

THE  
**CHORD**<sup>TM</sup>  
COMPANY



USB SilverPlus



Optichord optical



Signature Digital



# It's a strange thing...

..that while most hi-fi enthusiasts are happy to accept that cables carrying analogue signals (be they interconnects or speaker cables) can influence the sound of a system, the mention of digital cables can cause real consternation. ***“The signal's just ones and zeroes, so how can the cables you use have any effect?”***

We started building digital cables over twenty years ago and approached them in the same way we approached analogue cables. First of all, is there an audible difference? **Yes**. Do different materials have an effect on sound? **Yes**. This was simple experimentation and innocent in its approach.

Much later came the work we did with the Chord Signature cables and the discovery of just how important really effective high frequency shielding was becoming. This coincided with a new wave of digital to analogue converters, which re-defined just how good CDs could sound. Regardless of the theoretical arguments, the fact was, applying the same design principles to digital cables produced profound improvements and those improvements were analogous to the improvements that the analogue cables made. Principally - dynamics (macro and micro), timbre and ultimately timing and rhythm. From this work, the Chord Signature Digital was born.

Like its analogue counterpart, it uses a pseudo-balanced configuration with the send and return conductors separately shielded. This approach was mirrored by the development of both the Indigo Plus Digital and the Sarum Digital. So yes, the single signal conductor, dual return run configuration is just as influential on digital cables as it is on analogue cables, and yes, mechanical damping and high effectiveness shielding are equally important. However, unlike their analogue counterparts, digital cables require a different approach to shielding. Both the Indigo Plus and the Sarum digital cables have unique shielding configurations that proved vital to achieving the extraordinary performance that both cables are capable of.

The easiest way to understand our range of digital cables is to listen to them - and this is where the Chord retailers come in. Most Chord retailers are more than happy to let customers take cables home to try. We are confident that the improvements these cables bring to your system will be easy to hear.

**Park your pre-conceptions and listen**



Sarum Digital



Prodac Digital

Indigo Plus Digital

However you enjoy your music, whether it be CD, hi-res audio streamer, multi-room or home cinema system - Chord digital cables will ensure you experience the best performance





# USB Cables

While there may be a degree of controversy surrounding the digital cable debate, this is nothing compared to the online debate (descending into vitriol) provoked by the unintentionally incendiary subject of USB cables.

## USB SilverPlus

The controversy doesn't (or shouldn't) prevent investigation or experimentation. Our approach to USB was simple; can we establish that there are clearly audible differences between different USB cables? And if so do those audible differences have an effect on sound quality? We simply got a range of USB cables together and listened. The differences were obvious and as easy as when testing analogue cables and yes, the cable that came free with an office printer was as poor as the cables that were included with audio equipment. Regardless of how we conducted the tests, sighted or unsighted, the results were the same.

We have collected a lot of data with regard to building digital signals; some of it theoretical some of it empirical - but we know what works. We know that silver-plated conductors are a good thing and that the choice of insulation is critical. We also understand the importance of (and know how to apply) effective shielding.

The result is the Chord USB SilverPlus, an affordable and impressive USB cable available in 0.75, 1.5, 3 and 5 metre lengths.

## Sarum USB

The Chord Sarum range of interconnects and speaker cables is known for shaking listeners' preconceptions of just how much cables can improve the presentation of music.

The Sarum USB cable is no different. Built using the same obsessive attention to detail as the other Sarum cables, the signal conductors are precision polished prior to plating, insulation is gas foamed PTFE and the data conductors are separately insulated with the same high density shielding. The ground and 5-volt conductors are also individually shielded. The USB plugs are gold-plated to two microns thickness.

High-resolution music and high-spec USB DACs are now available. This makes a compelling case for a USB cable of the standard of Sarum. Like its analogue and digital counterparts the Sarum USB cable needs to be heard.

## Sarum USB

THE  
**CHORD**<sup>™</sup>  
COMPANY

For information on the full range of Chord interconnects, HDMI and speaker cables, please visit:

[www.chord.co.uk](http://www.chord.co.uk)