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PULSE

pure sonic innovation

ON TOUR WITH ISOTEK

From their base in Hampshire, England, IsoTek's representatives travel the world to conduct training sessions and product seminars - a vital part of their commitment to support each of the 45 countries in which IsoTek products are sold. In recent months, the company's travels have encompassed Germany, Switzerland, Italy and Hong Kong, as IsoTek's founder and MD, **Keith Martin**, explains.

One of the most important global events in the audio calendar is Munich's HIGH END show, held annually in May. Unquestionably, this has become Europe's premier showcase for high-performance audio equipment, so for a company like IsoTek it's vital to be present.

Celebrating its 30th year, this year's HIGH END show attracted 337 exhibitors from 29 countries, all vying to impress the 14,079 visitors to the many halls and atriums of the M.O.C. exhibition centre during the show's four-day duration. For IsoTek, it was the perfect opportunity to introduce our new, flagship Ultra Reference system, consisting of the state-of-the-art Super Titan

power conditioner and our forthcoming regeneration device called Genesis.

Set to launch later this year, Genesis is unlike anything currently on the market: a multiple regenerative system that rebuilds the complete mains sine wave in class A/B to deliver 600W of clean, distortion-free electricity. Together, Genesis and Super Titan form an epoch-making partnership that guarantees a perfect supply of electricity in keeping with the world's finest audio systems.

We were truly delighted with the reception these groundbreaking components received in Munich; they are true reference products and therefore not cheap, but the show's visitors showed a clear understanding of the influence of the electricity supply on sound quality, and a keen interest in the new technologies that IsoTek's Ultra Reference series brings to the market.

Having enjoyed German hospitality in several of Munich's excellent beer gardens, we travelled to Switzerland for a series of dealer visits. In four days we visited eight hi-fi stores, each undergoing full training to become a certified IsoTek dealer - a critical process that ensures all our end-users receive the level of service they deserve.

Following a brief spell back in Blighty, we headed back to the continent in June for another dealer tour, this time in Italy. Taking in Torin, Milan and Genoa, a further six stores were visited, trained and certified. After



pausing briefly for the best pizza I've ever tasted, washed down with some sublime Chianti, we returned to Hampshire once more.

We focused on the UK throughout July. Then, in the early part of August, we were off again - to the Hong Kong High End Audio Visual Show, the largest audio-visual event in Southeast Asia. Around 30,000 visitors witnessed two IsoTek Super Titan conditioners feeding four massive VTL MB-450 Series III monoblock power amps and Rockport's mighty Arrakis speakers, with an IsoTek Nova delivering clean power to the source and preamp components. Asia is a truly vibrant market for high-end audio

products, and this system was voted 'best sound at the show' by the attending audiophiles - like the planes that carry us from country to country, IsoTek's global reputation continues to soar... ☺



Hello...

Did you know that the performance of your hi-fi or home cinema system is seriously hampered by poor-quality mains electricity? Since 2001, IsoTek has delivered award-winning products that condition the power supplied to source components, amplifiers, even TVs and projectors, improving performance and protecting valuable equipment.

The first input to any home entertainment system is electricity; it flows through the system, used by each component in turn to create the signal that moves the speakers' drivers and delivers the pixels on screen. What we see and hear is fashioned from, and by,

mains electricity - it's the 'raw material' from which the 'art' is created.

In this edition of *PULSE*, we celebrate IsoTek's 10th birthday by looking back at the company's rise from humble beginnings to become the world's leading manufacturer of specialised power conditioning solutions (see p4).

Now, as ever, we remain dedicated to continually pushing the boundaries through science, innovation and sound engineering. Our solutions are practical, our technologies unique - if you're thinking about power, think IsoTek!

Keith Martin

Founder & Managing Director, IsoTek

£95 OFF SPECIAL OFFER
ISOTEK'S SYNCRO DC-CORRECTING MAINS CABLE
Present this voucher when you purchase IsoTek's Syncro to claim your discount. Valid in the UK only. Valid until 31st October 2011.

£10 OFF SPECIAL OFFER
ISOTEK'S ULTIMATE SYSTEM SET-UP DISC
Present this voucher when you purchase IsoTek's Ultimate System Set-Up Disc to claim your discount. Valid in the UK only. Valid until 31st October 2011.

WHAT THE EXPERTS SAY ABOUT ISOTEK

"IsoTek is the leader in mains conditioning products"

HI-FI NEWS

"IsoTek is the UK's biggest name in mains filtration"

HI-FI CHOICE

"Not all mains conditioners are created equal... IsoTek delivers the sonic goods"

HI-FI WORLD



For more information about how cleaner power can benefit you, visit our website: www.isoteksystems.com

Why Power Conditioning & Why IsoTek?

