

## Blue Power

An exciting, inexpensive and quite differently designed power cable.

By Kurt Lassen

<http://www.nomono.dk/articles/blue-power>

*Oh, baby, baby, it's a wild world  
It's hard to get by just upon a smile*

This is a band that I can remember as some of the first music that was a focal point in my world - and on my turntable. To a teenagers ears the words don't always make sense, but then imagination can take over. So "Wild World" can easily become "Wire World," or was it vice versa? Cat Stevens recorded this song as one of two love letters to his then girlfriend, Patti D'Arbanville. I can easily relate to how he felt, as I share a similar love, but for the Aurora 7 Power Cord.

### Different

Wireworld is an American cable manufacturer, and on their website you can see an impressive range of cables. Aurora 7 is structured in a different way than conventional power cables that you are used to. You can compare them with roller blades, where you can either run side by side or with the wheels in front of each other. Wireworld's President and designer David Salz designed his power cables with two flat sections side by side. His reference for audio cables is NO CABLE and for many years he has tested his audio cables comparing them to extremely short connections between components. For interconnects, this

can be accomplished by docking pre and power amps back to back, thereby avoiding cables. The discovery of this testing method started David Salz career in cable design many years ago. But the function of power cords is to filter, which is the opposite of audio cables. Wireworld believes that a power cable should filter anything above 50 and 60 Hz. To achieve that goal, David Salz learned to use perfectly quiet battery power as the sonic reference standard for developing power cords. That objective listening test led to the development of the power cord design he calls Fluxfield Technology and the Composilex 2 insulation material used in their power cords.

### In the middle

There are five Series 7 power cords, called Stratus, Aurora, Electra, Electra Silver and Platinum Electra. The only difference is in the conductor material, and thus neither in insulation or connectors. It should also be mentioned that the plugs are welded on, and not easily dismantled for experimentation with other connector types. These American power cords use a radically different structure than other power cables and they also perform on a completely different level. And compared to the price / quality scale,



they are really hard to beat.

Our listening comparisons showed that especially the precision in the left / right sound stage was significantly better defined with the Wireworld cable than with other existing power cables. When we switched to others like Ansuz or Nordost, the soundstage still had width, but never with the separation across the stage of the Wireworld Aurora 7.

### Conclusion

We got a lot of precision and musical joy when Aurora was in the chain. And this was a great surprise when compared with cables at 10 times the cost. It is incredible that Wireworld has not previously taken a foothold in Denmark or Scandinavia. This can and should be thus changed.

### On the side:

<http://www.wireworldaudio.com/Comparator/index.html>

On this site you can try one of Wireworld's early cable tests. There are 17 different listening samples of the same song, converted using a mix of different Wireworld and competitors cables. It is clear to hear the difference. Give it a try. It's actually very fun, and really informative.



**Wireworld Starlight 7** is an incredibly analog-sounding digital cable. We pay special attention when voices and strings are reproduced with such ultra fine details and precision. At the same time the soundstage was really deep and believable. Heather Nova's River Of Life sounded so lovely and beautiful, with details emerging from far within the deep soundstage. We can listen this cable for days (which we did!) And we never became fatigued. Again and again we were surprised by the sound quality when this cable was in play. Natural and nuanced. Incredibly nice for the price! A must buy if the budget is not for the company's more expensive (and possibly even) better cables!

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