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PULSE

pure sonic innovation

ISOTEK SYNCRO

Unlock that late night sound whenever you listen



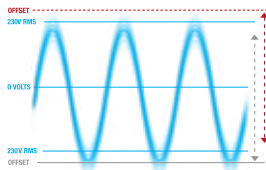
IsoTek's latest power cord is much more than just a mains cable – Syncro also incorporates innovative electronics that enhance audio performance still further.

The electronics are housed in an anti-resonant aluminium case positioned part way down the cable's length. This unique circuitry is designed to synchronise the mains supply in order to promote a perfectly symmetrical sine wave, delivering significant sonic improvements when used with any hi-fi separates system.

One of the problems the Syncro tackles is often referred to as 'DC on the mains'. This is caused by all manner of electronic products plugged into the mains supply, which create a 'backwash' from their AC-DC rectification. As a result, where the waveform should have zero voltage, it is displaced slightly (usually about a volt or so), and this displacement is constant over the whole AC cycle. In audio terms, this manifests itself as a low-level mechanical hum, which translates into microphony and therefore increased noise in the audio signal.

Syncro's clever electronic circuitry tackles this problem by rebalancing the AC sine wave. The result is a reduction in the noise floor, enabling sonic performance with greater clarity and reduced 'grain'. You can play your system louder with less harshness, and low-level details are more clearly defined.

The cable itself is identical to IsoTek's top-of-the-line Extreme power cable. It features heavy-



▲ Syncro corrects the offset in the mains supply's waveform, directly benefiting sound quality

gauge, triple-screened, 20A oxygen-free copper conductors suitable for high-current demands, coupled to top-quality connectors at either end.

Audio critics around the world are unanimous in their praise for the Syncro. In the UK, *Hi-Fi World* found that "the most obvious aspect of the performance was a major reduction in harshness and 'mush'". The reviewer also noted "a complete lack of low frequency strain", concluding that the Syncro is "a highly impressive piece of kit". Meanwhile, *Hi-Fi Piac* in Hungary found Syncro "delivers serious improvements",

declaring that "it's really not a question of whether to purchase, but when".

In his review, Alan Sircom of *Hi-Fi+* compares the Syncro's effect to listening to a hi-fi system late at night, with all the electrical appliances in your house – and your neighbours' houses – switched off. "The

acid test of any component is what happens upon its removal," suggests Mr Sircom. "Do you say 'oh well' and put it back in the box, or do you immediately plug the thing back in place. The Syncro is very much in the latter camp. You know that magical audio quality you only get late at night? Syncro unlocks that sound, whenever you listen." ☺

"Syncro makes a significant step up in performance"

HI-FI+ ISSUE 77

"A highly impressive piece of kit"

HI-FI WORLD MARCH 2011

"Syncro delivers serious improvements"

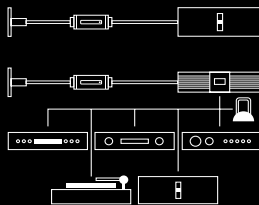
HI-FI PIAC ISSUE 87

HOW TO USE SYNCRO

The benefits of Syncro's DC-corrective properties may be incorporated into a tremendous range of audio systems, and used in a variety of ways. It can be plugged directly into an audio component – an amplifier, for example – and deliver instant sonic improvements. Alternatively, it can be used to power one of IsoTek's multi-outlet power conditioning components, such as the Sirius, Aquarius, Sigmas or Titan.

In the latter configuration, Syncro takes the mains electricity supply and realigns its waveform, prior to filtration of contaminants (RFI etc.) by the conditioning unit, which then feeds each hi-fi component, thereby improving the performance of every link in the audio chain.

Because it's a cable, existing IsoTek users can incorporate Syncro whilst continuing to use the conditioning equipment they already own.



USING SYNCRO WITH AQUARIUS

The line diagram above shows how Syncro may be plugged directly into a single audio component, such as a power amplifier, or connected to a multi-outlet mains conditioning unit, thereby benefiting every component in the audio chain. The critically acclaimed IsoTek Aquarius power conditioner, pictured above, makes an ideal partner for the Syncro – please contact your nearest dealer to find the right combination of IsoTek products for you.

Hello...



Welcome to the Summer 2011 edition of *PULSE* – the perspicacious periodical from



passion for music, we knew we could bring fresh ideas to the table that would result in significant sonic improvements – and so it proved.