- **The first input into any audio or AV system is electricity** and the quality of the electricity supply has a fundamental effect on performance.
- **The mains supply is polluted by numerous contaminants.** We are constantly bathed in a sea of RFI and EMI, which corrupts the electricity supply and degrades sound and picture quality.
- **What's more,** all the electrical items in your home (and your neighbours' homes), from computers to washing machines, affect the supply and erode your system's potential.
- **As the electronic devices** we use proliferate and the demand for electricity escalates, the quality of the electricity we feed our systems continues to slide - and it's only going to get worse.
- **IsoTek is the world's no.1 brand** of specialised power conditioners for audio systems, trusted by more than 50,000 music lovers in 45 countries.

- **IsoTek's unique technologies enhance** sound and picture quality by filtering and regulating the mains electricity supply.
- **IsoTek products deliver unrivalled protection from damage** caused by lightning strikes and power surges, and extend the lifespan of electronic components via stringent supply regulation.

- **All IsoTek products are designed for purpose,** manufactured in Europe and built to last. Discover IsoTek and unleash your system's full potential - you'll be glad you did.



A BRIEF HISTORY OF ISOTEK

This year, IsoTek celebrates its 10th birthday. As **Tim Bown**, former editor of *Hi-Fi Choice* magazine explains, the company's rapid rise from humble beginnings to become the world's leading power conditioning specialist is a story for lovers of great sound to savour.

It's February 2003, and I'm peering through the doorway of a packed hotel room in Bristol. I'm attending Sound & Vision, the hi-fi and home cinema show, scouring the corridors for fabulous new audio gear to feed my passion, and that of *Hi-Fi Choice's* readers. One particular room has caught my eye – and my ear. A fervent young gentleman with long hair and a 'Feel the Power' T-shirt is talking passionately about mains conditioners. I glance at the posters behind him – his company's name is IsoTek. "Interesting," I ponder, "I'll take a seat and have a quick listen."



Half an hour later and I'm still riveted to the chair. The chap with long hair is Keith Martin, IsoTek's principal founder, and he's demonstrating the Mini Sub, the latest product from a fledgling brand. The sonic improvements it makes are emphatic: more focus, more clarity, more presence.

"I'll have to try this at home," I decide – and when I do, my admiration grows... Thus begins a long-term relationship between my hi-fi system and IsoTek components – from that moment onwards, listening to music without IsoTek in situ would be unthinkable.

Rewind two years to the spring of 2001, and the IsoTek brand is only just beginning. A small, talented group of music fans with an eye for innovation and a passion for great sound decided to form a company with a singular purpose: to deliver power filtering products that were more effective than the inadequate solutions available at that time.

"The early days were chaotic, but great fun," recalls Keith. "I remember making the first 50 IsoPlugs (a plug-in noise suppressing device) on my kitchen table; the larger products were assembled on the landing upstairs. We were driven by our desire to make something better, to design mains conditioning components that improve sonic definition and detail without the dynamic restrictions commonly introduced by products already on the market."

"It was all about innovative thinking – new ideas that broke new ground. We wanted to make people aware of how mains electricity affects sound quality and deliver an effective solution to the problem. We deliberately manufactured full-width conditioning components, because we wanted IsoTek products to be considered a vital part of any hi-fi system, alongside source and amp components, rather than 'just another power strip'."

IsoTek's first product was the Substation, a modular conditioning component that introduced the company's innovative thinking to the audiophile world. This was swiftly followed in 2002 by the Mini Sub, an affordable, six-way conditioning unit that was more than a match for anything close to its price point. The company's reputation grew rapidly within the audiophile community and hi-fi critics began to take notice; here was a bright, young British company with fresh ideas and products that were demonstrably better than those of its competitors.

By 2003, it was clear that the company needed to restructure in order to progress. Manufacturing was moved to a 2,500 sq ft industrial unit, thus greatly increasing production capacity, and a new generation of 'GII' IsoTek products was readied for launch in early 2004. The first to arrive was the GII Mini Sub, a major redesign that attracted universal acclaim and brought mains conditioning to the attention of music lovers worldwide.

Around this time, IsoTek began working with Nordost, the highly regarded cable manufacturer, to create a mains conditioning component to be sold under the Nordost brand. The result, launched later in 2004, was Thor – a product that further stoked the flames of IsoTek's international reputation, which by now was beginning to blaze.

The plaudits from audio critics continued to roll in. The GII Mini Sub was voted the year's best mains conditioner by *What Hi-Fi?* *Sound and Vision*, *Hi-Fi Choice* and *Hi-Fi News*, with the Nordost Thor scooping the same accolade in *Hi-Fi+*. By 2005, IsoTek's turnover had tripled.

