



## Hello...

The first input to any hi-fi or home cinema system is electricity. It flows through the system, used by each component in turn to create the signal that moves the speakers' drivers and deliver the pixels on screen. What we hear and see is fashioned from, and by, mains electricity – it's the raw material from which the 'art' is created. Because of this, the quality of electricity we feed our systems has a profound effect on performance.

Numerous pollutants create 'noise' within the mains supply. 'Differential Mode' noise, for example, is exacerbated by the switch-mode power supplies that are common in many devices, from computers to kitchen appliances. Meanwhile, 'Common Mode' noise is ever increasing, with mobile phones, Wi-Fi and Bluetooth bathing us in a sea of airborne interference.

Year-on-year, the problem is worsening. Take mobile phones, for example: over 1.7 billion were sold worldwide in 2012, of which more than 717 million were smartphones – an increase of 45.1 per cent compared with 2011. As wireless data transmission increases, so does Common Mode noise, while Differential Mode noise is emitted whenever these devices are plugged in to charge.



But fear not, dear reader! IsoTek's class-leading clean-power solutions enhance performance and safeguard your valuable equipment by ensuring a steady flow of clean, stable electricity is delivered to your system with unerring consistency. From the new, affordable Discovery series to the ground breaking Ultimate series, our solutions are practical, our technologies unique – think power, think IsoTek!

**Keith Martin**  
Founder & Managing Director, IsoTek

### WHAT THE EXPERTS SAY ABOUT ISOTEK

"IsoTek is the leader in mains conditioning products"  
Hi-Fi News

"IsoTek in the UK's biggest name in mains filtration"  
Hi-Fi Choice

"Not all mains conditioners are created equal... IsoTek delivers the sonic goods"  
Hi-Fi World



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► IsoTek EVO3 Premier  
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### A Serious Problem

► Mains electricity is polluted by numerous contaminants. We are constantly bathed in a sea of RFI and EMI, which corrupts the electricity supply and degrades sound and picture quality.

► Furthermore, all the electrical items in your home (and your neighbours' homes), from computers to washing machines, affect the supply and erode your system's potential.

► As the electronic devices we use proliferate and the demand for electricity escalates, the quality of the electricity we feed our systems continues to slide – and it's only going to get worse.

### A Powerful Solution

► IsoTek is the world's no.1 manufacturer of power optimisation products for audio and AV systems, trusted by more than 50,000 music and movie lovers in 51 countries.

► IsoTek's unique technologies enhance sound and picture quality by filtering and regulating the mains electricity supply, delivering clean and stable power to audio and AV components.

► IsoTek products deliver unrivalled protection from damage caused by lightning strikes and power surges, and extend the lifespan of electronic components via stringent supply regulation.

## A League of its Own

Launched at the turn of the year, EVO3 Premier is IsoTek's entry-level high-performance power cable. Just what is it that makes it so special?



"Highly recommended and particularly good value for money"  
IsoTek EVO3 Premier – Hi-Fi Choice, March 2013  
(Reviewed with EVO3 Polaris six-way mains block)



### Concept

IsoTek's EVO3 Premier was born of a desire to create an exceptional audiophile-grade power cable at an affordable price point. The project was stimulated by many discussions with high-end electronics companies, many of whom produce audio equipment that retails for tens of thousands of pounds and yet is bundled with cheap, poor quality power cords that significantly constrain performance.

IsoTek decided to produce an alternative that respected standard geometric principles, but where every single element was carefully considered, implemented and manufactured to the highest possible standard. There are many brands offering high-quality power cables but these are often very expensive, and also impractical because of their inflexibility and weight. IsoTek's goal was to attain similar levels of performance from a practical cable at a fraction of the cost.

### Cable

With a suggested UK retail price of just £79.95 for a 1.5m cable, the EVO3 Premier not only delivers excellent performance, it also represents incredible value for money. No compromise has been made in relation to the quality of parts and materials used in its construction, setting it apart from other sub-£100 power cords.

