

CHORD[®]
COMPANY





40 YEARS OF MOVING SOUND & VISION

MUSIC LOVERS

Cables are the unsung heroes of the AV world. But if you're serious about sound and picture quality, you need the best cables that your budget will allow. No one understands this better than Chord Company.

We have been serving customers for 40 years, with a range of cables, switches and accessories, all of which harness a burgeoning portfolio of unique technologies. Whatever your budget, system or format, our class-leading products can transform your listening or viewing experience.

Based in Amesbury, Wiltshire, just a short ramble from historic Stonehenge, our dedicated team of music and cinema lovers has been designing and hand-building multi-award-winning high-performance audio-visual products since 1985. This talented group is key to maintaining our famously high standards of quality and service.

SINCE 1985

The brand was born down the road in Salisbury, and like so many success stories, it started out small. In fact, founder Sally Gibb made her first prototypes and production models on her own kitchen table (health and safety legislation was

different back then). She built them for an overseas distributor who wanted high quality interconnects for use with Naim Audio amplifiers. Success soon outgrew the kitchen table, prompting Sally to find larger premises and to grow the team to meet increasing demand.

Once hi-fi retailers realised that the cables improved performance, Chord Company started supplying the UK market. Many of our original customers (both overseas and in the UK) still sell and distribute our products today, which is testament to the strength of relationship we forge.

RESTLESS INNOVATION

The company continued to grow, in size and status, into the new millennium and moved into our current purpose-built home in 2004. This triggered a series of major technological advances and innovations that continue to this day. Recently, we have broken new ground with a range of high-performance mains distribution blocks, noise reduction devices and the English Electric EE Network Noise Isolators. The journey continues..



UNIQUE TECHNOLOGY



ADVANCED, MULTI-LAYER SCREENING / SHIELDING

Conductor configuration and layers of all-important shielding become increasingly complex as the ranges ascend. By combining the differing, but highly effective attributes of both lapped foil and woven braid shields, we have developed cables that work particularly well in the noisy environments of modern technology.

TAYLON® INSULATION

Taylon® insulation combats the temperature-related phase instability and mechanical variation that can be detrimental to the sonic and musical performance.

TUNED ARAY CONDUCTORS

The unique ARAY, Tuned ARAY and Super ARAY technology emerged from a radical idea and much laborious trial and error. The transforming effect of the ARAY was discovered during development work within the Chord digital cable range. The ARAY consists of a mechanically tuneable configuration incorporated within the cable construction process.

CHORDOHMIC SPEAKER CONNECTORS & HEX GUN CRIMP TERMINATION SYSTEM

ChordOhmic 4mm crimp-on 'banana' and spade speaker connectors are ChorAlloy® plated and designed to bring electrical and sonic benefits to any speaker cable. Fitted as standard to all new Chord Company speaker cable sets. Also available as a retro-fit upgrade. Hex Gun system gives a superior long-term connection over the soldered equivalent.

CHORALLOY® PLATING

A unique performance upgrade over previous silver-plated connectors. The upgraded ChorAlloy® plating is available on VEE3 and PTFE RCA/phono connectors, ChordOhmic speaker connectors (spade and 4mm banana), BNC and mini-jack connectors, certain USB connectors and the connecting pins of DIN and XLR connectors.

AWARD-WINNING PERFORMANCE



CABLE RANGES

This is a guide to common connections. We offer a wide variety of custom termination and length options to suit any system combination