"The team was pushing incredibly hard," recalls Keith. "We were working more than 16 hours a day just to keep up. By now we had distribution in most key territories around the world – it's amazing to think how far we'd come in just four years."

At this point, some companies might decide to calm things down a bit, perhaps rest on a laurel or two... but that's simply not IsoTek's style. Instead, the company launched the Titan and Nova – two reference-level mains conditioners, one tailor made for power amps, the other for preamp and source components, both aiming to deliver a higher standard of performance than anything else on the market.

Both components were highly praised, with the Titan, in particular, earning rave reviews. "The Titan is a revelation," enthused *What Hi-Fi? Sound and Vision* in a deeply impressive

five-star review. The esteemed critics at *Hi-Fi News* were just as enthusiastic, branding the Titan "the most impressive mains filter we've ever heard".

A number of now-familiar IsoTek design concepts were born as a result of the Titan/Nova project, and in 2006 these began to filter down to less costly conditioning components.

The first of these was Sigmas, sporting Direct Coupled Design and Adaptive Gating technologies that earned further prestigious awards, including 'Best Accessory' and 'Best Mains Conditioner' in *Hi-Fi News* and *Hi-Fi Choice* respectively.

The Titan, Nova and Sigmas remain key components in IsoTek's current range, alongside the latest EV03-generation products like the Mira TV filter and Sirius entry-level mains block. Another EV03 component is the Aquarius, launched at the end of 2009 to replace the GII Mini Sub, arguably IsoTek's most iconic product. Clearly, Aquarius simply had to deliver – and boy, does it ever! According to *Hi-Fi Choice*, "the lift in performance is quite remarkable", while *Hi-Fi World* describes it as "extremely effective" and *Hi-Fi+* says it is "very highly recommended".

In 2011, IsoTek's appetite for innovation remains as keen as ever. Critics are confirming the recently launched Super Titan – first product in the flagship Ultra Reference range – to be a power conditioning colossus beyond compare, while the more readily affordable EV03 Solus six-outlet conditioner is preparing for imminent launch. The awards and accolades continue to arrive with unerring regularity, and leading audio manufacturers consistently recommend IsoTek power conditioners more than any other brand.

For me, IsoTek's importance is straightforward: the company's products enhance my hi-fi system, enabling it to deliver the music I love with greater clarity, atmosphere and emotion. IsoTek power conditioners cut through the noise, raising the ability of each connected component to communicate with sweet, sonorous eloquence and strengthening the connection between the music and the listener.

When I explain this to Keith, he smiles. "Music has always been our motivation," he says. "We wanted to make it sound better but the product we needed didn't exist, so we decided to make it ourselves. We've travelled a long way in 10 years, but instead of pondering on the past, we're focused on the future." For IsoTek, it seems, the journey has only just begun. ☺



<p>2001 IsoTek launches first product the Substation mains conditioner</p>	<p>2002 First generation of iconic Mini Sub power conditioner arrives</p>	<p>2004 IsoTek restructures with new production facilities and enhanced design team</p>	<p>2004 GII Mini Sub mains conditioner launches to great critical acclaim</p>	<p>2004 IsoTek collaborates with Nordost to create Thor power conditioner</p>	<p>2005 Titan arrives, introducing IsoTek's innovative Direct Coupled Design concept</p>	<p>2006 Sigmas launches, incorporating technology trickled down from Titan</p>	<p>2007 Arrival of Mira TV filter heralds new EV03 generation of products</p>	<p>2009 EV03 Aquarius replaces GII Mini Sub – a critical component in IsoTek's range</p>	<p>2011 IsoTek unleashes Super Titan the world's most powerful mains conditioner</p>
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NEWS

SET-UP CD HELPS YOU OPTIMISE YOUR AUDIO SYSTEM

IT'S A SET UP!

A new CD created by IsoTek aims to improve your system's sound by ensuring it is correctly set up and ready to perform at its best. The Ultimate System Set-Up Disc contains a mix of stunning music recordings from the legendary Opus3 audiophile record label, each one chosen to test specific elements of audio performance such as timing, dynamics and soundstaging, with additional non-music tracks to help with things like speaker positioning and give your system a thorough 'spruce-up'.



The six music tracks include an interpretation of Frank Zappa's *Dog Breath Variations/Uncle Meat* by the Omnibus Wind Ensemble, *Everybody Loves My Baby* performed by Eva Taylor, J.S. Bach's *Tocatta in D-Minor* with organ played by Mattias Wagner and an exclusive track from Eric Bibb's new album, *Blues, Ballads & Work Songs*.

Contact your nearest IsoTek stockist for more information.



