



Chord Company ARAY

HIGHLY COMMENDED CABLE SYSTEM

This one is a long time coming. We have been looking at Chord Company's ARAY concept for some time, from its first appearance in Sarum and then the company's current ChordMusic flagship and more recently into the brand's Signature cable system. And now, with its additional range of GroundARAY and PowerARAY products (whether UK plugs or devices that operate in parallel with the electric supply and is designed to plug into the adjacent socket on the wall outlet a system is plugged into), the concept has blossomed out into a complete system, that stretches to every aspect of system performance.

We'd normally say something like 'But, at its core' now, but the joy of Chord's ARAY concept is it is inherently multi-pronged; you can approach ARAY from the cable system, from a device that plugs into another cable, and all roads lead to the same place.

Sharper, cleaner, more focused

"No matter which ARAY products I plugged into my system, how it improved sound quality was always the same – sharper, cleaner, better focused and easier to hear what each musician is playing and how," reports Chris. To give two examples, with two GroundARAY XLR devices plugged into two spare XLR balanced output connectors on his Audio Note DAC 5 Special, he plays Ben Sidran's *Times Gettin' Tougher Than Tough*, and "Sidran's piano was more solid with more note detail, while his vocals were more open and expressive"; and with the PhonoARAY in circuit, "bass was tighter, more nimble with more fingering detail" when playing Fergus McCreadie's *Sun Pillars*.

Chord Company's ARAY products deliver worthwhile improvements, and keep on delivering as you add more.

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