

THE CHORDTM COMPANY



Sarum Tuned ARAY
www.chord.co.uk

Designed & hand built



in England since 1985

Sarum Tuned ARAY



Groove Is In The Heart

This is a new experience. All the things you want and more besides. Detail, drama, emotion, rhythm, dynamics and timbre.

Silence between each note, a stereo image so solid that you could walk into it, voices at the right height, an orchestra with every instrument perfectly in place.

Like being there, like listening to music being created.

Best of all perhaps, a compulsive desire to listen to music, like being a teenager again.

Beginning To See The Light

Driven by a desire to reduce reflections in digital cables, we began to experiment with different conductor configurations using the Sarum Digital interconnect as a test bed. The first experiments showed real potential, and as we experimented we began to understand just how important the conductor tuning process was. It was a painstaking procedure, but the results: quite extraordinary.

Not only did the Tuned ARAY process profoundly improve the performance of digital cables, but also a carefully adapted version of the same principles made an equally profound improvement to the Sarum analogue interconnects.



More Than I Can Say

Understanding just how much digital and analogue interconnects are improved when Tuned ARAY technology is used is difficult, the thing with music being that the difference between almost right and right is both small and enormous.

So that's what the difference is - and in truth we are still coming to terms with just how musically profound Tuned ARAY is. Digital music has never sounded this good.



Build A Fire

To make Tuned ARAY perform properly requires millimetre precise construction. To achieve this we use a mixture of precision machinery and very precise assembly techniques that can only be carried out by hand. Every element of construction is critical, from the stripping of insulation through to the location of the silver soldered connections.

How Come You Taste So Good?

Sarum Tuned ARAY is extremely transparent, particularly in terms of dynamics and pitch. Dynamics are critical if music is to sound as truly coherent as it should, dynamics define and drive rhythm and one of the extraordinary things that Tuned ARAY does is to carry the micro dynamics that exist within the most compressed CDs. This means that it's easier to hear the music in those albums that have been compressed to the point of ruination when listened to through other types of cable. Of course they're still compressed, a transparent cable isn't going to hide that but it no longer becomes the dominant characteristic, instead it's the music.

Pitch too is critical, pitch gives music its melodic movement and progression, and until you hear Tuned ARAY you really have no idea just what an impact cables can have on the ability of a system to accurately portray pitch.

Timbre: "Timbre is everything about a sound that is not loudness or pitch". It's the difference between a Fender Jazz and a Fender Precision, a Bechstein and Bosendorfer or a Stratocaster and Les Paul. It's why an old Gibson acoustic sounds so rich and complex. Tuned ARAY cables allow you to hear right into a recording and suddenly you can hear why musicians obsess about their instruments.



I Got The Power

Tuned ARAY conductor technology is as dramatic when applied to power cables as it is when used on analogue and digital interconnects. The fact that Tuned ARAY works so well when applied to the Sarum power cable is both wonderful and intriguing. Wonderful because the performance gains are so worthwhile, and frustrating because to some extent it questions the hypothesis that drove the development of Tuned ARAY. There is no argument though about the performance increases; as with other Tuned ARAY cables the increase in detail, dynamics and coherence is almost shocking. Like the interconnects, Sarum Tuned ARAY power cables bring dramatic improvements.



Let's Get It On

There is no doubt that a coherent cable loom delivers a coherent sound. Sarum Tuned ARAY cables though can be used in isolation to dramatic effect. Either the digital or analogue interconnects can be fitted to almost any combination of system, and the remarkable sense of performance they bring to music will be easy to hear.



Sarum Tuned ARAY cables are available in the following configurations.

Analogue Tuned ARAY:

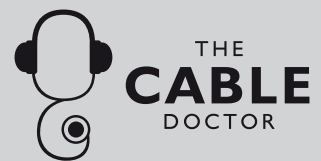
- RCA to RCA 1 metre pair, custom lengths available
- XLR to XLR 1 metre pair, custom lengths available
- DIN to DIN 1 metre, Custom lengths available
- RCA to DIN 1 metre, Custom lengths available
- Custom terminations available to order

Digital Tuned ARAY :

- RCA to RCA 1 metre, custom lengths available
- RCA to BNC 1 metre, custom lengths available
- BNC to RCA 1 metre, custom lengths available
- BNC to BNC 1 metre, custom lengths available
- AES/EBU 1 metre, custom lengths available

Tuned ARAY power cables:

- UK to IEC 1 metre, custom lengths available
- UK to 16 Amp IEC 1 metre, custom lengths available
- Euro to IEC 1 metre, custom lengths available
- Euro to 16 Amp IEC 1 metre, custom lengths available
- Other custom power terminations available



If you need advice on the optimum cable for your particular system, please contact the Cable Doctor at www.chord.co.uk