



Hello...

2013 was a massive year for IsoTek. Unit sales were up by 50 per cent, thanks partly to the runaway success of our new entry-level Discovery Series, so we moved to a bigger factory. Our production capacity jumped sharply as a result, and we're now steaming forward with a stream of superb new products throughout 2014.

While last year's new product focus was at the entry-level end of the spectrum, the first half of 2014 is firmly fixed up-range. Our development programme has led to numerous improvements to some of our most critically acclaimed products, including the venerable GII versions of the Sigmas and Titan. In its time, the GII Sigmas power conditioner earned product of the year accolades from respected audio publications like *Hi-Fi News* and *Hi-Fi Choice*, while the GII Titan was described as "a revelation" by *What Hi-Fi? Sound and Vision* and was said to have "redefined mains cleaning" by *Hi-Fi News*.

Both these products have been extensively redesigned as befits our latest EV03 product generation, as has our top-end Optimum mains cable, resulting in a substantial leap forward in performance. Hot on their heels is the first component from our long-awaited Mosaic Series: the hugely exciting Mosaic Genesis, which fuses together two innovative IsoTek technologies to create an extraordinary single-box, whole-system clean-power solution. See *News* on p2 for more details.

As the electronic devices we use proliferate, the quality of the electricity we feed our systems continues to degrade. The effect on audio and AV systems is profound, which is why we continually strive to make our exceptional clean-power products even better – so you can unleash your system's full potential.

Keith Martin

Keith Martin
Founder & Managing Director, IsoTek

A Serious Problem	A Powerful Solution
<ul style="list-style-type: none"> ▶ 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. 	<ul style="list-style-type: none"> ▶ 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

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

Hi-Fi Choice



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▶ IsoTek's new EV03 Sigmas power conditioner
See page 2

"This product is truly awesome and can be regarded as an essential purchase"

Hi-Fi World, April 2014

We don't like to boast but...

IsoTek is the world's leading manufacturer of specialised clean-power products for hi-fi and home cinema systems, its unique technologies winning more awards than any similar brand. Below is a selection of accolades for IsoTek's latest EV03 product generation, from respected publications around the world...

"Best Accessory 2013... Combining radical ideas to vault-like build quality, electronic and mechanical noise is eliminated from your system with the Super Titan"

IsoTek EV03 Super Titan – TONEAudio

TONEAudio

"I was blown away... As the results show, overall distortion is less than a twentieth of that from the mains supply – an excellent result"

IsoTek EV03 Genesis – Hi-Fi News



"(You hear) more space, lower noise and greater resolution... An increase in timing precision, depth of bass and a much greater sense of musical flow"

IsoTek EV03 Polaris – Hi-Fi Choice



"There is a cumulative effect in using both together that makes a striking difference to the overall performance of the system. They open up the soundstage and let you hear more of the music because noise is reduced... Highly recommended and particularly good value for money"

IsoTek EV03 Premier and EV03 Polaris – Hi-Fi Choice



"A top quality cable"

IsoTek EV03 Elite – Hi-Fi World



"A distinct lift in overall musical performance"

IsoTek EV03 Sirius – TechRadar



"The Super Titan and Aquarius are sonic wonders. If you haven't addressed power delivery, consider adding these IsoTek components. Only then will you discover what your system can really deliver"

IsoTek EV03 Super Titan and Aquarius – TONEAudio

TONEAudio

"Effective cleansing of the mains supply at an affordable price"

IsoTek EV03 Solus – Hi-Fi World



"Accessory of the year 2013"

IsoTek EV03 Genesis – Hi-Fi Voice



"The Big Daddy of power conditioners... It's like upgrading your whole system"

IsoTek EV03 Super Titan – Hi-Fi+



"(The cable delivers) a distinct cleaning up of the sound... More space, lower noise, greater resolution and a much greater sense of musical flow"

IsoTek EV03 Premier – Hi-Fi Choice



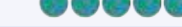
"The Aquarius is brilliant"

IsoTek EV03 Aquarius – Record Collector



"A statement product that shows what is possible, setting the standards in mains synthesis... The IsoTek Genesis enables you to hear – really hear – your hi-fi system, possibly for the very first time"

IsoTek EV03 Genesis – Hi-Fi World



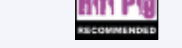
"In every instance it produced significantly superior results... You really don't know what any component is capable of if you are just plugging it into the wall"

IsoTek EV03 Genesis – Hi-Fi+



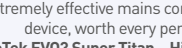
"This power cable is a no-brainer as far as I am concerned – the benefits of high-end power cable design, but without the high price. Recommended!"