The cable's core consists of three 2sqmm conductors made from 99.9999% oxygen-free copper (OFC) and coated in silver to aid conductivity, with a Teflon FEP dielectric extruded over each. The three conductors are given a rotational twist to aid EMI/RFI rejection, and surrounded by cotton filler to add internal strength, reduce microphony and further enhance the cable's dielectric properties. The construction is secured using a paper wrap, which provides an additional dielectric buffer, prior to the application of a durable, flexible, heat-resistant PVC outer sheath.

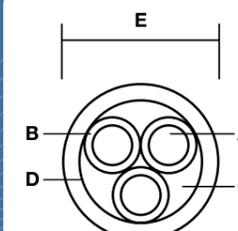
### Termination

Any product's retail price is ultimately dictated by the cost of parts and labour. For optimum performance, audiophile-grade power cables should make use of high-quality termination; however, these connectors can add substantially to the overall cost in terms of both parts and the labour involved in hand-termination. With the EVO3 Premier, the challenge for IsoTek was maintain quality without dramatically increasing cost.

IsoTek has invested in high-quality tooling to enable the production of bespoke moulded connectors with solid OFC conductors coated in 24ct gold to ensure they remain tarnish-free. The conductors are then pressure terminated and encased in a high-quality moulded assembly. This process delivers high-grade termination without compromising performance quality, as well as dramatically reducing labour time.

This intelligent approach to cable design and production makes it possible to offer a high-performance power cable in many variations at an affordable price point. Input connectors at the cable's component end are available in C7, C15 and C19 IEC varieties, thus ensuring compatibility with a wide range of audio and AV equipment. No similarly priced power cable is constructed to such a high specification, with correspondingly impressive benefits to sound and picture quality. Ⓜ

### In Detail – IsoTek EVO3 Premier Power Cable



- A** Silver Plated OFC conductor
- B** Teflon FEP dielectric
- C** Cotton filler
- D** Paper wrap
- E** 10mm diameter flexible heat-resistant PVC jacket

**Declaration of Conformity**  
IsoTek Premier has been independently tested and conforms fully in accordance with BS 6500:2000 Amendments Nos 1, 2 & 3 Corrigendum 1 Class7.

**CONSTRUCTION:** The conductors are in a parallel construction with slight rotational twist. This established technique remains the first line of defence against RFI and EMI rejection.

**A CONDUCTORS:** Silver plated 99.9999% OFC conductors offer an exceptional level of purity with enhanced conductivity. They are less likely to fracture or degrade over time. Silver is an excellent conductor and when combined with a high purity copper provides impressive electrical properties.

**B DIELECTRIC:** Teflon FEP dielectric (insulation) is chemically inert and has a very low dielectric constant over a wide frequency range. FEP possesses a very high degree of stress crack resistance and a low coefficient of friction making it an exceptional dielectric. FEP is the first choice for safety in both temperature and electrical insulation.

**C FILLER:** Cotton filler has been used to give the cable internal strength and reduce microphony. Cotton also possesses excellent dielectric properties, the best of a solid material.

**D WRAP:** A paper wrap is used to secure the construction prior to the application of a flexible PVC jacket. The addition of the paper and cotton form a buffer with the PVC so as to maintain exceptional dielectric properties.

**E JACKET:** PVC is used as an outer jacket to give a high degree of flexibility and mechanical strength.

**TERMINATION:** Premier cable is terminated using IsoTek's bespoke Audiophile grade moulded connectors of solid OFC with 24ct gold plated conductors. These offer the highest quality performance and are less prone to tarnish.



Bespoke BS1363 tooling



24ct gold-plated OFC conductors



# NEWS



## Show Us Yer Bits!

Do you use IsoTek power optimisation products in your system? If so, IsoTek would like to hear from you – and give you two fantastic free gifts in return!

Simply take a photo of your system, including your IsoTek cables and/or components, and write a few words about your experiences – why you use IsoTek products and what they do for your system. Then email them to [support@isoteksystems.com](mailto:support@isoteksystems.com) and we'll post them on our Facebook page.

In return, we'll send you two sound-enhancing CDs from IsoTek – *The Ultimate System Set-Up Disc* and *Full System Enhancer and Rejuvenation Disc*, worth a combined £40, absolutely free of charge. (Don't forget to send us your postal address – we won't publish this, but we'll need it for your CDs.)



