



Hello ...

It's just over a year since we moved all IsoTek manufacturing to a new, much larger European factory and I can't overstate what an important decision that was. Our production capacity leapt by more than 40 per cent and we are already operating at full tilt in order to meet current demand.

Our entry-level Discovery Series products continue to make waves, whilst production of new devices further up the range steams on apace. 2014 has seen several additions to our uncompromising, premium-level Select Series, including terrifically enhanced EVO3 versions of the much-lauded Sigmas whole-system power conditioner, Titan high-current conditioner and top-of-the line Optimum power cable, all of which are garnering reviews every bit as enthusiastic as those of their predecessors. For the latest happenings in the world of IsoTek, see News, starting on page 2.

As the electrical devices we use proliferate and the amount of data we transmit wirelessly escalates, the quality of electricity we feed our audio and AV systems continues to slide. By removing noise and delivering clean, fully optimised power to amps, source components, TVs and projectors, IsoTek ensures radical improvements to sound quality (and picture quality in AV systems).

We've been dedicated to clean-power technology since 2001, our commitment to research and development delivering award-winning performance from each successive product generation. From the low-cost, high-performance Discovery Series to the groundbreaking Ultimate Series, our solutions are practical, our technologies unique – think power, think IsoTek!

Keith Martin
Founder & Managing Director, IsoTek



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.

WHAT THE EXPERTS SAY ABOUT ISOTEK

"IsoTek treats mains-related problems with a seriousness that has to be seen and heard to be believed"

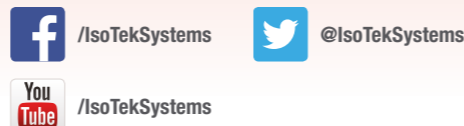
Hi-Fi World

"IsoTek is the leader in mains conditioning products"

Hi-Fi News



www.isoteksystems.com



▶ **IsoTek EVO3 Optimum power cable**
See page 6

"The improvement over a standard power cable is profound... an excellent mains cable"
Hi-Fi Choice, September 2014

EVO3 PREMIER

- IsoTek's entry-level power cable – high performance, low cost
- 3 x 2sqmm silver-coated OFC conductors
- Teflon FEP dielectric extruded over each conductor
- Solid copper, 24ct gold plated connectors



EVO3 SEQUEL

- Upgraded version of EVO3 Premier
- 3 x 2sqmm silver-coated OFC conductors
- Enhanced strand geometry and shielding
- Teflon FEP dielectric extruded over each conductor
- Solid copper, 24ct gold plated connectors



EVO3 ELITE

- IsoTek's mid-level power cable – uncompromising audiophile performance
- 7 x 1.25sqmm silver-coated OFC conductors
- Enhanced strand geometry and shielding
- Teflon FEP dielectric
- Solid copper, 24ct gold plated connectors



EVO3 OPTIMUM

- IsoTek's top-level power cable – unparalleled performance for high-end audio systems
- 3 x 3sqmm silver-plated ultra-pure OCC (Ohno Continuous Cast) copper conductors
- Teflon FEP dielectric and shielding
- Solid copper, 24ct gold plated connectors



Powerful Connections

Some people question why it's worth spending money on the final couple of meters of power cabling, when the electricity available from a wall socket has already travelled miles to get to that point. The fact is, those final meters are critical.

An ordinary 'kettle lead' like those supplied free with hi-fi components contains only rudimentary conductors and connectors – the bare minimum to ensure the item works. Cables like these act as aerials to EMI/RFI, which affects the performance of audio equipment, and are not built to maintain electrical integrity to the standard required for high-quality audio reproduction.

This is important because mains electricity is the raw material from which the audio signal that drives your speakers is fashioned. If the electricity powering your audio equipment is affected by noise, the sound waves that reach your ears will suffer from consequential distortion.

A high-quality audio power cable is tailor-made to suit the current requirements of audio equipment, from source components to power amps, with special high-current cables for big, current-hungry amps. They are also designed to protect the integrity of the electricity they carry, minimising distortion and preventing the ingress

of EMI/RFI. A simple A/B listening test between a standard 'kettle lead' and a specialised audio power cable like those made by IsoTek shows the difference this simple upgrade can make.

Of course, if you really want to maximise your system's performance, you should consider one of IsoTek's award-winning power conditioners.