IsoTek EV03 Premier – Hi-Fi Pig



"What I heard surprised and shocked me – for the first time, I was listening to the music and not the hi-fi... Tremendous instrumental separation, drained of distortion... Beautifully built and presented, this is an extremely effective mains conditioning device, worth every penny"

IsoTek EV03 Super Titan – Hi-Fi World



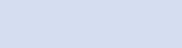
"Your music will sound smoother, cleaner and much more immediate"

IsoTek EV03 Super Titan – Hi-Fi Choice



"An effective improvement to a good hi-fi system... That the IsoTek Aquarius revealed previously unheard details from my familiar LPs, says it all"

IsoTek EV03 Aquarius – Hi-Fi World



"Excellent value for money... A great real-world product that useful and inexpensively upgrades your system"

IsoTek EV03 Sirius – Hi-Fi World



Don't just take our word for it. Discover 'The IsoTek Effect' for yourself and unleash your system's full potential – you'll be glad you did!

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IsoTek takes flight

From its headquarters in Hampshire, England, the IsoTek team travels the world to conduct public demonstrations, dealer training and product seminars – a vital part of the company's commitment to support each of the 50+ countries in which its products are sold. One recent trip took IsoTek's clean-power evangelists to Asia, an experience Jonathan Brooks-Martin, IsoTek's newly appointed product training manager, won't forget in a hurry...

“As the plane touched down I was buzzing with excitement. This was my first trip to Asia since joining the IsoTek team in 2013, and the first stop was Singapore. Our mission: to support distributor AV One at the Sound & Site Show, conducting demonstrations of IsoTek's clean-power products to the assembled throng. After a 13-hour flight I was desperate to disembark and was greeted by blue sky and sunshine – quite a change from the grey, drizzly weather I left back in England.

The show was organised by Singapore's only audio publication, Sound & Site Journal, and pulled in thousands of visitors – a passionate crowd with real enthusiasm for high-performance audio. Our demo room's location was challenging, with three lifts next door and two service lifts just 10ft away. Lifts create differential mode mains noise, which badly affects the sound of any audio system plugged in nearby. In

this instance, the effect was so bad that it produced a high-frequency 'squeak' from our speakers' tweeters! We plugged in the IsoTek EVO3 Polaris power-conditioning bar and the problem was instantly solved. For audio/AV system owners living with multiple electronic devices around the home (and that goes for most of us) the Polaris is a simple, affordable product that delivers terrific improvements.