| | 2RCA-2RCA | 2XLR-2XLR | 2RCA-2XLR | 2 RCA-DIN | 5 PIN DIN-DIN | 4 PIN DIN-DIN (SNAIC) | 5 PIN DIN-DIN (SNAIC) | 4 PIN DIN-XLR | 4 PIN DIN-XLR (PAIR) | SUBWOOFER | TO NEARM | MINI-JACK/RCA | AES/EBU | DIGITAL MINI-JACK | DIGITAL RCA | DIGITAL BNC | USB | STREAMING | OPTICAL | HDMI | SPEAKER | BI-WIRE LINKS | POWER |
|------------|-----------|-----------|-----------|-----------|---------------|-----------------------|-----------------------|---------------|----------------------|-----------|----------|---------------|---------|-------------------|-------------|-------------|-----|-----------|---------|------|---------|---------------|-------|
| Leyline | ● | | | | | | | | | | | | | | | | | | | ● | ● | | |
| C-series | ● | | | | | | | | | ● | | ● | | ● | ● | | ● | ● | ● | ● | ● | | |
| Clearway | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | ● | ● | ● | ● | ● | | ● | ● | | ● |
| Shawline | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | ● | ● | ● | ● | ● | | ● | ● | | ● |
| Epic | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | | ● | | ● | ● | ● | ● | | | ● | ● | ● |
| Signature | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | | ○ | | ○ | ○ | ○ | ○ | | | ○ | ○ | ○ |
| Sarum T | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | ● | | ● | ● | ● | ● | | | ● | ● | ● |
| ChordMusic | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | ● | | ● | ● | ● | ● | | | ● | ● | ● |

ALSO AVAILABLE

DC CABLES
& SPECIALIST
CONNECTIONS



CLEANING
FLUID & AUDIO
ACCESSORIES



CABLES FOR
MUSICIANS &
PRO AUDIO



Whatever your system combination, we've got the analogue connections covered. Available in ranges to suit all levels of performance or budget - for any pre-amplifier, power amplifier, turntable, phono stage, DAC output, headphone amplifier, CD player, subwoofer, tuner or even a cassette deck.

Custom options

Standard 0.5m and 1m lengths available from stock with custom lengths and terminations available to order in most ranges. Talk to your Chord Company retailer for more information or contact our technical sales team.

Connector options

XLR (balanced)
RCA
DIN, DIN-RCA, DIN-XLR
Mini-jack
Tone arm connector (straight or right-angle)

It's worth noting that your audio equipment may have multiple connection options and will often perform better via certain outputs/inputs. ie. DIN vs RCA or balanced vs unbalanced configurations. Demo and home-loan cables are available via Chord Company retailers so you can try before you buy.

ANALOGUE CONNECTIONS

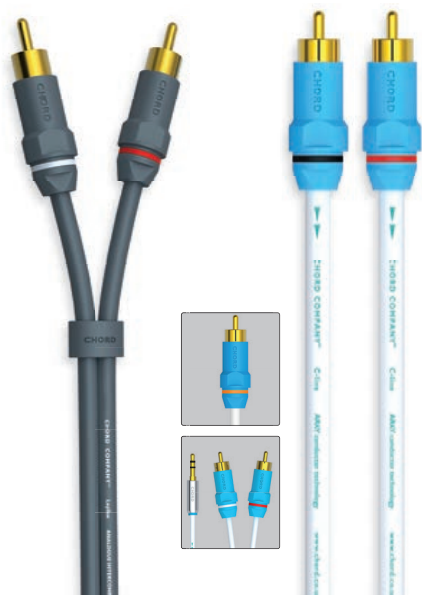


Leyline

The new standard in cost-effective cables. Leyline features gold-plated RCA plugs, Compression-free, over-moulded plug surrounds, PE dielectric/insulation and high-density over-wrapped foil shielding. Turntable/ phono stage ready. Available in lengths of 0.5m, 1m, 2m & 3m.

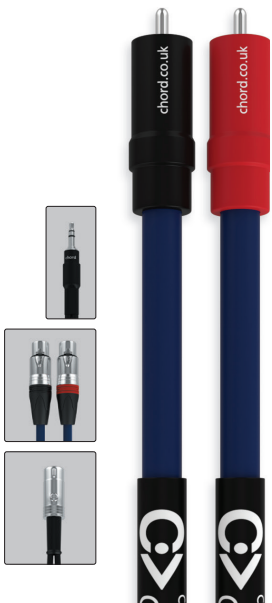
C-series

A multi-award-winning UK-design, employing the highest quality materials that the budget allows: OFC copper conductors, gold-plated over-molded plugs, high-density foil shielding. Wherever possible we apply elements of our unique ARAY technology, as developed for our higher ranges. Turntable-ready C-line (RCA) version.



