



### WBT PVD PlasmaProtect™ Connectors

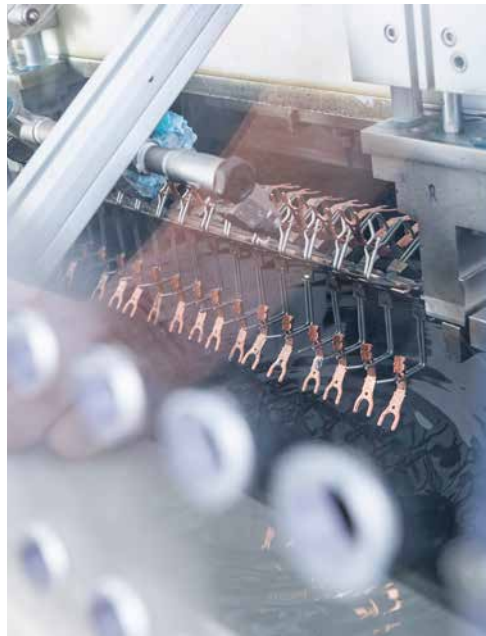
# HIDDEN REVOLUTION

\_\_\_\_\_ Last year, WBT unveiled one of the most exciting developments in the world of audio technology—and it's practically invisible to the naked eye. This plasma coating has all the hallmarks of a revolution. But you don't need the best hearing in the world or a scientific test setup to be able to pick up on the clear improvement it provides in terms of sound quality. PlasmaProtect achieves greater reproduction precision and ensures more clearly defined sound events. It's like taking an

already beautiful photo but magically conjuring up the power to make the image a whole lot sharper. One of the first manufacturers to make the clear switch from WBT's nextgen connectors to the new plasma version was cable guru Hans M. Strassner. His HMS cables enjoy an excellent reputation not only among high-end fans but studio professionals as well. Any stereo chain featuring HMS cables and plasma-coated WBT connectors will sound much more "to the point" and will dish out a

crisper bass and a more refined treble, while the device connections fade into the background to allow the music itself to take center stage. In a direct comparison, it feels almost as if a curtain hanging in front of the loudspeakers were suddenly lifted when the "plasmas" got their turn to shine.

PlasmaProtect signals the end of traditional electroplating at WBT. Instead of using conventional gold-plating baths that give ▶



the copper components of the connectors and jacks a corrosion-resistant coating, the manufacturer now carries out the gold-plating using PVD plasma technology. PVD stands for "physical vapor deposition," and it's a cutting-edge type of nanotechnology: After being carefully cleaned in the high-current polishing bath, the unfinished parts enter a vacuum reactor that coats them with gold atoms by means of a plasma spray. This not only optimizes the sound properties, it also makes WBT PlasmaProtect connectors and jacks extremely hard to counterfeit: The hordes of copycat companies out there are keen to imitate

what WBT has achieved, but fail miserably at carrying out the sophisticated and tricky coating process.

If you compare a connector coated using PlasmaProtect with a counterpart coated using conventional electroplating, you'll notice the coating of the PlasmaProtect connector is significantly more homogeneous. And the reward in terms of sound quality? Even hi-res chains gain an impressive amount of extra detail so that even very familiar recordings sound fresh, new and, in the best sense possible, unusual. With PlasmaProtect connectors, you

feel like you're listening to many recordings for the very first time and you get to rediscover old favorites. ■

WBT stands for Wolfgang B. Thörner who founded his innovative company in 1985, thus heralding the end of cheap connectors. A whole host of renowned consumer electronics manufacturers use WBT products "ex works."

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