



**Q:** What **sounds better** than a short cable?

**A:** No **cable** at all.

This core concept is one everybody knows. Two components directly connected with no cable in between will produce the best possible sound your gear is capable of. The moment cable is added, no matter if it's zip cord or the most expensive you can buy, detail and dynamics are sacrificed.

#### Testing vs. Comparing

Most companies judge cable performance by comparing one cable to another. This method has no frame of reference for what is being lost, and only shows how they vary from each other. Wireworld scientifically tests its cables during development against a direct connection, refining design and materials to achieve detail and openness that most closely matches the reference. We call this method the Audio Cable Polygraph.

**Robert Harley of *The Absolute Sound* says this method provides “illuminating insight into exactly how each cable affects the sound.”**

#### Here to Stay & Built to Last

Wireworld has been in business over 23 years and designer David Salz had been developing our testing method and refined geometries for over three decades. It can be difficult to tell what is real and what is not with so many fly-by-night brands popping up making grandiose claims. But the truth is in the test. If you're still skeptical because you consider sound quality subjective, then the physical and aesthetic quality is something you will appreciate.

**Robert Archer of *CEPro* says, “I am impressed with the materials, secure and sturdy terminations, the feel, build quality and bulletproof construction.”**

When you're ready to graduate from 'flavor-of-the-month' to pure high fidelity, cable up with Wireworld.



Other cables filter your music.  
Wireworld cables let the most music through.

**Technology that channels musical expression.**

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CABLE TECHNOLOGY

Engineered for Reality™