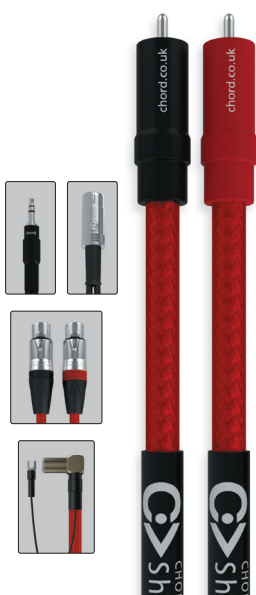
ClearwayX ARAY

A step-up in performance and with a few exceptions, hand built in UK. Custom lengths and a wider variety of ChorAlloy® plated connector options are available. ClearwayX benefits from complex construction methods with thicker copper conductors, dual-layer heavy-gauge foil shielding and more widespread use of Chord Company ARAY technology. The lifetime guarantee and numerous awards come as standard. Turntable-ready RCA version.



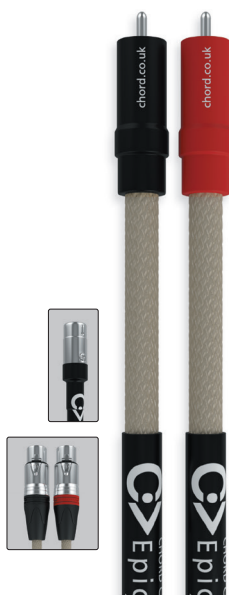
ShawlineX ARAY

Refinement and sophistication take centre stage. Hand built in UK with high-quality silver-plated conductors, complex layers of shielding and our unique ARAY geometry. ShawlineX ARAY analogue cables are now further upgraded with the latest XLPE insulation and are available with a wide variety of ChorAlloy® plated connectors. Turntable-ready RCA version.



EpicX ARAY

A long-time Chord Company favourite, hand built in UK and with genuine audiophile pedigree. Similar in design to our Shawline cable but enjoying heavier gauge, silver-plated conductors with improved internal geometry. Fitted with ChorAlloy® plated connectors/pins. As the name suggests, EpicX ARAY features our unique ARAY technology and is now further upgraded with the latest XLPE insulation.



SignatureX Tuned ARAY

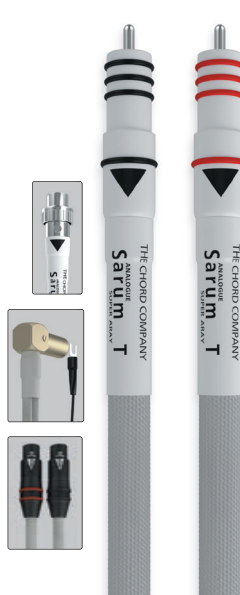
Chord Company SignatureX Tuned ARAY is hand built in the UK and has been part of the range since 1998. Performance is consistently high, thanks to the constantly evolving design, always taking advantage of the latest technological improvements to keep it at the cutting edge. Periodic upgrades have included enhanced shielding, various ARAY conductor configurations, ChorAlloy® plated connectors and the latest XLPE insulation.



Sarum T

A legend among music lovers, the development of the Sarum range fundamentally changed the way we thought about cable construction and the materials we used.

One of the many crucial elements we discovered was our proprietary Taylon® insulation. It is the only truly phase-stable dielectric which combats temperature-related phase issues.



ChordMusic

Buoyed with the success of Sarum we were able to invest in making a statement connection solution for the forward-thinking audiophile. ChordMusic is a class-defining hi-fi cable but one that still adheres to the Chord Company ethos of value for money, craftsmanship and uncompromising performance.

