

Do You Know What's In Your Cables?

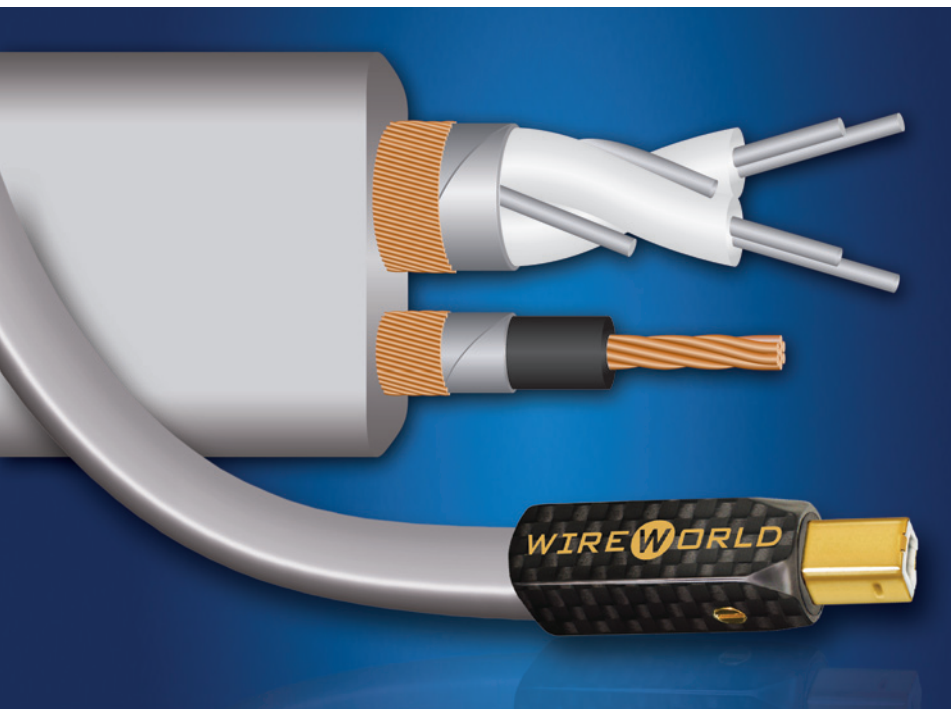
Contrary to popular belief, it takes more than upgrade materials to make a great cable.

A generation has passed since audio enthusiasts discovered that cables could change the sound of their stereo systems, but clear explanations of those changes and why one cable

every sonic or visual detail from one component to the next, as if the components were docked directly together. Despite the apparent simplicity of that essential concept, the only cables actually engineered to perform to this standard are made by Wireworld Cable Technology.

The Difference is in the Design

Wireworld cable designs incorporate the knowledge gained from over 30 years of continuous development based on the unique objective approach of comparing cables to a direct connection. In addition to providing the most lifelike sound and image quality available at each price level, these scientifically engineered cable designs preserve test signals and musical waveforms distinctly better than other brands. The elegance of these designs is illustrated in this image, which shows the DNA Helix® (patent pending) construction utilized in Wireworld's reference standard USB audio cables, Platinum Starlight® and Silver Starlight®. By combining the most efficient designs with the best upgrade materials, Wireworld audio and video cables advance the art of reproducing the live music and theater experience at home.



may produce more lifelike sound (or imaging) than another are not easily found. However, the concept of an ideal cable has always been clear. A perfect cable would transfer

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