But if you do, don't forget the cables; running a high-quality mains conditioner without power cables of sufficient quality is tantamount to mopping the floor then walking on it with muddy shoes. IsoTek has recently reworked its entire cable range, ensuring every model

benefits the company's latest EVO3 product generation. This has not been an easy task; 18 months of intense development and significant retooling were required to enable IsoTek's objectives to be met. The result is a range of power cables designed to suit every system and every pocket, each one engineered to deliver exceptional performance at its price point. ☺

"Is there any audiophile who still doubts that power cables make a difference?"
Hi-Fi Choice

"IsoTek gets power, so it's logical that IsoTek is the go-to company for power cords"
Hi-Fi+

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Get in sync

IsoTek has made significant improvements to its unique, DC-cancelling EVO3 Syncro power cable, culminating in the new EVO3 Syncro Special Edition. Like the original, the Syncro Special Edition is more than just a top-quality mains cable; it also incorporates innovative electronics that further enhance audio performance.

The circuitry is housed in an anti-resonant aluminium case positioned part way down the cable's length. Its effect is to



IsoTek EVO3 Syncro Special Edition

'synchronise' the mains supply, eradicating sonically deleterious DC on the mains by rebalancing the AC sine wave.

Key improvements have been made to the cable section, in line with IsoTek's current top-of-the-line EVO3 Optimum power cord. Highlights include three 3.0sqmm silver-plated ultra-pure OCC (Ohno Continuous Cast) copper conductors, each consisting of 40 strands arranged in an innovative square-shaped configuration and surround by a Teflon FEP dielectric, with super-effective shielding against EMI/RFI thanks to a Mylar wrap and an earthed OFC braid. Termination is with IsoTek's bespoke 24ct gold-plated connectors.

If you like the Premier, you'll love the Sequel!

The recipient of rave reviews around the world, IsoTek's EVO3 Premier is a high-performance, low-cost power cable that breaks new ground at its price point, making it the defacto standard for those wishing purchase an affordable upgrade for the freebie 'kettle' leads supplied their audio equipment.

This autumn, the Premier is joined by a new, affordable blockbuster called EVO3 Sequel – an upgraded version offering a number of enhancements. For a start, it comes in a standard length of 2m, compared to

Premier's 1.5m standard length.

Like the Premier, Sequel incorporates silver-coated oxygen-free copper conductors, twisted together to aid EMI/RFI rejection, but with Sequel the conductor strand geometry is improved. It also incorporates more advanced 'active' shielding under its PVC outer sheath, similar to IsoTek's more costly cables. It's terminated with the same proprietary 24ct gold-plated connectors that are sported by the Premier.



IsoTek EVO3 Sequel power cable

The EVO3 Sequel is IsoTek's second-tier cable, slotting in between the entry level EVO3 Premier and mid-level EVO3 Elite. For more information about the company's power cable range, see page 6.

New horizons

IsoTek has completed the purchase of Blue Horizon, the British brand of professional-grade audio accessories. The brainchild of IsoTek founder Keith Martin, Blue Horizon was created in 2008 to focus on 'audio essentials' outside the power optimisation sector occupied by IsoTek.

Blue Horizon's first product was the Proburn cable burn-in device, used internationally by cable manufacturers, reviewers and hi-fi enthusiasts to ensure audio cables consistently perform at their best. Also available

is a class-leading range of accessories to help turntable users get their most from their vinyl collections: the Profono phono amplifier, Prolevel turntable levelling tool, Promat

All Blue Horizon products share a common vision: the combination of ingenious product design and innovative materials to deliver premium quality, uniquely effective sound-enhancing

solutions. According to Keith Martin, "The acquisition of Blue Horizon by IsoTek will enable both brands to operate more effectively side by side, working together to enhance the sonic experience of music lovers around the world." For more information about Blue Horizon products, visit www.bluehorizonideas.com.

bluehorizon



Proburn



Profono



Prolevel



Probrush



Clean-IT

Factory records

Following record-breaking sales growth – up 50 per cent in volume thanks largely to the success of the entry-level Discovery Series – IsoTek moved to a new factory in July 2013. This much larger facility greatly increased the company's production capacity, enabling IsoTek to continue its impressive growth.

Just over a year later and



Every product is built with precision in IsoTek's new factory

it's clear just how vital this move has been. "We'd been struggling to keep on top of orders since the first quarter

of 2013 and couldn't work as efficiently as we'd have liked owing to a lack of space," said Keith Martin, IsoTek's managing director. "We realised we had to make the jump, in order to meet current and projected demand. The new factory is operating at full capacity to fulfil orders for our latest creations, like the EVO3 Sigmas power conditioner and Mosaic Genesis hybrid conditioner/generator – without this move, we simply couldn't have coped."

The measure of listening

Accurate audio assessment comes down to two things: scientific measurement using state-of-the-art lab equipment, and subjective evaluation using the most important tool of all – our ears.