## The Power Elite

Following the launch of the EVO3 Premier entry-level power cable towards the end of last year, IsoTek continues to enhance its cable range with the new EVO3 Elite.

Replacing the existing GII Elite cable, EVO3 Elite is the next model up from EVO3 Premier and incorporates the technological developments inherent in IsoTek's latest EVO3 product generation. The cable perfectly illustrates IsoTek's no-compromise approach to cable design and manufacturing, incorporating the highest quality materials and advanced construction techniques to deliver a high-end power cord at a realistic price point with best-in-class performance.

At the cable's core are seven 1.25sqmm conductors made of silver-coated 99.9999% oxygen-free copper (OFC), each sheathed in a Teflon FEP dielectric. Cotton filler and a Mylar wrap surround the conductors, holding them in place and further enhancing the cable's dielectric properties.

Since the brand launched in 2001, IsoTek has won numerous awards from respected audio journals around the world. One of the latest comes from Czech online publication *Hi-Fi Voice*, whose readers have voted IsoTek into first place in the 'Accessory of the Year' category in its annual awards.

IsoTek's managing director Keith Martin said,

"We are always delighted when our products receive recognition in the international audio press. This award is particularly special because the readers of *Hi-Fi Voice* have determined the result. It's the views of those who buy and use our products that really count, so it's hugely gratifying that IsoTek products have been voted Accessory of the Year."

The conductor assembly is enclosed in an earthed shield of OFC, to ensure maximum reduction of RFI and prevent Common Mode noise affecting the live and neutral conductors. A PVC outer jacket is extruded over the top, providing a high degree of flexibility and mechanical strength. Finally, the cable is terminated using IsoTek's bespoke audiophile-grade connectors, with conductor pins made of solid OFC and coated in 24ct gold for maximum reliability.

The IsoTek EVO3 Elite power cable is available now, with a suggested UK retail price of £325 for a standard 2m length (custom lengths are also available). For more information visit [www.isoteksystems.com](http://www.isoteksystems.com).



Another Award for IsoTek!

# The Art of Clean Power

2013 will see the launch of an exciting new 'clean power' concept from IsoTek called Mosaic – a high-performance modular range that enables users to build the perfect solution to suit their system and electrical environment.

Utilising technologies trickled down from IsoTek's flagship Genesis generator and Super Titan conditioner, Mosaic components will include uniquely realised power conditioning, mains sine wave generation and voltage

stabilisation in conveniently compact devices. The details are closely guarded, but exceptional results are promised in terms of both subjective and measured performance.

"The quality of our R&D and the innovations that ensure keep IsoTek at the forefront of specialised clean-power solutions for audio and AV systems," said Keith Martin,

IsoTek's managing director. "Our engineering team is constantly striving to innovate, and Mosaic is the perfect exemplar – a new generation of power optimisation components that delivers tailor-made solutions for modern-day audio environments."

The IsoTek Mosaic range will receive its official unveiling in May at the HIGH END 2013 show in Munich (visit IsoTek in Hall 3, stand A04, Munich MOC) and will be available to buy from October.

From the company's base in Hampshire, England, the IsoTek team travels the world to conduct public demonstrations, dealer training and product seminars – a vital part of the company's commitment to support each of the 51 countries in which IsoTek products are sold. This year began with a trip to the bright lights of Las Vegas, as IsoTek's managing director Keith Martin recalls.

With the strains of Auld Lang Syne still ringing in our ears, we kicked off 2013 with the annual pilgrimage to CES – the world's largest consumer electronics trade expo in Las Vegas, Nevada. Our flight from Gatwick on 4 January was dominated by people who work in and around the UK's consumer electronics industry – manufacturers, distributors, retailers and more, all looking forward to a surreal yet fruitful few days of work and, yes, a little play in America's Mecca for hedonistic pleasure and cutting-edge technology. Quite frankly, if consumer tech terrorists wanted to wipe out a huge chunk of the UK audio industry in one fell swoop, all they'd have to do is take out this plane...



