

Ultralink*SDS* Ultralink Signal Delivery System™

THE ULTRALINK SDS™ - THE SCIENCE BEHIND THE SYSTEM

The wire and cables throughout your home entertainment systems are as important as any other component and much more important to the final performance on the screen and out of the loudspeakers than most. Cables are not accessories or add-ons. Together all the wire and cable in a system make up the Ultralink Signal Delivery System™ (SDS™). Think of it as the circulatory system in your body, feeding, providing for, and energizing all the vital organs. Likewise, cables are the most pervasive component in the entire system connecting every piece of hardware to the next, greatly affecting the performance of each of them individually and within the system as a whole.

Also, more than perhaps any other component, the SDS™ has the greatest potential to mess things up and, therefore, clearly deserves a consideration of design and investment at least equal to that of any other major component. The SDS™ is at least as important to the overall system performance as other major components - say the differences between two good source units or processors - yet people often spend little to no time considering the performance benefits of a total cable system - one designed for ultimate performance and complete neutrality - while agonizing over the selection and stretching the budget of every other component in the system.

Yet unlike those components, whose job in the system is to actively do something; the cable's job is to do NOTHING. It should simply get out of the way and let every other component in the system communicate as perfectly as possible with the others. Yet things like to leave their mark. It is extremely difficult to design and manufacture cables that actually do nothing. In the context of a complete cable system design, this takes on supreme importance because only when the SDS™ is completely neutral and invisible in its effect, does it allow every other component in the system to actually deliver its full performance potential.

Think about the wide range of jobs that we ask a cable to perform while having no effect on the signal we ask them to convey. Low current - high current. Low Voltage - high voltage. Analog - Digital. Low Bandwidth - High Bandwidth. Audio - Video. Long run length - Short run length. Single use - multi-purpose. Within the SDS™ as a whole the various wires must handle a staggeringly wide spectrum of very different types of signals. It should be clear that the things that make a good speaker cable or power cord are dramatically different than the things that make a good digital video cable.

Each ULTRALINK® cable is designed, engineered, and manufactured using the exact components, materials, and geometry to do the best job in each specific application. Only in this context; only when each cable is manufactured in application specific designs to integrate into a cohesive Signal Delivery System™ that the full performance of each component be revealed. Without such a well-designed, properly conceived SDS™ of quality Ultralink cables, you simply leave much of the performance that you paid for in the box. Unrealized potential. Wasted money