



## Hello

IsoTek is 15 years old this year. Since the company's birth as a small start-up in Hampshire, England, we've carefully nurtured its growth with a diet of passion, innovation and good ol' fashioned hard work to become the world's leading specialist in clean-power tech for audio and AV systems.

Today, IsoTek is a multi-national company with a world-leading reputation, offices in England and Switzerland, advanced European factory facilities and distribution in more than 50 countries. Are we ready to rest on our laurels? Certainly not!

IsoTek's never-ceasing quest to innovate ensures our product range continues to evolve. Our big reveal at this year's High End show in Munich is a new range aimed squarely at the custom installation sector, combining our unique clean-power technologies with clever smart features including programmable

control from remote locations via mobile devices and web browsers (see p2).

2016 also sees the launch of the One Series (see p6), which re-engineers flagship IsoTek technologies into a compact and uniquely flexible format. And all the while, our current product line-up, from the entry-level Discovery range to the peerless Ultimate Series, continues to unlock the full potential of audio and AV systems around the world.

As electrical devices proliferate and we're engulfed in an ever-increasing 'digital smog', the need for IsoTek's unique technologies to eliminate noise and distortion in the mains supply has never been greater. Our solutions are practical, our technologies unique – think power, think IsoTek!

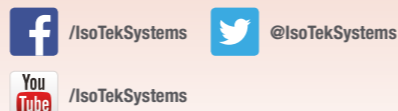
**Keith Martin**  
Founder & Managing Director, IsoTek

## pure sonic innovation

**5 Plus X Best Product Awards for IsoTek!**  
See page 3



Check out our website at  
**isoteksystems.com**



"IsoTek is producing state-of-the-art power devices"  
**The Absolute Sound**

"IsoTek is the leader in mains conditioning products"  
**Hi-Fi News**



► **IsoTek's innovative Mosaic Genesis power optimiser keeps winning awards around the world**  
See page 3

# One love

**The new One Series delivers IsoTek's flagship clean-power technologies in a more compact and affordable form, with a modular approach to suit any hi-fi system**

IsoTek's EV03 Super Titan and Genesis sit at the pinnacle of clean-power technology, acclaimed worldwide for their peerless performance. These flagship components are the perfect partners for high-end hi-fi systems, the Genesis building a new, fully optimised mains sine wave to feed front-end components like sources and preamps, while the Titan delivers fully conditioned power for audio components with higher current demands such as big amplifiers.

Of course, they're not for everyone; the price and specification of these components are such that they are suited to the kind of hi-fi systems that cost as much as a new car (or perhaps several new cars). For this reason, IsoTek's engineers have been working on new components to deliver these flagship clean-power technologies at more moderate price levels, with a modular approach to allow discerning music lovers

to build a bespoke clean-power system that precisely suits the needs of their audio set-up.

Last year, IsoTek launched the Mosaic Genesis; a hybrid device that combines the benefits of both Titan and Genesis in a single chassis in order to feed fully optimised power to a complete hi-fi system. In 2016, further devices are arriving with technologies derived from these flagship components at their core – the new IsoTek One Series.

First to launch is the Genesis One, based upon the same proprietary mains sine wave generation technology as the full-size EV03 Genesis but incorporating a Class D engine in place of Class AB. This has enabled a more compact device designed to power a single

front-end component, with the ability to combine multiple units to suit any system configuration. A specially made distribution strip can also be added to extend connectivity from one component to three.

The Genesis One is available from May and will be followed this summer by a second One Series component, the Titan One. This takes IsoTek's now-legendary EV03 Titan mains conditioning circuitry and re-engineers it to deliver a more compact and affordable device to feed a single current-hungry component, such as a power amp.

Multiple Titan One and Genesis One units can be combined to precisely match the user's system configuration, with the ability to add further One Series devices as the system changes over time. Up to six units may be placed side by side on a standard-width equipment shelf, or stacked vertically on a special One Series component rack, all linked together so that only one mains input cable is required. Unique clean-power technologies in a uniquely flexible form – what's not to love?! ☺

## IsoTek Genesis One



**Linear power supply**  
Reduces differential mode distortion compared to the common switch-mode type

**Class D engine**  
A single generation cell with a Class D engine builds an entirely new, fully optimised mains sine wave from scratch – ideal for a front-end component

**Powerful display**  
LCD display shows the incoming voltage, THD (Total Harmonic Distortion) and frequency of the mains, plus the output voltage, THD and power consumption of the connected audio component

