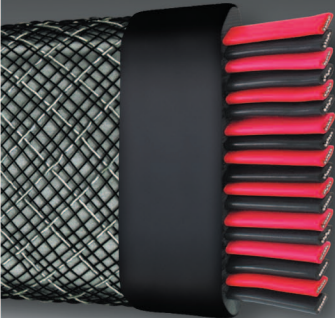


SPEAKER CABLES BRINGING MUSIC INTO FOCUS



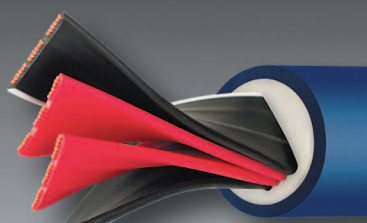
Diagonal DNA™ Design

UNDERSTANDING THE ISSUES

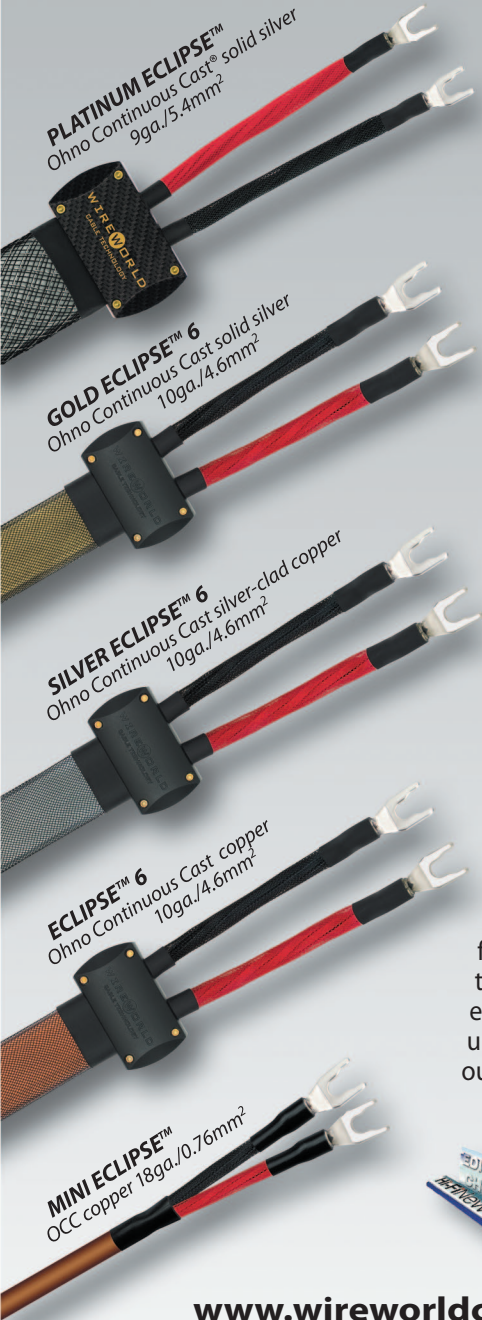
Speaker cables may be the most misunderstood audio components. Many believe that using heavy gauge speaker cable is all that is necessary for superior sound quality, which is simply not true. Using thicker conductors only reduces the amount of signal power that is lost as heat (resistive loss), while it actually increases the electromagnetic (inductive) loss that causes most of the degradation that we actually hear from cables. Resistive loss is less audible because it affects all frequencies equally, while inductive loss is very uneven, so it actually changes the shape of the musical waveforms. Clearly, an optimal speaker cable would minimize both resistance and inductance to preserve as much of the original sound as possible.

Everyone knows that magnetic force varies with distance, so it is not surprising that the positive and negative conductors of a cable need to be very close together to minimize electromagnetic loss. The problem with thick conductors is that they simply can't be made close enough... that is unless they are flattened! That simple answer is the basis for the DNA™ cable designs utilized in Wireworld speaker cables. The flat conductors in these cables are as thin as a single strand, yet there are enough strands to provide very low resistance, and all of the strands are completely parallel, providing the most direct signal path possible. Furthermore, for each design, the spacing between the positive and negative conductors is fine tuned by ear to match the pure sound of a direct connection. The effect of that tuning is like focusing a lens, with the beautiful textures of live music coming into vivid 3-D focus when the spacing is just right.

Our straightforward design process ensures that all Wireworld speaker cables provide the highest fidelity for their cost, which varies dramatically according to the quantity and quality of materials contained in each cable. Those material upgrades enable each step upward in the line to let more music through, which is our ultimate goal. Isn't it yours?



DNA™ Helix design, patent pending



PLATINUM ECLIPSE™ 6
Ohno Continuous Cast® solid silver
9ga./5.4mm²

GOLD ECLIPSE™ 6
Ohno Continuous Cast solid silver
10ga./4.6mm²

SILVER ECLIPSE™ 6
Ohno Continuous Cast silver-clad copper
10ga./4.6mm²

ECLIPSE™ 6
Ohno Continuous Cast copper
10ga./4.6mm²

MINI ECLIPSE™
OCC copper 18ga./0.76mm²



EQUINOX™ 6
OCC® copper - 12ga./3.5mm²

OASIS™ 6
Oxygen-free copper - 10ga./4.6mm²

SOLSTICE™ 6
Oxygen-free copper - 12ga./3.5mm²

ORBIT™ 16/4
Silver-clad OFC - 13ga./2.5mm²

LUNA™ 16/4
Oxygen-free copper - 13ga./2.5mm²

STREAM™ 16/2
Oxygen-free copper - 16ga./1.25mm²

HORIZON™
Oxygen-free copper - 16ga./1.25mm²



www.wireworldcable.com • sales@wireworldcable.com • 954.474.4464