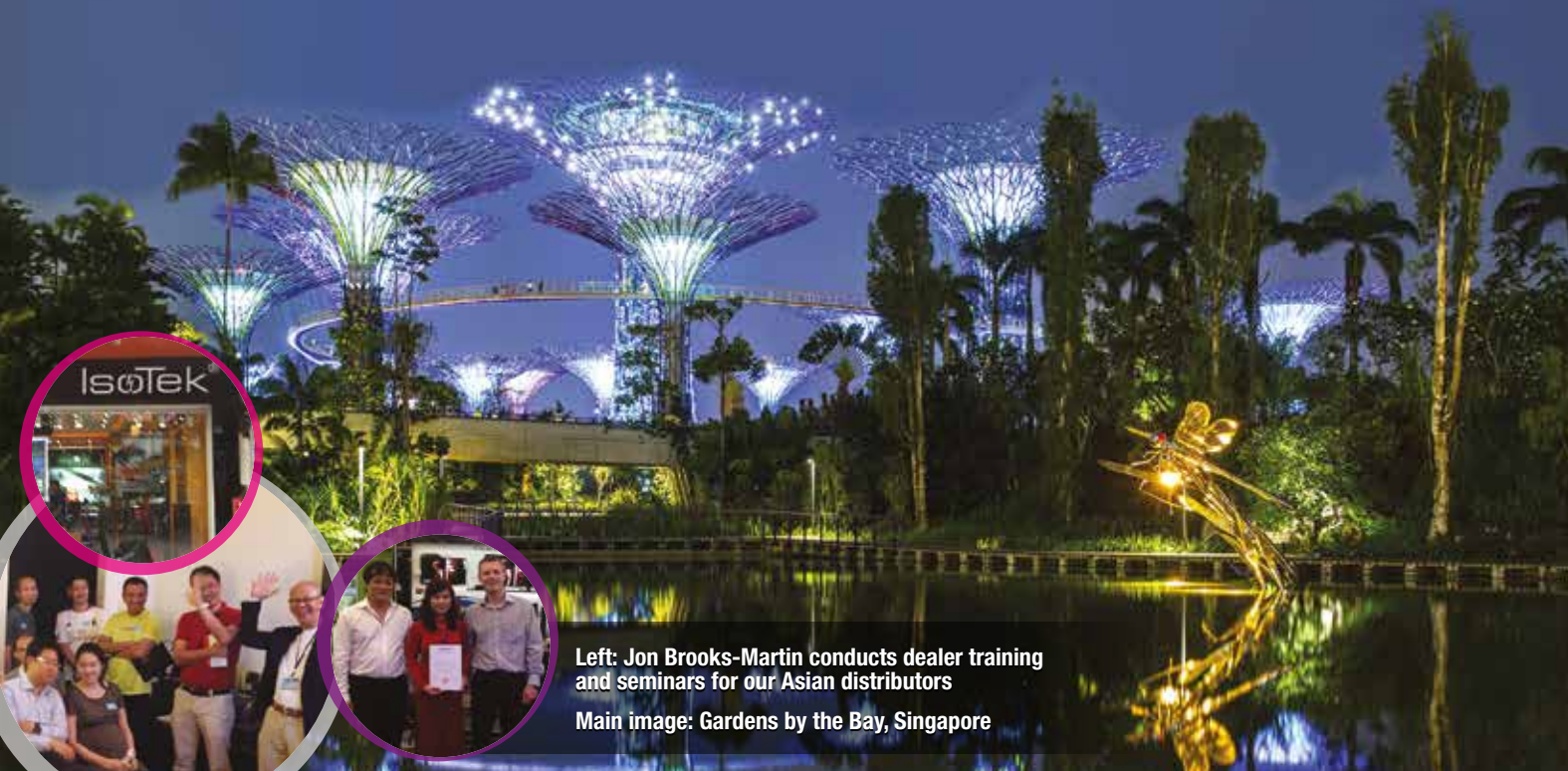
We conducted three full days of back-to-back demonstrations at the Sound & Site Show then moved on to Vietnam, supporting our distributor Tang Tung Audio with dealer training in Hanoi. I'd never visited Vietnam before and was unprepared for the drive to the hotel, which turned out to be a wild experience! Small motorcycles came hurtling from all directions carrying what looked like entire families. I even saw a large chest freezer strapped to the seat of one of them! We visited nine dealers in three short days; Hanoi was a wonderful

experience, one that will stay with me for a long, long time.

From Vietnam, it was a short flight to Bangkok for more dealer training with our Thai distributor, Audio Revolution. A quick glance at the power lines around the streets of Bangkok shows how badly the Asian market needs IsoTek clean-power products! The training sessions were conducted at the Jet Live Audio shop in the Exchange Tower, with 'The IsoTek Effect' clearly audible to all who witnessed our demonstrations.

Whilst I enjoyed the 33°C heat of Bangkok, the humidity was less welcome and I was glad to return to chilly Winchester at the end of an exhausting, but hugely rewarding, two-week tour. It was, I hope, the first of many such trips I shall make on IsoTek's behalf, travelling the globe to support the distributors and dealers who sell our products.

For me, the greatest 'buzz' is witnessing the audience's disbelief as they hear IsoTek components for the first time. There's no better way to show off the benefits than in a live demonstration – the improvements they bring are immediate and profound, as the noise floor drops and the sound becomes more open, transparent, dynamic and vibrant. I know how uniquely effective our products are, and nothing gives me greater pleasure than to show this to the world. Roll on the next trip!”



Left: Jon Brooks-Martin conducts dealer training and seminars for our Asian distributors

Main image: Gardens by the Bay, Singapore

NEWS

Sigmas EVolves

IsoTek has extensively reworked its award-winning GII Sigmas mains conditioner, bringing it in line with its latest EVO3 generation of products. Like its predecessor, the new EVO3 Sigmas is a full-width unit with six outlets to supply a complete audio or AV system with clean, consistent power. However, numerous enhancements deliver a massive tenfold improvement in both common mode and differential mode mains noise filtering, taking its performance to a whole new level.