Seven different layers of shielding are deployed to give your system the very best protection. ChordMusic cables' unique SuperARAY technology is combined with Taylon® dielectric to stunning effect.



DIGITAL AUDIO

& **HDMI**[®]
HIGH-DEFINITION MULTIMEDIA INTERFACE



Chord Company digital audio cables feature upgraded Tuned ARAY coaxial-solid core conductors across the Clearway, Shawline and Epic ranges for RCA, BNC, XLR and mini-jack connections. These also benefit from our ChorAlloy[®] connector plating, with custom lengths and termination options built to order.

We also provide a wide selection of USB, optical and streaming (ethernet) digital audio cables. Clearway USB and C-USB cables now feature Type-C connector options in a variety of useful lengths and configurations.

For those seeking high-performance TV, cinema and gaming connections, our HDMI cables include the latest AOC (Advanced Optical Cable) options in handy lengths and all compatible with the latest hi-def picture/audio standards.



RCA/BNC/XLR/mini-jack digital coaxial

Clearway, Shawline & Epic Tuned ARAY digital cables now benefit from a solid core rather than a multi-strand core, helping to reduce internal interference, lower resistance and provide greater durability.

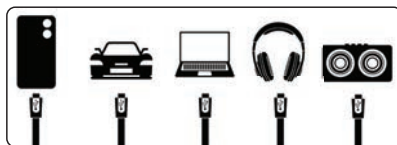
- Tuned ARAY conductor technology
- Hand built in the UK
- 75 ohm silver-plated OFC solid conductor
- PTFE dielectric
- High-density braid
- ChorAlloy® plated connectors



AES-EBU (balanced XLR)

Transferring digital signals from a digital source to a DAC is usually done via the S/PDIF standard, supported on RCA and BNC connectors or the balanced AES/EBU alternative, XLR connection.

There are pros and cons for each method. We suggest that where possible, using the lightweight BNC connectors should be your first choice, with XLR or RCA as a close second.



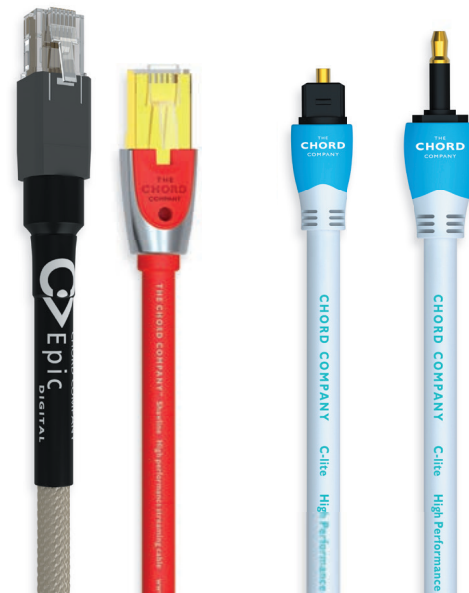
USB types ABC

The USB-C connection is favoured by an increasing amount of portable hi-fi equipment, such as DACs, headphones / headphone amps and powered speakers, due to the versatility and high data transfer rates.



Streaming (Ethernet)

Developed for and tested with high-spec' digital audio streamers. Higher-end models feature Tuned ARAY conductor geometry, advanced insulation materials and silver-plated conductors with high-density shielding. Precision RJ45 connectors are modified to allow direct soldering of conductors to contact pins.

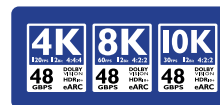


Optical TOSlink/mini-jack

Chord Company C-lite uses a wide bandwidth PMMA optical cable and is specified to pass signals up to 96kHz in keeping with the industry standard.



