himself as a musicologist, he has more than thirty years of experience with high-end audio equipment. He uses several IsoTek products in his systems for both work and pleasure, including the EVO3 Sigmas.