Solus Evolves

ISOTEK'S SOLUS MAINS CONDITIONER UPGRADED TO EVO3 STATUS

Power conditioning specialist IsoTek has launched an all-new version of its popular Solus six-outlet mains conditioner for audio systems. Positioned between the entry-level Sirius and highly acclaimed Aquarius in IsoTek's range, the new EVO3 Solus builds upon the original design by incorporating a number of technologies trickled down from the company's top-end power conditioning components.

The sophisticated delta filter network deployed within the original Solus has been further enhanced, increasing its effectiveness in cancelling both common mode and differential noise in the mains supply. Newly devised individual



differential filtering is applied to each of the unit's six outputs, preventing cross-contamination between connected audio components, and IsoTek's proprietary K.E.R.P. technology is now integrated into the design, equalising resistance across all outlets.

Silver-plated oxygen-free copper wiring is used throughout, while the unit's sturdy aluminium casing ensures it is built to last. Combining class-leading mains filtering with instantaneous, repeatable protection against spikes and surges, the new EVO3 Solus is a superbly cost-effective way to enhance and safeguard any high-quality audio system.

UNIVERSAL POWER

UMG USES ISOTEK COMPONENTS TO MAKE LATEST AUDIOPHILE RECORDINGS

If you've experienced IsoTek products, you'll know that the company's power conditioners can make huge improvements to the sound of audio systems in the home. But did you know that discerning recording studios also use IsoTek components to improve the quality of the recordings they make?

The audiophile arm of major record label Universal Music Group (UMG) uses IsoTek equipment while making many of its recordings. The latest albums by George Lam, Prudence Liew and RubberBand were all recorded with the following IsoTek power conditioning components in the recording chain: Titan (for microphone power supply), Nova (for mic preamp and compressor), Sirius and Syncro (for microphone power supply) and Sigmas (for computer and AD/DA converter).

"We chose IsoTek power conditioners because of the sonic improvements we knew they'd bring to the recording sessions," said Ernest Lau, head of UMG's audiophile recordings division.



Power to the People

From Sirius to Super Titan, there's an IsoTek mains conditioning component to suit every system and every pocket

So, you've invested in a great audio system—congratulations, we hope it will give you many years of pleasure. But did you know that its performance is affected by the electricity you feed it? The mains supply is polluted by numerous contaminants; we are constantly bathed in a sea of RFI and EMI, which corrupts the electricity supply and degrades the performance of audio components. What's more, all the electrical items you use in your home, from computers to washing machines, affect the supply and erode your system's potential. If you're serious about sound, it's a major problem. The solution? IsoTek.

The improvements delivered by IsoTek power conditioners are immediate and emphatic. The noise floor drops and the sound gains greater focus, with reduced grain and improved clarity. Bass is tighter and better defined, treble gains space and 'air', and the overall musical performance appears more solid and dynamic, and hence more 'real'.

There are IsoTek products to suit every pocket and every system, from entry-level to ultra-high-end. For those on a tight budget, the EVO3 Sirius is ideal – IsoTek's entry-level mains block, brimming with proprietary technologies like Inductive Resistance Gate (which optimises the isolation between each of the six outlets without compromising transient power ability) and K.E.R.P. (which delivers a more coherent sound because it enables a pure, symmetrical signal path), all

housed within a rugged aluminium case. As independent reviews confirm, the EVO3 Sirius delivers superb value for money. "A great, real-world product that usefully and inexpensively upgrades your system", says *Hi-Fi World*, while *Hi-Fi Choice* declares: "We would not hesitate to suggest the Sirius as an effective upgrade for any system". The most recent review, published by US-based 'e-journal' *TONEAudio*, describes the EVO3 Sirius as "one of the best upgrades you can make", concluding that it is "highly recommended".

At the opposite end of IsoTek's range lies the mighty Super Titan, the most recent addition to the company's power

conditioning ranks. Designed specifically for high-current applications – powerful high-end amplifiers, in particular – the Super Titan can deliver 7,360W of continuous current, with 35,500W of transient power on tap, making it the world's most 'powerful' mains conditioner.

The Super Titan has just received its first review in *Hi-Fi World*, and the magazine was blown over by its quality. "What I heard surprised and shocked me – for the first time I was listening to the music and not the hi-fi," declared the review's author, Paul Rigby. He describes how he heard "tremendous instrumental separation, drained of distortion by the Super Titan", concluding thus: "Beautifully built and presented, this is an extremely effective mains conditioning device... worth every penny".

Between the EVO3 Sirius and the Super Titan, there are many more power conditioning devices within the IsoTek range. To find the best match for your system, visit www.isoteksystems.com. Discover IsoTek and unleash your system's full potential. You'll be glad you did.

FULL SYSTEM POWER CONDITIONING BAR ISOTEK SIRIUS



ULTIMATE HIGH CURRENT SOLUTION ISOTEK SUPER TITAN



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