HDMI®
HIGH-DEFINITION MULTIMEDIA INTERFACE
HDMI AOC
(Active Optical Cables)



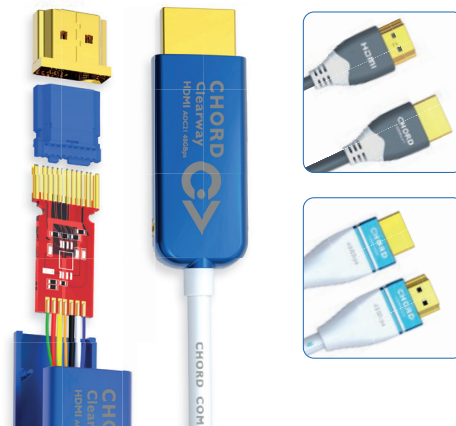
Following concerns that copper-only HDMI cable is being stretched to the limit of its capability, we have for several years, been exploring optical technology for carrying the ever-more demanding signals required by the latest (and future) players, processors and screens. Unlike TOSLINK cables, where the entire signal is carried down optical fibres, HDMI AOC cable is a hybrid of 7 copper cables and 4 optical fibres.

The advantage of optical fibre is that it doesn't pick up HF noise. The same cannot be said for the copper cables! This potential weakness, coupled with the longer cable lengths involved, means that HF noise on the signal earth is inevitable.

Even though this is a digital 'optical' cable, the copper cables are fully protected by a double aluminium foil shielding system.

Also available:

LEYLINE, C-view Plus (non AOC) HDMI.



SPEAKER CABLE

One of the more crucial elements within a hi-fi or audio-visual system and one that should be chosen with care.

Chord Company speaker cables are available to suit any specification or budget from the robust installer-friendly to the bespoke hand-twisted audiophile variety.

So profound is the impact of speaker cable upon a system that we strongly recommend you listen to it first, preferably with your own equipment and music, before committing. Home demo sets are available from selected Chord Company retailers.

Multi-award-winning cables with a lifetime guarantee, designed to perform in all systems.

Connector options

ChordOhmic 4mm and spade connectors are now available with the latest ChorAlloy® plating. These solderless crimp-fit connectors are designed to get the best joint and consistent performance from any speaker cable.



High-level subwoofer cables are available for all makes and models, with a full range of custom options, lengths and terminations.



ShawlineX

1 6AWG silver-plated, high-purity OFC. XLPE insulation. Twisted pair. Heavy metal foil & braid shield. CPR rated.

ClearwayX

1 4AWG high-purity OFC. XLPE insulation. Twisted pair. Dual foil shield. CPR rated.

C-screenX

1 6AWG high-purity OFC. XLPE insulation. Twisted pair. High-density foil shield. CPR rated.

EpicX

1 2AWG silver-plated, high-purity OFC. XLPE insulation. Twisted pair. Heavy metal foil & braid shield. CPR rated.

Epic XL

1 2AWG silver-plated, high-purity OFC. XLPE insulation. Heavy metal foil & braid shield. Individually shielded conductors in twisted configuration. Shielded ChordOhmic plugs. CPR rated. Each set built to order. Dedicated bi-wire links avail.

Signature XL

1 0AWG silver-plated, high-purity OFC, individually shielded conductors in twisted configuration. XLPE insulation. Heavy foil & braid shield. Shielded ChordOhmic plugs. CPR rated. Each set built to order. Dedicated bi-wire links avail.

Sarum T

1 1AWG silver-plated, high-purity, polished OFC. Tylon® insulation. Individually shielded conductors. Silver-plated ribbon braid and heavy foil. Shielded ChordOhmic plugs. Each set built to order. Dedicated bi-wire links avail.

ChordMusic

1 1AWG silver-plated, high-purity, polished OFC. Tylon® insulation. Individually shielded conductors. High-density silver plated foil and dual silver plated, 95% coverage copper braid. PTFE outer jacket. Shielded ChordOhmic plugs. Each set built to order. Dedicated bi-wire links avail.

Slimline/install speaker cable

Discreet, flexible and easy to install without compromise in performance. The ideal solution for home entertainment systems or any application where the speaker cable needs to be heard but not seen.