IsoTek EVO3 Sigmas mains conditioner

Headline technologies include Direct-Coupled® conditioning, which provides optimal high-current, low-impedance filtering whilst fully maintaining the transient and dynamic abilities of connected components, and Adaptive Gating®, which automatically adapts to the current draw of the load, thus optimising performance across a range of audio and video devices.

KERP® (Kirchoff's Equal Resistance Path) equalises resistance across all outlets, providing a clear, coherent signal path from one socket to the next. All internal wiring has been upgraded to UP-OCC (Ultra Pure Ohno Continuous Cast) copper and every outlet has its own dedicated filter network, effectively operating as six independent conditioners in one box.

Another of IsoTek's critically acclaimed conditioners, the high-current GII Titan, is also receiving the upgrade treatment. The new EVO3 Titan launches in May.

Powerful connections

Mains cables are a vital part of IsoTek's power optimisation plan. The company's continuous development programme has led to improvements across its entire cable range, with the top-end Optimum the latest to be elevated to EVO3 status.

At the cable's core are three conductors made from OCC (Ohno Continuous Cast) copper. The OCC refinement process, developed and patented by Professor Ohno of Japan's Chiba Institute of Technology, gives a vastly superior level of purity compared to traditional OFC (Oxygen-Free Copper).

Each of the three 3.0sqmm conductors features an innovative square-shaped configuration of 40 strands, each strand also being of square cross-section. This unique design provides an enlarged inter-strand contact surface, further enhancing electrical conductivity.

An FEP (Teflon) dielectric is extruded over each conductor, and all three are given a slight

rotational twist to aid RFI and EMI rejection. A cotton filler adds strength, reduces microphony and further enhances the cable's dielectric properties, and the whole construction is double-shielded with a Mylar wrap and an OFC shield. The cable

is completed with a durable PVC outer jacket and hand-terminated with IsoTek's bespoke 24K gold-plated connectors.



IsoTek EVO3 Optimum power cable

Get the full picture with Mosaic

IsoTek's long-awaited, modular Mosaic Series is finally here! Available from June, the first component to launch is the Mosaic Genesis – an exciting hybrid of IsoTek's mains sine wave generation technology and the company's unique, high-performance power conditioning circuitry.

Mosaic Genesis is designed to deliver a uniquely effective whole-system solution by fusing two of IsoTek's statement technologies into a single half-width chassis. It offers five outlets in total: three for front-end electronics like source components and preamps, plus two for high-current devices – power amps, active subwoofers and so on.

A generation cell derived from the groundbreaking EVO3 Genesis from IsoTek's Ultimate Series drives the three front-end outlets. Unlike ordinary mains regenerators, this

technology – unique to IsoTek – builds an entirely new sine wave, ensuring exceptional precision and vanishingly low levels of distortion.

This generative approach is supremely effective for front-end components but less suited to more current-hungry devices like power amps. For this reason, Mosaic Genesis' two high-current outlets are fed via a 'lighter' version of IsoTek's Direct-Coupled® conditioning circuitry from the highly acclaimed Titan. Parallel filter sections in a nine-stage network achieve an exceptionally low-impedance, high-current supply, thus delivering the best of

both worlds to dramatically enhance the performance of an entire multi-component audio system.

Two further Mosaic Series components are set to launch later this year: the Mosaic Titan, a dedicated high-current power conditioner, and Mosaic Centuri, a voltage stabilisation system.



IsoTek EVO3 Mosaic Genesis

Adventures in POWER

In the second of a 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 and consultant Ed Selley tells of his recent Adventures in Power, prompted by his AV system's relationship with a fridge.

“There are any number of ways that a music or film lover might find themselves looking at mains treatment as a means of improving their system. Many will find themselves in environments where there are clear signs that other activities taking place around them are having a negative effect on their listening. Others will be looking to extract a little more performance from a well balanced and much loved combination of electronics rather than risk the loss of hard-won synergy by changing the electronics themselves. Still others (you know who you are) know in their heart of hearts that they need all bases covered in terms of their system's installation, connection and configuration before they can relax enough to enjoy the music.

