

# DIRECTIONALITY IN CABLES

## What is cable directionality?

It's all about grain structure! The microstructure of copper and silver conductors is actually made up of individual grains of the metal. Unavoidable angular patterns in this grain structure can cause cables to perform differently in both directions. Wireworld cables are manufactured utilizing a proprietary Grain Optimization™ process that specifically controls the grain structure of the metal to produce the highest fidelity when

the signal flows in the direction of the arrows printed on the cable. Some other brands of audio interconnects are directional because their shields are only connected at one end of the cable. The shields in Wireworld cables are connected at both ends to provide superior isolation from noise.

For peak performance, always install Wireworld cables with the arrows pointing in the direction of the signal flow.