Leyline 4X/2X/2XL

1 6/2, 1 6/4 or 1 4/2 tin-plated OFC. XLPE insulation. Twisted pair. LS0H outer jacket & CPR rated. 1 52m pull-box, metre marked.

OdysseyX

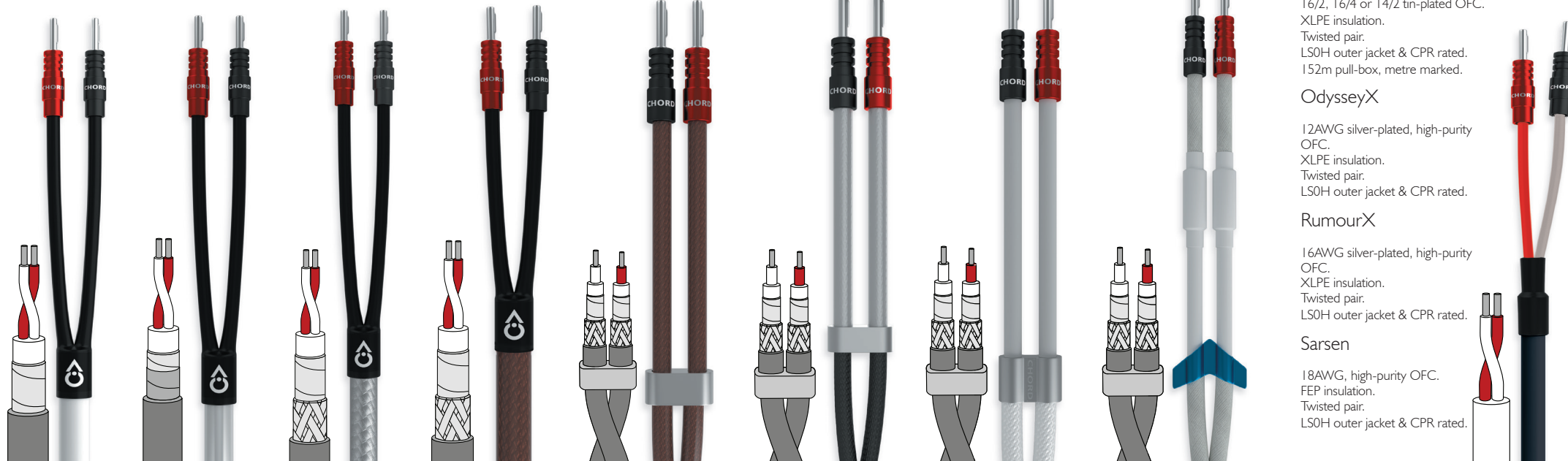
1 2AWG silver-plated, high-purity OFC. XLPE insulation. Twisted pair. LS0H outer jacket & CPR rated.

RumourX

1 6AWG silver-plated, high-purity OFC. XLPE insulation. Twisted pair. LS0H outer jacket & CPR rated.

Sarsen

1 8AWG, high-purity OFC. FEP insulation. Twisted pair. LS0H outer jacket & CPR rated.



POWER & DISTRIBUTION

The common domestic environment is full of high-frequency noise generated by multiple sources such as mobile phones, wi-fi, Bluetooth etc.

Chord Company power cables come equipped with screening and insulation of increasing sophistication and size. Designed to suit all budgets and to keep interference away from audio and video signals.

Suitable for all audio and audio-visual applications that require standard IEC, 16A IEC or Fig8 connectors. Available with mains plugs to suit all territories: UK, Europe, US, Japan and Australia.

PowerHAUS

Distribution blocks designed and built in England, free from non-essential and potentially noisy components, using optimum materials and benefitting from our 40 years of hi-fi industry experience.

Created initially to meet our own demo room power needs and now available for discerning users everywhere.

PowerHAUS blocks conform to all power safety regulations. M6 and S6 available in Euro, UK and Australian versions. P6 model is available in UK and Euro versions.