When developing new products, IsoTek considers both to be of equal importance. The company has at its disposal an ever-growing arsenal of lab equipment, one of the latest acquisitions being thermal imaging technology purchased during the development of the Mosaic Genesis hybrid power conditioner/generator to correctly manage heat dissipation.

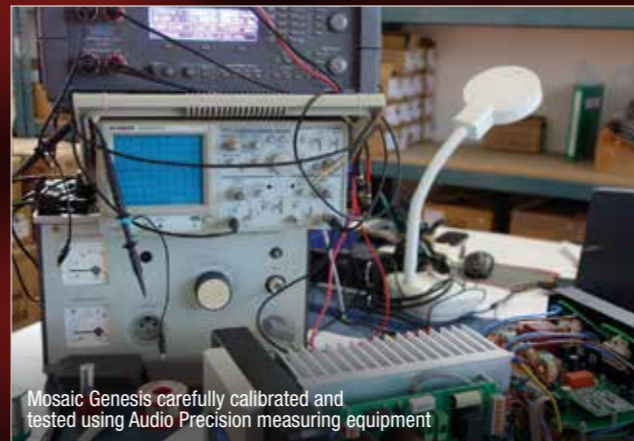
Of course, it's not just a question of taking measurements; it's critical to understand what to

measure, and how to interpret findings in the context of the design. In audio engineering, things that initially appear insignificant can make a big difference – for example, different capacitors in a circuit may measure the same, but can vary significantly in their subjective effect on sonic performance.

Without listening, measuring means nothing. IsoTek firmly believes in conducting exhaustive listening tests before bringing a product to market, assessing every aspect of design in the same way an end-user would experience it. To this end, the company has recently built a new listening facility, filled with a wide range of audio equipment to help ensure every aspect of performance is perfected.



Thermal imaging camera shows heat build-up and dissipation in Mosaic Genesis



Mosaic Genesis carefully calibrated and tested using Audio Precision measuring equipment



IsoTek's new 4.5x8.5x3m (WxLxH) listening facility, packed with a wide variety of audio equipment to enable extensive subjective testing

MAKING HEADLINES

What the press is saying about IsoTek products

Having established the entry-level Discovery Range in 2013, IsoTek's new product focus switched up-market in 2014 as it redesigned the venerable GII Sigmas and GII Titan mains conditioners, introduced the innovative Mosaic series and launched new EVO3 versions of its mid- and high-level power cables.

Respected audio critics have been evaluating IsoTek's latest creations, and the published results thus far are unequivocal. The new EVO3 version of the Sigmas six-way power conditioner is a perfect example; its predecessor earned Product of the Year accolades in both *Hi-Fi News* and *Hi-Fi Choice*, so it has a great deal to live up to.

Hi-Fi World is the first publication to review the new EVO3 Sigmas, and it could scarcely be

more effusive in its verdict. "I was truly amazed at how much of an improvement the EVO3 Sigmas is over the previous model," declared the reviewer, Tony Bolton. "Often a new version of a product offers improvements over the previous design but not enough to warrant current owners upgrading. This is one occasion where owners of the GII version will find such substantial benefits from upgrading to the EVO3 model that the financial outlay can be fully justified." He concluded, "This product is truly awesome in the effect it has upon a system and can be regarded as an essential purchase."

The EVO Sigmas is part of

IsoTek's premium Select Range; between that and the Discovery line sits the Performance Range, of which the EVO3 Elite is part. This mid-level power cable launched at the start of the year and after a lengthy period

of evaluation, *Hi-Fi+* magazine published its findings: "IsoTek's EVO3 Elite polishes the sound of a component... Greater depth and solidity, the treble became less strident and the bass more

forceful... Impressive stuff."

Later in the year, IsoTek followed the EVO3 Elite with its new, top-of-the-range EVO3 Optimum power cable. It's a high-end cable that represents a significant investment, but *Hi-Fi Choice* is in no doubt about its value. "The EVO3 Optimum turns in an extremely impressive performance," asserted the reviewer, David Price. "The improvement it makes is profound and should leave no one in any doubt about the importance of mains power."

More reviews of IsoTek products will appear in the audio press throughout the rest of the year, so keep 'em peeled! ☺

"I was truly amazed at how much of an improvement the EVO3 Sigmas is over the previous model"



Adventures in POWER

In this series of articles for PULSE, we ask a prominent audio journalist to describe his experience with power and the importance of a clean mains supply. This issue, freelance writer Paul Rigby chronicles his Adventures in Power.