**Small yet mighty**  
Compact and durable aluminium casing, measures 120x75x470mm (HxWxD)

**The audio press has been unequivocal in its praise for IsoTek's Titan and Genesis clean-power tech. Here's a selection of quotes:**

"Redefines what is possible for cleaning mains quality"  
**IsoTek Titan – Hi-Fi News**  
"A revelation"  
**IsoTek Titan – What Hi-Fi?**  
"Nothing short of superb"  
**IsoTek Titan – Hi-Fi World**

"I was blown away"  
**IsoTek Genesis – Hi-Fi News**  
"Significantly superior results"  
**IsoTek Genesis – Hi-Fi+**  
"If you've taken your system to 11, this will take it to 12"  
**IsoTek Mosaic Genesis – TONEAudio**

"Delivers a resounding improvement"  
**IsoTek Mosaic Genesis – Hi-Fi Choice**  
"Product of the year"  
**IsoTek Mosaic Genesis – HiFi Review**  
"Power conditioner/distribution product of the year"  
**IsoTek Mosaic Genesis – Hi-Fi+ Awards 2016**

## 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.

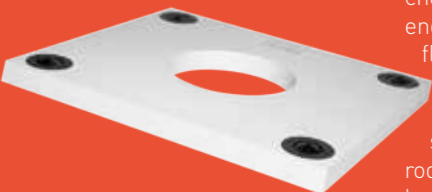


# Perfect isolation

Blue Horizon, IsoTek's sister company specialising in high-performance audio accessories, has launched a new isolation platform called Sanctum. Developed as part of Blue Horizon's ingenious PRS (Professional Rack System) hi-fi support concept, the Sanctum

Choice in the magazine's recent review. "A well-made isolation platform that offers clear sonic improvements," concluded the reviewer.

For even greater effect, Sanctum platforms can be combined with Blue Horizon's PRS equipment support rack. Available later this year, the PRS 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, in an attractive and adaptable support structure that can be upgraded as your system grows.



The Sanctum sports four sophisticated isolation feet

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 in the platform itself, leads to a dramatic reduction in resonance across the audio band without the Sanctum adding any sonic signature of its own.

Individual Sanctum platforms are available to place under each component in your system, resulting in significantly enhanced sound quality as noted by *Hi-Fi*



The PRS comes in white, black or natural bamboo

The Blue Horizon Sanctum isolation platform is available now; the PRS equipment support launches in September.

## IsoTek on tour

IsoTek regularly demonstrates its uniquely effective clean-power products at shows and workshops around the world. Here's a selection of events scheduled for this spring/summer:

Show: 5-8 May  
High End 2016, Munich, Germany

Workshop: 20-21 May  
Audio T, Southampton, England

Workshop: 27-28 May  
HiFi im Hinterhof, Berlin, Germany

Workshop: 24 June  
Radio Ferner, Braunschweig, Germany

Show: 1-3 July  
International HiFi Show, Melbourne, Australia

# MAKING HEADLINES

What the press is saying about IsoTek products

**IsoTek is the world's leading manufacturer of specialised clean-power products for audio and AV systems, its unique technologies earning a plethora of awards around the globe, and the plaudits keep on coming...**

2016 began with exciting news from Germany in the shape of the influential *Plus X Awards*. These are presented across a wide range of product types, from home appliances to sports equipment, and carry considerable clout in many global markets. Last year, IsoTek's EV03 Aquarius won a *Plus X Best Product 2015/2016 Award* in the Home Entertainment Audio category; this year, no fewer than five IsoTek products have been declared winners!

In January, it was announced that the EV03 Mosaic Genesis, Sequel, Sirius, Syncro and Venus have all won *Plus X Best Product Awards for 2016/2017*. IsoTek will now attend a special awards ceremony in June, at the World Conference Centre in Bonn, during which the overall brand winners will be revealed. Fingers crossed for yet more IsoTek success!

Elsewhere, the world's audio press continues to be 'wowed' by the company's classic six-way conditioner, the EV03 Aquarius. The latest in a long line of international awards come from Japan's *Audio Accessory Magazine*, which bestowed its top Grand Prix Award upon Aquarius, and the USA's *Rocky Mountain International Press Awards*, which named it Best Power Conditioner.

While the EV03 Aquarius has been present in IsoTek's range for a while now, one of the company's newest components, the ingenious EV03 Mosaic Genesis, has made a tremendous name for

itself in double-quick time. In the UK, *Hi-Fi+* magazine followed up its excellent review by declaring it to be the Power Conditioner/Distribution Product of the Year 2016. This joins the Product of the Year Award already bestowed by *HiFi Review* in Hong Kong.

