



## **PRESS RELEASE**

For Immediate Attention



# ***Sirius Power!***

*IsoTek launches Sirius: a new mains conditioning power strip that's as innovative as it is affordable*

IsoTek has unveiled its latest weapon in the fight to rid our hi-fi systems of a poor quality mains supply. The Sirius is a six-way power strip aimed specifically at audio systems and containing cutting-edge mains conditioning circuitry fresh from IsoTek's R&D facility. As well as delivering sufficient sockets to power most set-ups, it also ensures the electricity supply delivered to each component is free from the kind of mains-borne interference that can significantly erode the performance of hi-fi components.

### **New Technologies**

Replacing the award-winning GII Multi-Way in IsoTek's range, the Sirius is now the most affordable six-way distribution strip made by the company, yet it is also exceptionally advanced. Here's a summary of some of the new IsoTek technologies that have been developed for this exciting product:

### **Inductive Resistance Gate**

Unique to IsoTek, this newly developed technology optimises the isolation between each of the Sirius' six outlets without compromising transient power ability.

### **K.E.R.P. Technology**

Developed from technology previously only available in IsoTek's high-end Nova and Titan mains conditioning products, K.E.R.P. (Kirchoff's Equal Resistance Path) ensures optimum power sharing from one socket to the next.

### **Protection Redefined**

In tandem with enhancing the performance of the equipment attached, power conditioning products should also provide adequate protection for both the system and the conditioning unit itself. The new EVO3 range of products, including the entry-level Sirius mains distribution strip, feature IsoTek's most advanced protection circuitry to date – real-world, fit-for-purpose solutions to real-world problems.

*More information about these new IsoTek technologies may be found in the in-depth press release attached to this e-mail.*

## **All power distribution strips are NOT the same!**

There are many distribution strips on the market today. Some merely provide extra sockets; others add basic spike/surge protection; some contain more sophisticated filtering technologies to protect and enhance. IsoTek specialises in developing mains conditioning products that are uniquely 'fit for purpose' – whether the application is audio, video or both.

The circuitry contained with the Sirius is the result of IsoTek's painstaking research in the field of power management and is unique to the product. Don't be fooled – there are cheaper products on the market but none of them come close to Sirius' class-leading performance in terms of both protection and the ability to enhance sound quality.

## **Caring for the environment**

IsoTek has always considered environmental issues as an integral part of its design philosophy. To this end, the company meets all aspects of legislation concerning disposals, lead-free components and recycling of all materials.

In addition, the new EVO3 products – including the Sirius – exceed proposed regulations concerning power consumption (specifically, it is proposed that no component shall consume more 0.5 watts of power in a standby situation). The Sirius exceeds this requirement yet is in no way limited when it comes to performance.

What's more, all IsoTek products carry a 25-year lifetime guarantee. Unlike many other power management products on the market, they are designed and built to last – from an environmental point of view, this is the most important quality of all.

## Key features

- IsoTek's new entry-level six-way power distribution strip (replaces the Multi-Way)
- First audio-specific product in IsoTek's latest EVO3 range
- Inductive Resistance Gate: IsoTek's latest technological innovation
- Kirchhoff's Equal Resistance Path ensures optimum power sharing.
- 22,500 Amps of instantaneous current absorption – essential for removing high-voltage spikes
- Highly effective isolation between components
- More than 50dB of noise reduction at 100kHz (Radio Frequency)
- Easy 'plug-n-play' set-up
- UK, EU, US and Australian specifications available
- Brackets for optional wallmounting included as standard
- Rugged and durable aluminium case for long lasting performance
- Environmentally conscious product design
- 25-year product guarantee

## Price and availability

The IsoTek Sirius power distribution strip is available from April, priced at £250.

## More about IsoTek

IsoTek is a UK-based company that specialises in power management systems for hi-fi and home cinema applications. Formed in 2001, the company has rapidly become a world leader in mains conditioning and filtration, developing a wide range of innovative, award-winning products that form complete solutions to suit every pocket. Thanks to IsoTek's market-leading expertise and painstaking attention to detail, its products are able to make significant improvements in sound and picture quality while protecting components from spikes and surges in the mains electricity supply.

IsoTek's award-winning products are enjoyed by thousands of audio and video enthusiasts around the world, and many highly respected consumer electronics manufacturers use IsoTek technology in the development and demonstration of their own products, including Arcam, Denon, Genesis, Monitor Audio, Nordost, Pioneer, PMC, Roksan and TEAC Esoteric.

## In a nutshell: why mains conditioning makes a difference

It may come as a surprise that there is anything wrong with the supply of mains electricity in countries like the UK and USA. There is seldom a break in the supply and most of the time we can simply plug an item into a socket and use it without any problems.

With hi-fi and home cinema equipment, it is not only the availability of a continuous electrical supply that is important, but also the quality of that supply. It may seem strange that something like electricity can be discussed in terms of quality, but there are a number of factors that affect its quality and suitability for powering audio and video equipment. For example:

- *Low voltage*
- *EMI (Electromagnetic Interference) and RFI (Radio Frequency Interference)*
- *Voltage spikes (short, sudden bursts of voltage much higher than the norm)*
- *Fluctuating voltage (surges – periods of high voltage that rise and fall more gradually than a spike)*
- *High impedance*

The causes of these problems are many. Here are just a few of them:

- *A high demand on the supply from a power station may cause the voltage levels to drop*
- *Lightening strikes can cause extremely high voltage spikes, as can the operation of some types of electrical equipment*
- *Electricity is carried along cables, all the way from the power station (which may be many miles away) to your home. All the cabling in-between acts like a large aerial, picking up interference that 'pollutes' the electricity supply*
- *Poor connections (especially to ground) cause clicks and bangs which can sometimes be heard coming from your speakers*

To help understand how poor mains quality affects the performance of audio equipment, try comparing electricity to water. The electrical signal that is produced by any source component is tiny and needs to be amplified in order to be strong enough to drive the speakers. This is achieved by adding more electricity – usually from the mains supply. Now, if we start with a pure signal (uncontaminated water) and add polluted electricity (dirty water), we end up with a contaminated signal. This means that the added electricity needs to be as clean and pure as possible – using the water analogy, we need a clean supply with a constant rate of flow. Otherwise, sonic performance is degraded and the working life of equipment is shortened.

**IsoTek** specialises in delivering simple solutions to the complex problem of variable mains quality, ensuring that your equipment is powered by a suitably clean and consistent electricity supply. Whatever the situation, **IsoTek's** unique products will make your system sound better.

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