



JORMA

MADE IN SWEDEN

**Sound so transparent the difference is clear**

# 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**

# Jorma Paragon

- Loudspeaker Single wired\*
- Loudspeaker Bi-amp\*
- Interconnect\*
- Power

\* Release dates TBD

Jorma Paragon Power is the first product in our new top-level series: Jorma Paragon. The new power cable utilises 4mm<sup>2</sup> copper cable, creating sufficient conductor area for stable power supply, while its innovative dielectric minimises interference, ensuring pristine signal clarity. Equipped with a triple-layer shield, Jorma Paragon Power effectively dampens electrical, radio, and magnetic fields, both radiation and pick-up, providing unrivalled protection.

Featuring custom connectors by Furutech, Jorma Paragon Power optimises power transition for maximum performance, enhancing your audio system's capabilities. Cryogenic treatment strengthens the conductor metal structure, enabling Jorma Paragon Power to deliver stunning power bursts without adding noise.



- 3x 4mm<sup>2</sup> thick cable
- All new di-electric
- All new three-way shield
- Technology from nuclear power industry
- Furutech custom connectors
- Cryogenically frozen to -180°C
- Highest quality copper







# Jorma Statement

Designed over a seven-year period, Jorma Statement offers supreme refinement for your system. Jorma Statement cables are crafted with the finest Copper conductors to give a total surface area of 3mm<sup>2</sup>. The cables use separate + and - for enhanced shielding; a technology that keeps the signal and sound pure.

Statement offers natural, transparent sound; it's the ultimate refinement you can have for your system.

- Loudspeaker Single wired
- Interconnect
- Power



-  Highest quality copper conductors
-  Walnut shell
-  Pure ceramic core
-  Separate + and - for improved shielding



# Jorma Prime

- Loudspeaker Bi-wired
- Loudspeaker Single wired
- Loudspeaker Bi-amp
- Interconnect
- Power

Jorma Prime established Jorma as one of the most respected high-end cable companies. Launching as a “no expense spared” series, it met with worldwide critical acclaim.

The cables are crafted with the finest materials including Gold and ultra-fine Copper (0.5mm<sup>2</sup>), and use conductors that took over six months to develop.

Bybee Slipstream Quantum Purifiers eliminate sub-audible noise, unmeasurable by typical test-bench instruments, producing previously unattainable resolution.

Jorma Prime offers natural, transparent sound; it's one of the finest cable series that the market has to offer.



-  Highest quality copper conductors
-  Walnut shell
-  Pure ceramic core
-  Bybee Slipstream Golden Quantum Purifiers

**Loudspeaker**



**Loudspeaker**



**Interconnect**

# Jorma Origo

Jorma Origo takes its design lead from Jorma Prime, making use of the same technology and materials. The conductors are made from ultra-fine Copper (0.5mm<sup>2</sup>) with simplified shieldings.

Jorma Origo offers natural, transparent sound; it's Prime power in a more affordable package.

- Loudspeaker Bi-wired
- Loudspeaker Single wired
- Loudspeaker Bi-amp
- Interconnect
- Power



-  Highest quality copper
-  Oak shell
-  Transparent PTFE
-  Ceramic fibres

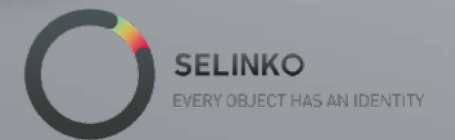


# Assured product authenticity

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.

# Jorma Unity

- Loudspeaker Bi-wired
- Loudspeaker Single wired
- Interconnect
- Power

Jorma Unity is powered by technology from Origo, elevating it far beyond its roots as the first production series. The cables are crafted with fine materials including 99.999999% pure Copper (0.75mm<sup>2</sup>) and transparent PTFE.

Jorma Unity offers natural, transparent sound; it's the super-charged original.



**Power**



Maple shell



Transparent PTFE



Highest quality copper conductors

# Jorma Duality

- Loudspeaker Single wired
- Interconnect
- Power

Jorma Duality proves that you can produce high-end sound at a lower price point, using simplified Jorma Statement technology. Making use of the same materials the quality is pushed as far as possible within the budget.

Jorma Duality offers natural, transparent sound; it's Jorma technology scaled to fit.



**Interconnect**



Extra layer of insulation



Highest quality copper



Separate + and - for improved shielding



# Jorma Trinity

- Loudspeaker Single wired
- Interconnect
- Power

Jorma Trinity is the successor to the original No.3 series: a classic for over a decade. We improved the original on all fronts, using design principles from the award-winning Statement and Duality cables. Jorma Trinity has been given a technological boost.

Jorma Trinity offers natural, transparent sound; it's the perfect upgrade for your system.



**Loudspeaker**



Highest quality copper



Extra layer of insulation



Tighter and more stable construction



Separate + and - for improved shielding



**Power**



**Interconnect**

# 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.

# Jorma Power Filter Reference

In the home, mains electricity can be subject to distortion from domestic appliances, local industry and even your neighbours. Jorma Power Filter Reference cleans up your supply, removing noise and direct current to protect your hifi system.

Without this, sound can be harsh, boomy and inconsistent. Jorma Power Filter Reference eliminates unwanted frequencies, leaving an audio signal with clarity and fidelity. Three separate filtered zones allow your entire system to be shielded from mains irregularities and interference between mutual hifi components.

A mains supply free from distortion and surges means more faithful music reproduction. Music is smoother, more pleasant and closer to the original studio recording.



- DC-blocker to prevent boomy bass
- High frequency ripple cancellation
- Mutual interference cancellation
- High current Schottky diodes
- High-end printed circuit boards
- Heavy- weight construction



# Jorma Phono

If you have a high-end turntable, Jorma Phono is the cable that offers the level of fidelity your system needs. Both our Reference and One models have received international awards.

- Phono Reference 5-pin DIN
- Phono One 5-pin DIN



Phono Reference



Phono One



Optional XLR or RCA,  
DIN Straight or 90° connector

# Jorma Digital

Digital cables have been used in professional systems for many years. Jorma Digital uses the finest materials: high-purity silver, uncoloured super-pure PTFE and FEP.

Our top-of-the-line 75-Ohm is one of the best digital cables on the market. Digital 110 Ohm is available with XLR connectors.

- Digital 75 Ohm
- Digital 110 Ohm



75 Ohm RCA



High-purity Silver



Uncoloured super-pure PTFE

# Jorma USB

Our lives are becoming increasingly digital.  
Jorma USB is the cable to meet the needs for  
connectivity without compromise.

▪ USB Reference



Heavily silver plated copper cable



Aluminium / PET shielding

# Jorma Ethernet

Jorma Ethernet more than meets the need for faster,  
cleaner transfer speeds. Our high speed (2,000 MHz)  
ethernet cable, Jorma Ethernet, handles internal and  
external interference with ease. Extremely good crosstalk,  
makes for no interference between the internal cables and  
extraordinary shielding of both pair and total. Your other  
system cables won't affect it.

▪ Ethernet Reference



Highest quality copper



2,000 MHz bandwidth



# JORMA

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## Contact us

If you have any questions or would like more information.  
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