Back in the UK, long-established hi-fi scribe David Price is using a Mosaic Genesis in his own system. The level of improvement it delivers has surprised him greatly, particularly given that he lives in the countryside where the issue of

**"It delivers a resounding improvement, one much greater than expected"**

'mains pollution' is theoretically least critical. He wrote about the experience in a column for *Hi-Fi Choice*: "It delivers a resounding improvement, one much greater than expected.

Indeed, if I'm honest, it is probably more than a lifetime of tweaking has ever done."

*Hi-Fi Choice* has also been enjoying IsoTek's most recently launched power cable, the mid-range EV03 Sequel. The reviewer concluded that the cable is "well built and keenly priced and gives source equipment in particular a performance boost". The verdict? Five stars, of course!

Space here is too limited to summarise all the fantastic reviews that IsoTek products have received in the last six months – there have been nine in German publications alone – and they keep on coming... It's shaping up to be another bumper year for IsoTek! ☺



# NEWS

## IsoTek's smart move

As this edition of PULSE goes to press, IsoTek is putting the finishing touches to its plans for High End 2016 – Europe's largest high-end audio expo, held in Munich each May. The big news this year is an exclusive preview of an entirely new IsoTek range, tailor-made for the custom installation sector.

Dubbed 'IsoTek Smart Power', the new range combines the company's renowned clean-power technologies with innovative 'smart' features. Four components will be unveiled in Munich: two multi-way mains conditioners called Alpha and Theta, a voltage stabiliser called Centuri and a power distribution system without filtration called Beta.

Every component can be programmed and controlled from remote locations, with connectivity via RS 232, LAN, Bluetooth and Wi-Fi. All sockets can be switched independently using Android and iOS devices, or via a web browser,



IsoTek's Smart Power range, set to launch in early 2017

with the ability to programme automated switch on/off in any order, at any time. You can even monitor and manage your electricity consumption – once again, IsoTek's quest to innovate has delivered a range of specialised power optimisation devices for audio and AV systems offering cutting-edge performance and flexibility.

All four IsoTek Smart Power components will launch during the first quarter of 2017.

# High performance, low price



IsoTek EV03 Initium power cable

IsoTek has unveiled its most affordable power cable yet. Set to launch in May, the EV03 Initium will cost even less than the company's current entry-level cable, the EV03 Premier, yet it utilises many of the same performance-enhancing technologies and materials.

At the core of each cable are three conductors, each one 2mm<sup>2</sup> and made entirely from

99.9999% (6N purity) oxygen-free copper, twisted together to aid EMI/RFI rejection. A polyethylene dielectric is extruded over the conductors, held in a cotton filler and secured by a paper wrap, with a flexible, non-flammable PVC outer sheath. The cable comes in a standard length of 1.5m and is finished using high-quality connectors.

The result is a high-performance, low-cost power cable that breaks new ground at its price point. Available from May, Initium is set to become the de facto standard for those wishing to purchase an affordable upgrade for the freebie 'kettle' leads supplied with their audio equipment.

## Distribution of power

IsoTek's power optimisation products are sold in more than 50 countries and its



IDC Klaassen's Uwe Kuphal and Martin Klaassen show off their awards from 2015 and 2016

international distribution network is crucial to its success. The company handpicks its distributors for the perfect blend of local knowledge, strong retail relationships and passion for 'The IsoTek Effect', and holds annual Distributor Awards to honour the achievements of its international partners.

This year's ceremony took place in January at the Consumer Electronics Show in Las Vegas. Thanh Tung Audio of Vietnam was recognised for delivering exceptional sales growth throughout

2015, earning the Outstanding Achievement Award. Other key winners included Audio Revolution of Thailand, scooping the award for Greatest Improvement, and IDC Klaassen of Germany, which followed last year's Outstanding Achievement Award with the gong for Consistent Distribution.

Congratulations to all the worthy winners – their passion and dedication ensures that many thousands of music and movie fans around the world enjoy the benefits of IsoTek's innovative clean-power products every day.



IsoTek's MD gets mixing at Avon Studios

## Making music with IsoTek

If you've experienced The IsoTek Effect, you'll know that the company's clean-power products bring remarkable improvements to the performance of audio equipment in the home. But did you know that discerning recording studios also use IsoTek components to improve the quality of the recordings they make?

One such studio is Avon Studios in Hong Kong, which lays claim to being the most prestigious recording studio in Asia, frequented by many of the continent's best-selling artists. A range of IsoTek conditioning components are used to supply clean, fully optimised power to recording equipment throughout the

studio, helping to deliver the best possible sound quality with every recording. IsoTek's Genesis, Titan, Nova, Sigmas and Sirius are all in use, together with Optimum and Syncro power cables.