Throughout the past 10 years, IsoTek has remained the top-rated power conditioning specialist in the UK and around the world, gathering award after award from

the most revered audio publications in numerous countries. In 2011, our core design team remains the same as it was at company's inception, 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! Until next time, happy listening...

Keith Martin
Founder & Managing Director, IsoTek

WHY POWER CONDITIONING?

- ▶ 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.

WHY ISOTEK?

- ▶ 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.



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:
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▶ IsoTek Syncro
See page 2

5 WAYS TO IMPROVE YOUR SYSTEM'S SOUND

1 Positioning

Where you position your speakers and audio components makes a big difference to sound quality. Speakers should be positioned so that the tweeter is at ear-height – a pair of specialist speaker stands will help to achieve this with compact speakers. Avoid placing speakers in corners; the same rule applies to electronic components, too.

Experiment with speaker positioning – some are designed to work well when placed against (or close to) a wall, while others perform best when sited in free space. Resonant characteristics vary from room to room, which is why it's important to experiment with speaker positioning in situ. Bass is most obviously affected; even relatively small positional shifts can improve bass that was previously too heavy and 'bloomy', or too thin and weak.

In terms of your listening position, aim to form an equilateral triangle with you at one tip and the speakers opposite. Place the speakers at least two metres apart; it's also important to ensure that the distance between the speakers is no greater than the distance between the speakers and the listener.

Experiment with toeing in, too: start with the speakers facing directly forwards, then gradually angle them in towards the listener until the optimum position is found. Speakers differ with regard to toeing in, but as a general rule, angling them towards the listener will narrow the width of the soundstage and increase stereo image focus. If you find the sound is a little on the bright side, reduce the toe-in.



2 Support & Isolation

Audio components need to be well supported to perform at their best. They also need to be isolated from external vibrations, both airborne and transferred through the floor, which are detrimental to performance. We recommend using a dedicated audio equipment support, which will ensure that components are level and firmly supported. Ensure there are sufficient shelves to house all your components, one per shelf. Avoid the temptation to stack one component on top of another; this is not good for performance.

A good-quality equipment support will provide a degree of isolation for the components that are placed upon it, by using vibration-damping materials between the shelves and the support frame, for example. Isolation platforms or individual 'feet' can be purchased separately to provide further isolation between the shelf and each component.

Specialised audio equipment supports usually come with spikes to couple with the floor, as do floorstanding speakers and speaker stands. These aid stability when used on a carpet, and also help to isolate from vibration. Spike shoes – small discs with an indentation to take the spike – can be purchased to protect hardwood flooring whilst enhancing the isolating effect. We recommend Blue Horizon Spike Shoes for this purpose – their multilayer-layer construction combines special resonance-damping materials inside an aluminium shell to enhance sonic performance (www.bluehorizonideas.com).



3 Signal Cables

The interconnect and speaker cables you choose make a significant difference to the performance of your system. They won't alter the fundamental characteristics of the sound you obtain, but they will fine-tune it. The ideal signal cable doesn't add anything to the sound but, crucially, it doesn't take anything away either, so your system components and speakers perform at their unsullied best.

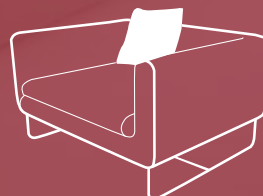
Don't skimp on the quality of the cables you use – as a rough rule of thumb, you should allocate at least 15-20 per cent of your overall system budget to signal cabling. It's usually a good idea to purchase interconnect and speaker cables from the same range to ensure consistency, rather than mixing and matching. It's also a good idea to clean the contact surfaces regularly, using a specialised cleaner to remove oxidation and contaminants and thus reduce signal loss. We recommend Blue Horizon's Clean-IT solution for this task (www.bluehorizonideas.com). You'll be surprised at the difference it makes to sound quality.



4 Room Furnishings

The acoustic environment plays a crucial part in determining the quality of the sound we hear. Well-heeled audiophiles with the luxury of a dedicated listening room may choose to apply specialised acoustic room treatments to reduce unwanted reflections and optimise the acoustic characteristic of the room in question. However, most of us have to place our audio systems in a room that's also used for other purposes, which means we're limited in terms of the things we can do to optimise the acoustic space.