For me, however, it was a fridge.

More specifically, a small fridge that resides in the living room, which I use for keeping drinks cool and preventing me from having to make the arduous journey of several feet to the fridge in the kitchen (I maintain that being this idle actually requires considerable work). Convenient it might be but completely unobtrusive it is not. The mains and wiring in my house

have always had a slightly ad hoc feel to them. I blow more light bulbs than the set of Das Boot and certain electrical devices have a habit of making themselves felt on others. The fridge was no exception.

This meant that when I was supposed to be enjoying a genuinely cinematic performance on my home cinema system, my convenience feature was having a decidedly inconvenient effect on it. The fridge itself is commendably quiet in use but the moment that the compressor clicked off, the noise came back over the mains to produce a distinctly audible and entirely unpleasant 'crack' in all five tweeters. This is not the sort of thing that adds to the immersion of a good film and while not that loud, wasn't something I'd want to subject a speaker to long term.

As such, it was for the most prosaic and obvious reasons that I looked towards mains conditioning treatment. Actual

performance improvements were to take a back seat to the simple desire to be rid of some mains-borne interference. When it came to choosing equipment to solve the problem, IsoTek was the logical choice. I've been treated to some genuinely impressive demonstrations of their equipment over the years and they are entirely straightforward about what their conditioners are supposed to do and how they go about doing it. It is all too easy to introduce an element of the mystical to mains treatment and where IsoTek excels is staying firmly on the side of demonstrable science.

One EVO3 Aquarius six-way conditioner and some EVO3 Premier mains leads later, perhaps unsurprisingly the fridge compressor no longer has any effect on my movie nights. My drinks are cold and my silences silent – mission accomplished. What I wasn't expecting was the additional benefits. Perhaps it was because my original issue was so obvious it masked less marked issues, but the effect that the equipment has had on the

overall performance has been singularly impressive. The manner in which a modern AV system is constructed means it faces some inherent noise issues. Multiple devices

with different types of power supply are then connected together via cabling that is designed to communicate in both directions, which means that problems introduced via the mains can become a problem for the whole system.

With the Aquarius in place and acting to give all my components a clean power supply, free from common mode and differential mode noise, my system is able to deliver a

performance that is a genuine step forward over what it could do without it. The drop in noise floor allows for dialogue to be easily followed, even at 'late night with a baby upstairs' volume levels. This also allows for fine details that are often lost in the mix to be easily discerned.

The overall effect is sufficiently immersive that I frequently forget to make any use of the fridge that started this process in the first place.

Neither are the improvements the sole preserve of Blu-rays on film night. Components like my satellite box and wireless DAC have also benefited from this super-clean power supply and

the improvements to broadcast television have been a tremendous step forward. The effect that mains-

borne noise was having on picture quality was interesting – a slight grain to the picture, which I'd chalked up as one of those things, has been eliminated.

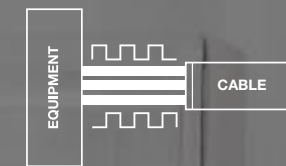
In short, having applied mains treatment to successfully deal with a specific issue, I've found myself unlocking performance gains across the board. The effect that a well-implemented mains conditioner has had on an AV system comprised of good but mainstream equipment has been superb – and I don't get that 'click.' That's the sort of success that has me raiding my fridge for a celebratory beer.” ☺



Above: IsoTek EV03 Premier power cable



Above: IsoTek EVO3 Aquarius power conditioner



DIFFERENTIAL MODE

Differential Mode mains noise is created by all electrical appliances – everything with a power supply, in fact. This includes your microwave oven, your television and your computer, as well as every hi-fi component you own.



COMMON MODE

Common Mode mains noise is often referred to as RFI – transmitted frequencies that surround us but we cannot see. For example, imagine how much data is transmitted by smartphones and tablets; cheap power cables act as aerials for these unwanted frequencies.



Ed Selley has worked for several well-known audio and AV manufacturers, including Cambridge Audio and Yamaha, specialising in technical training and support. He is now a freelance writer and consultant in the audio and consumer electronics sectors, contributing to the likes of AVForums, Hi-Fi Choice and Hi-Fi+. Following his recent Adventures in Power, he now uses an IsoTek EVO3 Aquarius mains conditioner and EV03 Premier power cables in his AV system at home.