“ Problem is, you see, I’m not technologically minded. What I mean is that, unlike some, I have no preconceptions about technology. I’m an ‘innocent’. I can unplug the hole in the sink and then that’s about it. I come from a music journalism background. That’s my priority. Whisper it but I really don’t give a toss about hi-fi, really. It doesn’t float my boat. I don’t have masturbatory dreams about the stuff, I’m afraid. I just want to listen to great music and I really don’t want (often so-called) hi-fi to get in the way. I talk about hi-fi and I review hi-fi but, to me, hi-fi is just a tool that allows me to get to the music. I’m not interested in brands, names, prices or types of hi-fi equipment. If it doesn’t take me any closer to the musical truth, then I’ll bin it and pick up something else instead. To be honest, I’d rather spend my money on vinyl than hi-fi.

Not being a techie whizz but writing about hi-fi hardware is a good thing, though, because it means that I don’t approach hi-fi with any prejudice or bias. For example, when I entered this industry, I was told by (cough) ‘experts’ that I should avoid power conditioning at all costs.

“It’ll restrict your dynamics!” they screamed. “It’ll muffle your top end!” they shouted. “Kiss goodbye to your upper mids!” they fumed. My goodness, they were an emotional lot.

My problem and, I suppose, the reason I became a journalist in the first place, is that I tend to ask lots of questions. So, rather than take the ‘expert’ point of view as gospel, I did just that. I asked lots of questions and I listened to a lot of hardware. Intrigued by the concept and wanting to draw my own conclusions, I requested a review sample of a power conditioner from a company I won’t name (not IsoTek) and, you know what? Initially, I had to agree with the experts. Some of the power conditioning kit I experienced did nothing but throw a rather large and heavy blanket over my speakers – or so it seemed.

Then again, I didn’t dismiss turntables, amps or speakers, per se, the first time I heard a bad one, so I looked elsewhere and stumbled across IsoTek at a hi-fi show. As soon as I heard the company’s Aquarius conditioner I knew something was up. I had to take a closer look and promptly requested a review sample. During the actual review, I was frankly dazzled by the calm that descended upon my reference system’s sound, and the extra focus and information that I was now hearing with the Aquarius attached. It was the reduction in distortion that made me want to find out more.

From this revelation, I branched out and began to investigate other audio accessories from various companies, such as cables (including IsoTek’s own EVO3

Premier power cables and the remarkable Syncro), shelving systems, isolation systems and the like and realised that distortion, in its many variants and forms, was the single largest enemy to the hi-fi user. Erasing distortion is critical. In fact, until you totally get rid of the stuff, you don’t know what your hi-fi truly sounds like. What’s the point of ever upgrading, if you only hear 70 per cent of your current set-up? That’s why hi-fi accessories (or hi-fi essentials, as I’d prefer to call them) like high-quality cables, isolation feet under your CD player and amp, dedicated turntable supports and the like, are so important.

Continuing my research, I began to realise that a critical source of sonically destructive distortion is the mains supply that pours electrical power into our systems. It’s truly horrible stuff, too. There’s no point in fiddling with the rest of your hi-fi while this stuff is spewing out of your mains and into your hi-fi chain, untreated.

You constantly hear hi-fi journalists advising that you need to get your source components (turntable, CD player and so on) right first, and consider the rest later. Spend the majority of your limited budget on the source, they say. That’s where your music begins. Wrong, wrong, wrong! Your hi-fi ‘source’ is actually before all of that. Before your turntable and your CD player. The source is your mains socket. That’s where your music begins. Address that bit first and your hi-fi will thank you.

That’s why I reviewed IsoTek’s flagship Super Titan high-current mains conditioner and its sister gizmo, the Genesis mains sine wave generator. They are undeniably

expensive, but both should be on your aspirational ‘wants’ list because they basically re-construct a perfect, hi-fi friendly mains supply for you. The effect is extraordinary; when I first plumbed them in, I didn’t recognise my hi-fi system. It was completely transformed – it’s not that it didn’t sound good before, but feeding it with electricity from these ingenious boxes was like unlocking a cage and letting my system’s full sonic potential run free for the very first time. Extraordinary and exhilarating...

Don’t worry if you can’t afford one of these Rolls Royce products, though. Get yourself one of IsoTek’s less costly clean-power devices – the EVO3 Aquarius mains conditioner, for example – and enhance the great hi-fi system you already own.”



Paul Rigby currently writes for Hi-Fi World, Record Collector, Vintage Rock, Android Magazine, Making Money plus lifestyle websites such as Vinyl Factory and the BBC’s Cash In The Attic. IsoTek forms a critical part of his hi-fi system, including the mighty Super Titan high-current mains conditioner (powering his meaty Icon MB 845 MkII monoblocks), EVO3 Aquarius conditioner (feeding his source components and preamp) and attendant IsoTek power cables.



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