

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

# Sarum T

**Chord Company updates established Sarum line with exclusive Taylon® insulation**

Chord's original Sarum cables represented the company's flagship (until the arrival of ChordMusic) as well as marking the introduction of the unique ARAY technology. Now, with the introduction of the exclusive Taylon® insulated conductors first seen and heard in the ChordMusic cables, Sarum becomes Sarum T, delivering a massive advance in musical performance.



## Why Taylor® betters Teflon®

Teflon® (PTFE) is widely used in the audio industry due to its superior dielectric constant, but is not without its own sonic and mechanical signature. At moderate price levels the benefits outweigh the flaws, especially if you are careful how you employ it, but when it comes to designing the best possible cables, it's a major limiting factor, such that many flagship designs expend huge amounts of effort (and often, equally huge amounts of their customers' money) on minimising its influence by any means possible. Chord has taken a different route, eliminating it altogether!

Two-years ago, Chord discovered Taylor®, a new, high-technology alternative to PTFE. Developed specifically for super critical, cost-no-object, precision guided weapons systems, Taylor® eliminates the temperature related phase instability and mechanical variation that mars the sonic and musical performance of PTFE. That led to the introduction of the ChordMusic, a new flagship range whose remarkably natural, musically communicative and expressive performance challenged the best and most expensive cables available.

## Sarum T – making Taylor® performance more affordable

Combining Taylor® insulated conductors, a refined geometry and our most advanced Super ARAY technology, Sarum T offers a huge leap forward in musical performance. It offers the same natural sense of rhythm, pace, musical energy and presence that defines ChordMusic, but in a simplified design that costs considerably less, seriously raising the price/performance bar.

But best of all, owners of original Sarum digital, interconnect and power cables can have them rebuilt to full Sarum T specification, for around 40% of the cost of the new cables, maintaining the value and dramatically improving the performance of their existing investment. Please contact your Chord Company dealer for details.



### Chord Company Sarum T

- Analogue interconnects from £2100.00
- Digital interconnects from £2100.00
- Speaker cable from £1800.00 (1.5m pr)
- Power cable from £1900.00

#### More info:

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## Making Music Live