UK



Euro



USA



Aus



16A



10A



Fig8



Clearway Power

The perfect first stage power supply upgrade for any level of system. The most obvious difference between this and a regular mains cable is the dual-foil shield located under the outer jacket which reduces interaction with nearby cables and pick-up of domestic high-frequency noise.



Shawline Power

Chord Company Shawline Power is a high-specification mains cable designed, hand-built and rigorously tested in the UK.

Dual-layer high-frequency effective braid and foil combination shield.

High purity multi-strand copper conductors. Twisted conductor configuration. PVC internal and external insulation with high mechanical damping factor.



Epic Power

Chord Company Epic Power is a high-specification mains cable designed, hand-built and rigorously tested in the UK.

The design incorporates our unique ARAY conductor technology, originally created for our flagship products but now enhancing performance across all ranges.



SignatureX Power

SignatureX Power cable is designed, hand built and tested in the UK and benefits from the latest XLPE insulation as found in many of our analogue and speaker cables. This provides a consistently high-quality performance in any environment and across all audio/video applications.

Alongside the unique Chord Company ARAY geometry this upgraded mains cable features significantly heavier-gauge conductors meaning less resistance and greater efficiency.



Sarum T Power

The perfect complement to Sarum T signal-carrying products, the power cable provides a super-high-quality build, with uncompromising materials and shielding to lower the noise floor and add nothing to the musical performance.

Internal elements use Taylon® to their best advantage, bringing peace of mind when it comes to supplying expensive electronics with essential power.



ChordMusic Power

Our Flagship mains cable uses the highest possible level of materials and build techniques.

Designed with a uniquely modified version of our Super ARAY technology, specifically developed for the ChordMusic power cable.

Taylon® insulation is used throughout, rather than PTFE. This, combined with our optimum shielding design, redefines the maximum possible musical performance that we can offer with power connections.



ARRAY PRODUCTS

We have years of experience in minimising the impact of external interference on the operation of audio systems.

Initially via advanced shielding technology and in recent years with the development of dedicated products including PowerHAUS mains distribution blocks, GroundARRAY units, PowerARRAY and PowerARRAY Professional, and the recently introduced (and highly acclaimed) PhonoARRAY turntable earthing system.



GROUNDING



CABLE SYSTEM



PhonoARRAY and
dedicated earth cable



PowerARRAY



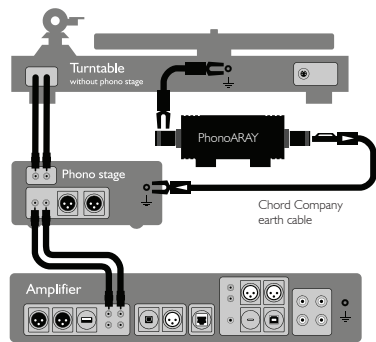
PowerARRAY Pro



PowerHAUS



GroundARRAY





ENGLISH ELECTRIC

A name synonymous with world-class British engineering, the reborn English Electric brings a new range of exceptional value hi-fi equipment for the discerning music lover.

Building upon a noble heritage of aviation and locomotive design, myriad large-scale electro-mechanical equipment and power generation, this classic British brand is once again continuing its path of design innovation, this time in the audio sector, with an exciting range of high-performance electronics and accessories.



Built in the UK
by music lovers



EE1 PLUS

Advanced in-line network noise reduction for streaming media

Digital signals are robust but are often accompanied by a degree of noise - usually transferred from home network devices.