Landing in Vegas is like landing on the moon; if the moon was colonised, this is what it would look like. Our first night consisted of dinner with our friends at Monitor Audio (Chinese fusion, Vegas-style), then a few drinks just off the strip, before it was time to crash. Sunday and Monday would be busy days, setting up for the show with IsoTek's new US distributor, VANA (Vienna Acoustics North America), in readiness for Tuesday's opening.

CES is a sprawling show, spread across several different venues in the city.

Exhibitors showing off high-performance audio products are mostly based at The Venetian hotel; VANA had two rooms, demonstrating electronics from Primare and speakers from Vienna Acoustics, fed – naturally – with ultra-clean power via IsoTek mains conditioners and cables, to ensure the best possible sound quality.

Throughout the show's four-day duration, between numerous meetings with distributors and retailers, we conducted dozens of IsoTek demonstrations focusing on products from the new Discovery series: our most affordable mains conditioning block (EVO3 Polaris) and high-performance power cable (EVO3 Premier). The sonic improvements were emphatic: the noise floor dropped and the sound gained greater focus, with reduced grain and improved clarity. Bass was tighter and better defined, treble gained more space and 'air', and the overall musical performance sounded more solid and dynamic, and hence more 'real'.

Of course, alongside all the hard work there was time for some more relaxed networking, including a backstage visit to Cirque du Soleil's Beatles *LOVE* spectacular. Las Vegas, or 'Lost Wages' as some might prefer to rename it, lived up to its billing once again. An extraordinary event in an extraordinary town: full on, fascinating and inspiring... but boy, it's great to be back in Blighty! ☺



Above: IsoTek EVO3 Polaris six-way mains block



Above: Work, play (and very little rest) in Las Vegas!



# The Mains Man

**Well-known audio critic Jason Kennedy talks to Keith Martin, IsoTek's founder and managing director, about where he's coming from, what he's into and where he's taking IsoTek in the near future.**

**JK: How did you get into hi-fi?**

**KM:** I remember when I heard my first 'proper' hi-fi system – the sound was amazing, it was a magical moment. The touch paper was lit and I became obsessed with trying to recreate realistic sound. I had a Michell Gyrodec at the time and it was just great listening to loads of records.

**JK: What inspired you to manufacture power-conditioning products?**

**KM:** Towards the end of the 1990s, I was looking for ways to improve my system without spending a fortune and I'd read that power quality could be improved. There were a few brands on the market but they didn't seem very technical and the best you could get was a power strip with some kind of filter in it. I bought a distribution block from one of them. It made a small difference but I was disappointed when I discovered that all it had inside was a capacitor over live and neutral that didn't do much at all. That got me thinking that I could do a lot better.

**JK: When did IsoTek come about?**

**KM:** The first IsoTek product emerged in 2001. The Substation was a brilliant concept but a commercial disaster! It was a modular system that accepted different filters to suit the equipment being powered. Its strength was its downfall; it was enormously flexible but very complex to configure and this proved to be impractical from a commercial point of view.

In 2004, we restructured the company and revamped our design team, resulting in a new generation of 'GI' IsoTek products. This

was when things really began to take off, in terms of both critical acclaim and commercial success. In 2013, our products are sold in over 50 countries and enjoyed by more than 50,000 customers worldwide. We are a truly international operation, but we're still based in Hampshire and very proud of our British roots.

**JK: There are some that say mains conditioners rob a system's dynamics. Why do you think they get this impression?**

**KM:** A power conditioner will kill dynamics if it's badly designed, and there are many on the market that are! There are filters in many electrical products – washing machines, for example – but this doesn't make them good for high-performance audio applications. A properly designed power conditioning system will dramatically improve musical enjoyment by enhancing many performance aspects, including dynamics. It's possible to improve the performance of any audio system but you've got to design the product well in the first place. All IsoTek products are designed for purpose, using unique circuit topologies and many custom-designed components.

**JK: Is there anything IsoTek products can do about noise from computers?**

**KM:** Computers put a lot of noise onto the mains. The class D power supplies in computers and other devices around the home produce a lot of Differential Mode noise. This travels in both directions around your ring main. IsoTek products clean this noise as well as stopping Differential Mode cross-contamination created by your audio components. All sockets on all IsoTek



Above: IsoTek's MD, Keith Martin

products are completely isolated from each other – this is a fundamental IsoTek principal and the reason behind the company's name.

