

# POWER CONDITIONING CORDS

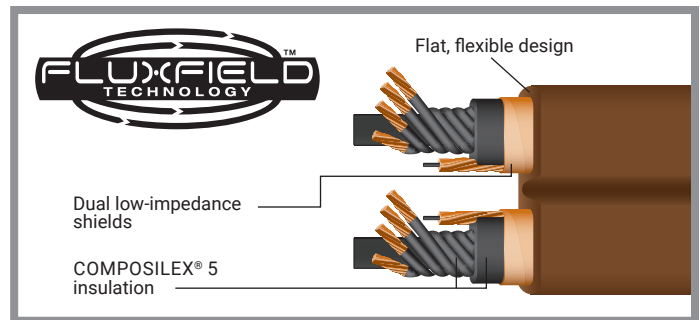
*Wireworld power cords are designed to solve a completely different set of problems than audio and video cables.*

An ideal audio or video cable would pass the entire frequency range without alteration. However, an ideal power cord would pass only the 50Hz or 60Hz AC power, while blocking all higher frequencies, thus preventing power line noise and harmonics from degrading the sound and imaging quality of the system. Accordingly, our design objective and test methodology for these power cords was to provide sound and image quality that would be closest to the ultimate purity of battery power.

To achieve that objective, we developed Fluxfield Technology™, a unique internal structure incorporating COMPOSITEX® 5 insulation materials, which maximizes inductive and

capacitive filtering to absorb power line noise and damp the electrical resonances that other cords and power conditioners cannot tame. Among the innovations of this design are dual low-impedance shields, which are closely coupled to the conductors to cancel unwanted energy. Furthermore, their elegant connectors feature silver-clad contacts, for the quietest and lowest loss connections available.

The previous generations of Wireworld power cords earned numerous awards for making consistent improvements in audio and video quality. The upgrade to



COMPOSITEX 5 insulation technology elevates the fidelity and performance of Series 10 power cords, providing dramatic improvements in the imaging, dynamic range and resolution of both audio and video components. The five models of flat cords differ only in their conductor material, as the smoother current flow of superior conductors provides additional improvements in sound and image quality.



**PLATINUM ELECTRA™ 10**  
OCC®-7N SOLID SILVER  
AWG: 12



**SILVER ELECTRA™ 10**  
OCC®-7N  
SILVER-CLAD COPPER  
AWG: 12



**ELECTRA™ 10**  
OCC®-7N COPPER  
AWG: 12



**AURORA™ 10**  
SILVER-CLAD OFC  
AWG: 12



**STRATUS™ 10**  
OXYGEN-FREE COPPER  
AWG: 12



**MINI-ELECTRA™ 10**  
OCC®-7N COPPER  
AWG: 16



**MINI-STRATUS™ 10**  
OXYGEN-FREE COPPER  
AWG: 16

*World's first fully shielded two-conductor power cord design*