That said, a degree of fine-tuning is still possible. Try clicking your fingers; if there is a slight echo, then your room is described as 'live' from an acoustic point of view – not ideal for sound quality. The use of soft furnishings will help to dampen a 'live' room and soften the sound if it's too hard and bright. If you have a hardwood flooring, a rug placed between the speakers and the listener may be beneficial, and the use of curtains and cushions can help to absorb reflections that degrade stereo imaging and tonal quality. It may be worth considering hanging rugs or tapestries on walls at reflective points, too. All rooms are reflective to some degree, but the use of furnishings – even things like bookcases – can help to reduce the most sonically damaging reflections and greatly improve sound quality as a result.



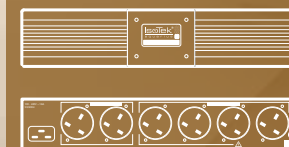
5 Mains Supply

The first input into any audio system is electricity. It flows through the system, used by each component in turn to create the signal that eventually moves the speaker's drive units. What we hear is ultimately fashioned by, and from, mains electricity – it's the 'raw material' from which the 'art' is created and has a direct influence on sound quality.

The supply of electricity we use in our homes is constantly eroded by a barrage of pollutants: noise created by the switch-mode power supplies in common household appliances; the sea of RFI/EMI in which we are bathed, exacerbated by the proliferation of wireless devices in our homes. Power conditioning components can be used to improve the mains supply via sophisticated filtering and regulation, with instantly audible results.

IsoTek is the world's leading brand of specialised power conditioners for audio systems, with more than 50,000 satisfied customers worldwide. There's an IsoTek conditioner to suit every system and every pocket, from the entry-level Sirius to the new flagship, the mighty Super Titan, alongside a comprehensive range of mains cables.

The improvements made by IsoTek mains 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'.



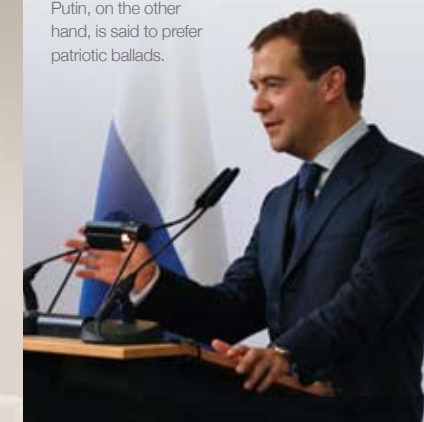
Buying a high-quality audio system is just the beginning. Here are five things you can do to ensure your system is performing at its best.

RUSSIAN PRESIDENT DEMANDS 'CLEAN' POWER

A recent story in the *Guardian* newspaper revealed that Russian President Dimitri Medvedev is something of a committed audiophile, having assembled a hi-fi system worth a cool £130,000. What's more, he obviously knows a thing or two about the importance of 'clean' power: his entire system is powered by IsoTek mains conditioners and cables, with the top-end Titan feeding his power amps and the Aquarius taking care of his preamp and source components.

Other British audio manufacturers feature heavily in his system, including Avid (turntable) and Naim (CD player). So, what does Mr Medvedev play through this assemblage of sonic majesty?

According to the *Guardian*, he likes nothing better than a spot of Deep Purple. Putin, on the other hand, is said to prefer patriotic ballads.



IsoTek®

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Building the foundations of great sound

Following two years of intensive development, IsoTek's Super Titan – the world's most powerful mains conditioner – is finally available.

Building upon the design of the existing Titan, IsoTek's new flagship was inspired by the emergence of a new breed of super-powerful high-end amplifiers whose current demands set specific challenges that are not fully met by existing mains conditioning products. In the process, IsoTek has designed a power conditioner that outperforms all others currently available, both on paper and in practice.

In the six years since its launch, the multi-award-winning Titan has built a reputation as the finest mains conditioner on the planet, described by the critics at What Hi-Fi? Sound and Vision as "a revelation" and by those at Hi-Fi News as "the most impressive mains filter we've ever heard". Its innovative technology, designed specifically for power amplification, forms an epoch-making partnership with the IsoTek Nova, which delivers the same exacting level of quality for source components and preamplifiers.

While the Titan remains a critical component in IsoTek's product range, the arrival of Super Titan

heralds the start of a new high-end range of power optimisation components called Ultra Reference. It takes the Titan blueprint and enhances every element of its design to deliver a new benchmark in the field of mains conditioning for high-performance audio and AV systems.