**JK: What makes IsoTek clean-power products better than the rest?**

**KM:** The IsoTek ethos is to deliver a complete, closed-loop solution. We take power from a wall socket and remove both Common Mode noise – RFI – and Differential Mode noise. We stop cross-contamination and then, thanks to our shielded power cable system, we don't let any of the noise back in.

We don't copy or follow others; we try to lead. We have an insane amount of passion, focus, drive and dedication. We're continually trying to improve on what we've done, and given that we've set the benchmark very high for ourselves, creating something better is more and more of a challenge. We also pride ourselves on ensuring our products are fairly priced, adhering to a simple calculation that directly reflects the cost of producing each individual product.

As I've already mentioned, no IsoTek product has two sockets connected directly together; it's cheaper to do it that way, but it allows components to cross-contaminate one another. We don't skimp on internal wiring, either – we use silver-plated 99.9999% oxygen-free copper with top-quality PTFE or FEP Teflon dielectrics. PCBs are also silver-plated, which is important for high-frequency transmission, and key benefits like equal impedance on all outlets and sequential protection way beyond the industry standard help to set us apart.

We also have a range of proprietary technologies that give us an edge. For example, KERF, which delivers a more coherent sound because it enables a pure, >



Above: Winchester's historic cathedral, a stone's throw from IsoTek's headquarters

> symmetrical signal path; Direct Coupled Design, which ensures optimal high-current filtering; Adaptive Gating, which tailors the filtering to suit each piece of equipment to perfection; and Polaris-X, which reduces crosstalk and improves component-from-component isolation. These have helped to earn IsoTek an unrivalled reputation among hi-fi critics, retailers and end-users alike, not to mention many well-known manufacturers of audio electronics and speakers who use our products for development and demonstration purposes.

**JK: What percentage of a system's cost should be spent on power conditioning?**

**KM:** I think 10 or 15 per cent, as a minimum. At CES 2013 in Las Vegas, our distributor built a system where over 50 per cent of the price was spent on power conditioning and it sounded incredible!

**JK: How about your hi-fi system at home – what components do you use?**

**KM:** I run Gamut and Halcro amplifiers; the Halcro delivers very low distortion, which makes it useful. In terms of source, I use a TNT HRX turntable with a Graham tonearm and Transfiguration cartridge. I've got three CD players, an EERA and an Exposure, plus a Pink Triangle CD transport and Da Capo DAC. I use a range of kit because it's important to try IsoTek designs with a variety of system configurations, but fundamentally all these components sound superb. The speakers are Clearlight Audio Diamond Symphony, a three-way floorstander with a ribbon tweeter.

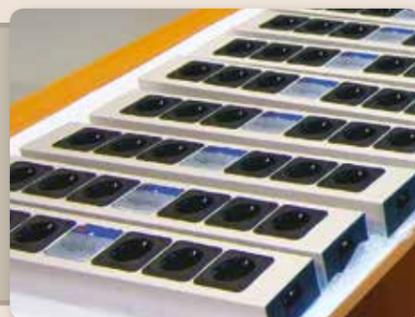
**JK: Do you find any time to listen to music?**

**KM:** I listen to all kinds of stuff! I've been listening to a band called B-Tribe that

I discovered in Norway. The latest Yello album (*Touch*) sounds excellent; there's a fantastic vocalist on it called Heidi Happy – great name! I also listen to lots of jazz and classical. I've got pretty eclectic tastes; I picked up a couple of Laurie Anderson albums recently, great music.

**JK: What have you got planned for the future?**

**KM:** We're working feverishly on a new modular clean-power concept called Mosaic (see *News*, p2), which we'll reveal to the world this spring at HIGH END 2013 in Munich. We're also developing an app for smartphones and tablets. The quality of the mains electricity we feed our systems is getting worse all the time, which makes IsoTek's ongoing drive to make innovative power optimisation solutions all the more important. ☺



Above: IsoTek's new EV03 Polaris mains conditioning blocks are assembled, tested and readied for shipping