Earnest Lau, head of the Audiophile Recordings Division at Universal Music Group, the world's largest music corporation, is convinced of the value of IsoTek clean-power equipment in the recording chain. "We chose to use IsoTek power conditioners because of the improvements we knew they'd make to the recording sessions," he said.



# Adventures in POWER

**In this series of articles for PULSE, we ask a prominent audio journalist or industry stalwart to describe his experience with power and the importance of a clean mains supply. This issue, Terry Medalen of Primare explains why the renowned Swedish audio brand uses IsoTek clean-power components when developing and demonstrating its products**

“Primare is a Scandinavian company, and many of the distinctive characteristics of the brand are rooted in Scandinavian culture – in a particular way of living, and of experiencing music and film.

Every Primare model is designed with a certain Scandinavian concept in mind. In Swedish, the word for this is *lagom*. *Lagom* has no direct English equivalent, roughly meaning “just the right amount”. Not too much. Not too little. Everything in perfect balance, harmony and proportion.

The many design and production innovations that enable a Primare component to deliver uniquely harmonious and balanced performance can be listed objectively, but there is no measure of its ability to exhilarate and satisfy. That feeling is immeasurable. Ultimately, and true to this idea of *lagom*, the Primare experience simply feels ‘right’.

For Primare, the fundamental foundation for any design to achieve this feeling is the power supply – whether that is the main supply or discrete supplies strategically deployed within the circuit precisely where it can best deliver the power required. To tweak a cliché borrowed from the world of real estate, the three most important considerations in a Primare design are “power supply, power supply, power supply.”

Additionally, when designing the power supply, the goal is not simply to deliver the essential

power needed for each product to achieve its full performance potential, but also to ensure that the supply injects as little noise into the total system as possible, whether air or line borne.

However, our internal power supplies can only do so much, and our products must work within a system environment that will always have noise or other power limitations of one kind or another. This should make it easy to understand why we take power conditioning very seriously during the design and demonstration of our products.

The listening phase is critically important to the design process. During this phase, it is vital that power conditions are in place to hear as completely as possible the performance characteristics of each iteration of a particular circuit or individual proto-type. These listening sessions can take place over hours, days and months, and it’s crucial that the power supplied to the equipment under test is absolutely consistent in order to ensure that subtle differences can be heard and analysed with complete confidence.

Demonstration conditions present even greater variability in the power environment for a system to work within, making it even more essential to have consistent power in order to demonstrate the performance of Primare components with the utmost confidence, whatever the environment.

No other power products we’ve tried give us same the level of confidence for our design and demonstration efforts as those made by IsoTek. IsoTek power conditioners and cables not only provide the necessary foundation for our products to perform at their best, but also ensure consistent power delivery and system performance each and every time.

A concern shared by both Primare and IsoTek is the importance of what we call the ‘system approach’. This plays out in a number of ways. Modularity is a key feature of Primare products, in order to prevent early obsolescence and allow for a convenient and cost-effective path to upgrade a component and, as a result, the entire system. IsoTek’s product line provides a similar system approach, where cost of entry is low and the array of devices available affords the ability to not only customise system power support specific to the circumstances, but also provide an upgrade path that consistently delivers noticeable improvements every step of the way. Existing IsoTek products in a system being upgraded are rarely made obsolete with the purchase of more

sophisticated IsoTek components, as the products being replaced can be shifted to less critical duty.

Another important goal for Primare is for our products to integrate seamlessly into any system. True to our definition of *lagom*, no aspect of a Primare product should draw attention to itself; the music or movie should be the primary experience and the perception of technology at work should disappear. In this sense, the essence of a Primare experience involves things that have as much to do with the heart as with the head.

This is equally true of the effect IsoTek products have on total system performance. It can be difficult to describe the distinct areas of improvement resulting from implementing IsoTek products into a system, because they simply work to make everything sound better, and do so without drawing attention to any particular aspect of the overall performance. The results speak directly to the heart rather than the head, and in a way that is the definition of *lagom* – everything in perfect balance, proportion and harmony. It simply feels ‘right’.

“

*It lies within us all, that sense of perfect balance, of all things in harmony. When things simply feel right.*



Scandinavian audio electronics manufacturer Primare knows the importance of fully optimised power to ensure that hi-fi components achieve their full performance potential, which is why the company uses IsoTek clean-power equipment to aid the development and demonstration of its products