

# High-end cables for high-end demands

## Your system in concert

To get the best from your music the cables must measure up to your hi-fi system. Our cables work transparently with your set-up, protecting the signal without adding anything to the sound.

## Less is much more

Our minimalist approach to design means minimising anything that interferes with the sound, prioritising your music. We don't add anything unless it's necessary. Problem-solving defines the choice of materials and technology.

## First class as standard

Our premium cables cater to the taste of discerning audiophiles worldwide. From the flagship Jorma Paragon through to Jorma Trinity, our cables are perfectly pitched to meet your needs.

## Multiple choices. All right answers.

Finding the right cable for your system can be challenging. All our cables deliver a natural, transparent sound, with the emphasis on keeping your music, musical.

We've spent decades making decisions, so you don't have to. Your only choice is the level of refinement.

Anything that colours or masks your audio gets in the way of the experience, so we choose to let music be.



## Our series

**Jorma Paragon**

**Jorma Statement**

**Jorma Prime**

**Jorma Origo**

**Jorma Unity**

**Jorma Duality**

**Jorma Trinity**

**Jorma Power Filter**

**Jorma Phono**

**Jorma Digital**

**Jorma USB**

**Jorma Ethernet**

# Assured product authenticity

We guarantee the authenticity of your product. Jorma products are tagged with an NFC chip to track and trace the product through the supply chain to you. To be sure you get an official Jorma product, all you have to do is scan it with your smartphone.

# Trusted technology

Jorma worked with Selinko to deploy a security solution that is based on Near Field Communication (NFC) technology. Selinko uses chips that are ISO and EAL4+ certified, which is the same level used for Electronic Passport certification. These chips are also protected by more than 250 security measures.



# Secure platform

The authentication service is based on public-key cryptography, a proven process that has been used for more than 20 years in the banking world.

# The simple truth

Many claim design minimalism, but it's more than just a trendy badge. Our cables are designed without unnecessary details or materials; nothing is added or subtracted from the original signal. We call this, true function-led design.

We use uncoloured PTFE as an insulator, so there are no trace metals to interfere with the signal. A small, but important detail for something you can't even see.

Our cables offer the most natural and transparent sound, keeping your music just as it should sound.

# You're in safe hands

Our cables are made by a few skilled craftsmen, as they always have been. We use the same trusted techniques to produce every single cable at our factory in Sweden. This ensures the exemplary craft and quality of all our products.

# Worth its weight

Quality is paramount, but that comes at a price. Our materials are always the highest grade we can find.

We use Copper of 99.999999% purity, not because it's expensive - which it is - but because it's the best conductor for a clean signal, producing the most transparent, natural sound possible.