"When we launched the original Titan in 2005, it was designed to be the very best power conditioner we could make," said Keith Martin, founder and managing director of IsoTek. "In the six years since, our R&D programmes have enabled us to push the boundaries still further; the brief for the Super Titan was to design the finest power conditioner in the world for high-current audio applications, and that is precisely what we have delivered. It is our flagship product for those who demand the very best, and the improvements it brings to sound quality are emphatic. We can confidently say that no other power conditioner comes close."

The second component in IsoTek's Ultra Reference series, a multiple regeneration device called Genesis, will be launched later in 2011. More details will be revealed in the autumn edition of PULSE. [↗](#)

ISOTEK SUPER TITAN KEY FEATURES

- ▶ First component in IsoTek's new Ultra Reference series
- ▶ Unrivalled current capability: 7,360W continuous current and 35,500W transient power (almost double that of Titan)
- ▶ Unique filtering circuits: four seven-stage filters in a series parallel configuration with specialised choke designs
- ▶ Direct Coupled Design© ensures optimal high-current filtering, eliminating mains noise without restricting transient power
- ▶ KERP© technology secures a pure, symmetrical signal path throughout the unit
- ▶ Polaris-X© network reduces crosstalk and improves component-from-component isolation
- ▶ Integral ISIS© support structure uses special materials to isolate Super Titan from all forms of resonance

Left: System diagram showing Super Titan's innovative circuitry, including its unique set of four seven-stage filters in a series parallel configuration. A simple comparison may be drawn to multiple-cylinder engines.



ISOTEK IN ISRAEL

With distribution in 45 countries, IsoTek has a truly global reach. The company's representatives regularly travel the globe, carrying out training sessions and product seminars as part of their commitment to fully support each and every market they serve.

At the tail end of 2010, one such trip took Keith Martin, IsoTek's founder and managing director, to Israel for the first time. A special training event was hosted by Sabo Audio, IsoTek's Israeli distributor, and supported by Alon Glan, editor-in-chief of HiFi Music Israel, the country's leading online audio publication.

During the event, IsoTek undertook a series of live demonstrations to show the benefits of effective power conditioning. A top-of-the-line MBA CD player was coupled to Plinius' excellent Hautonga integrated amplifier, with a variety of IsoTek equipment attached in turn. From a starting point without any mains products, IsoTek's entry-level Sirius mains block was

added, followed by the Elite and Optimum mains cables. Then the Sirius was swapped for an Aquarius conditioning unit and finally, the Titan high-end conditioner and Syncro DC-correcting mains cable were introduced to the system. The step-up was clear and emphatic each time, ably demonstrating the upgrade path offered by IsoTek's range.

"It was a fascinating and hugely successful trip," recalls Keith, who has already undertaken similar visits to Sweden, Slovakia, Ukraine, Hungary and Austria in the three months since (not to mention his now-legendary demonstrations at Sound & Vision – The Bristol Show in the UK). "We received a magnificent reception and were clearly able to demonstrate why IsoTek is the leading power conditioning brand in the world. We look forward to a long and hugely successful relationship with our Israeli friends." [↗](#)



ISOTEK'S FIRST CENTRE OF EXCELLENCE

The world's first store to be awarded IsoTek's new Centre of Excellence status is Jordan Acoustics in Bournemouth, England. The store stocks the full range of IsoTek mains conditioning components and cables, with full and permanent demonstration facilities of all products right up to the new, flagship Super Titan conditioner. Free home trials are also available, with expert customer service at every step.

"Our Centre of Excellence status for IsoTek means we can offer unparalleled choice and service to our customer base from a range of mains conditioning products proven the world over to be the very best," says Tim Jordan, founder and managing director of Jordan Acoustics. "Purified mains is the foundation on which our high-end systems are based and performs the essential role of lowering the noise floor, bringing you closer to the music."

A new initiative for 2011, only dealerships that comply with IsoTek's stringent criteria may apply for Centre of Excellence status. Jordan Acoustics' Bournemouth store is the first; more are expected to follow. For more information about Jordan Acoustics, visit: www.jordanacoustics.co.uk

ISOTEK CENTRES OF EXCELLENCE KEY FEATURES

- ▶ Full IsoTek range in stock
- ▶ Expert customer service
- ▶ All IsoTek products available for demonstration
- ▶ Free home trials available

IsoTek®

▶ IsoTek is distributed and sold in 45 countries. To find your local dealer or distributor, visit: www.isoteksystems.com