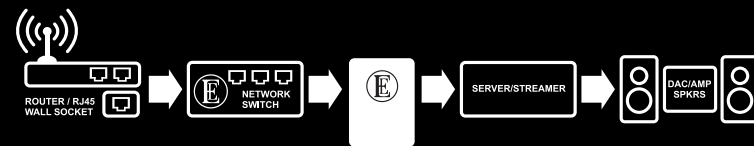
- Self-powered. Unwanted noise converts to heat.
- Galvanic isolation and targeted common mode filtering
- Data quality is maintained
- Contains unique Chord Company ARAY technology
- Heavy-duty, machined aluminium case with decoupled isolation feet
- Discreet yet powerful and easy to install
- Multiple units within a network can bring further improvements

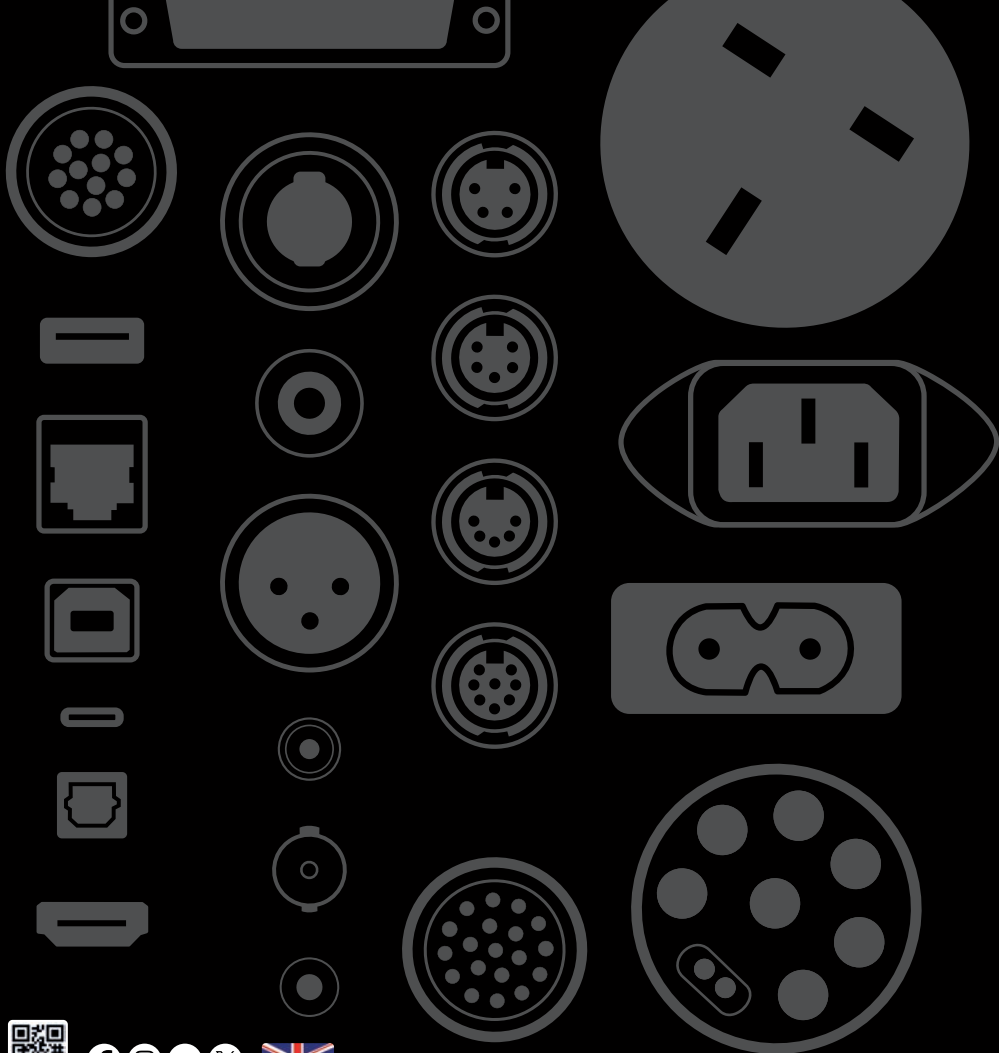
EE 8Switch

An 8-port Gigabit Ethernet (GbE) switch, modified and upgraded to our specific requirements for high-performance music streaming networks.

EE I

A high-performance network noise isolator designed to sit within a streaming audio or video system, combatting noise whilst allowing digital signals to pass unhindered.





www.chord.co.uk