



AVENUE SOUND

Do Cables Really Matter?



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Can a CABLE really make that much of a difference?

Can a cable really make that much of a difference? At the end of the day, it is a wire through which the power, audio or various other signals are transmitted right? Surely, we cannot hear an audible or intelligible difference between what one manufacturer sells to another?

The purpose of this session is to answer this very question, but not just through showing you the visual difference by seeing one cable next to another or reading through a pdf document which has numerous statistics and figures which should make you believe there is a difference, but by practically letting you hear, feel and measure the difference.



At Avenue Sound we believe compromises are the first step to ordinary. We want to help you bring your projects to “Nothing You Do is Ordinary”. Partnering with Shunyata Research we have an opportunity to work with some of the world’s finest audio and power cables, power distributor technology and grounding products to help create an experience which transports you beyond the unreal to what can only be described as something as natural as it was meant to be heard. Shunyata Research helps you take the unnecessary distortion and pollution from an original signal and give you the finest output possible so that the components can deliver them to their truest potential. Don’t believe us? Let’s get started and find out if Cables Do Really Matter!



Conductors: OFE Copper

Gauge: 08

Tech: VTX™

Construction: Tri-flex

Dielectric: Fluorocarbon

Terminals: Interchangeable STIS v3, cold welded

SHUNYATA cables deliver seamless dynamic shifts and exceptional timing and frequency extension, allowing electronics and speakers to communicate as one. They provide coherence and clarity, free of distortion or noise, enhancing textural and spectral nuances. Featuring VTX™ conductors, SHUNYATA cables offer explosive dynamics, pitch-perfect frequency extension, and a room-filling soundstage, outperforming even pricier alternatives.



Shunyata Research's VTX™ conductors feature hollow cores to minimize skin effects and eddy currents.



Shunyata Research uses certified OFE Alloy 101 copper, ensuring 99.99% purity and 101% conductivity.



Fluorocarbon dielectrics enhance clarity, reduce dynamic compression, and improve resolution in high-end audio cables.



ArNi® by Shunyata Research: Ultra-pure copper wire with advanced design for unmatched audio clarity and resolution.

For more information
<https://shunyata.com/audio-cables>



Conductors: OFE & Silver

Gauge: 10

Tech: VTX-Ag™

Construction: Extruded cable

Dielectric: Fluorocarbon

Shunyata's audiophile-grade AC connectors feature solid brass construction with gold-plated pure copper contacts, designed to accommodate large 10-gauge conductors for low resistance, superior conductivity, and enduring sound quality. Hermetically sealed within durable polycarbonate head-shells, an inert compound protects against corrosion, prevents wear, and secures the wiring, ensuring consistent, long-lasting performance under demanding conditions.



Shunyata's VTX-Ag cables combine silver's clarity and copper's warmth for unmatched resolution and depth.



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<https://shunyata.com/power-cables>



Cable Type: Twin axial geometry

Gauge: 16

Shield: 100% coverage foil shield

Conductors: OCC (Ohno Continuous Cast) copper

Dielectric: Fluorocarbon

Connectors: Gold plated brass contacts, nickel matte finish

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NIC™ TECHNOLOGY | CCI™ NOISE REDUCTION | CGS - Chassis Grounding System
Electromagnetic Breaker | Cryogenic Processing

The GEMINI Model-8 delivers high-current power distribution with advanced noise reduction, leveraging Shunyata's Altaira technology & NIC™ noise isolation for superior clarity. Paired with durable, audiophile-grade AC connectors featuring gold-plated copper contacts and hermetic sealing, it ensures exceptional conductivity and long lasting performance, setting a new standard in reliability and innovation.



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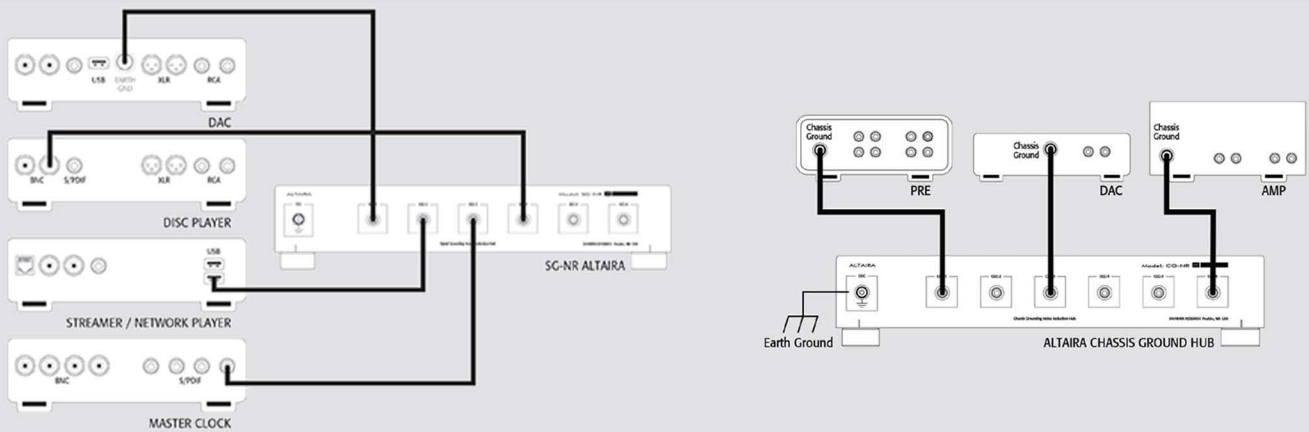


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For more information
<https://shunyata.com/power-cables> | <https://shunyata.com/product/gemini-model-8/>



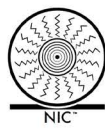
Six Isolation Zones | Dedicated Earth-Ground Terminal (7th Terminal) | Completely Passive Design
 Pure Copper Terminals | All Metal Construction



Unlock unparalleled clarity with Altaira, Shunyata's groundbreaking grounding hub. Designed to eliminate noise and optimize system performance, Altaira uses patented technology to reduce interference across all components, ensuring pristine audio and video quality. Elevate your system's potential with seamless integration, superior grounding, and unmatched fidelity—experience the true essence of performance with Altaira.



CCI™ filters reduce noise without affecting DTCD®, preventing component contamination without bulky components.



The NIC™ reduces high-frequency noise using ferroelectric material, avoiding drawbacks of transformers or capacitors.

For more information
<https://shunyata.com/product/altaira>



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KPIP™ eliminates burn-in and cryogenic treatment needs, addressing core principles of wire performance.



The patented NIC™ reduces high-frequency noise using ferroelectric technology, avoiding reactive power conditioner issues.



The QR/BB™ enhances dynamics by providing instant energy reserve, reducing AC line reactance effectively.



TAP enhances cable performance by blocking longitudinal waves, allowing clear transverse waves for improved sound.



Shunyata's CMode filter reduces common-mode noise, enhancing clarity, analog ease, and background silence

