• ANALOGUE & DIGITAL AUDIO CABLES • SPEAKER CABLES • STREAMING & USB CABLES • VIDEO CABLES • POWER MANAGEMENT • ACCESSORIES

Information Guide

How to achieve the maximum performance from your system using Atlas products.

CELEBRATING 25 YEARS 2000 2025

ATLAS®
the performance connection

DESIGNED & HANDMADE IN SCOTLAND

Dear Customer,

On behalf of the entire Atlas team, I would like to thank you for purchasing this product. All Atlas cables and accessories are designed and manufactured based on original thinking, our proven research & development process, and a deep love of music.

We value the trust you put in us by your purchase and are sure you'll find the performance of your Atlas product highly satisfactory.

We don't silver plate analogue cables:
Our research shows pure silver or copper are both superior to any 'hybrid' combination.

We avoid soldering delicate connections:
It's impossible to do with 100% accuracy & consistency, and the application of heat can change the properties of the materials.

We employ a calibrated 'cold-weld' (crimp) wherever possible on all cable/plug interfaces:
This creates a stronger, more consistent connection, less likely to deteriorate over time.

We design our own cables and connectors:
Total control ensures consistency and frees us to innovate – e.g. our Achromatic, Ultra and Transpose connectors.

Kevin J Kelly, C.Eng MIET
ENGINEERING DIRECTOR, ATLAS CABLES

The Luxe option is available on Mavros, Arran, Asimi & Zeno ranges.

Transpose
MODULAR TERMINATION SYSTEM
Z•S•E CONNECTOR

Grun
COHERENT GROUND SYSTEM

LUXE
BESPOKE LUXURY FINISH

Some of our analogue interconnects have an external connection (Grun, see overleaf) which allows you to connect the cable's woven OFC shield directly to ground, improving the RFI rejection characteristic of the cable and hence its noise performance.

DESIGNED & HANDMADE IN SCOTLAND

Cable Care & Advice

- Generally keep cables as short as possible.
- The plugs on most Atlas cables have a self-cleaning effect when inserted or removed, no cleaning agent is required in normal use.
- To maintain signal integrity and quality, we recommend using Atlas cables & adapters throughout your system, including power management.
- As a general rule, try to keep signal & speaker cables separated from power cables to minimise possible noise and interference.
- Do not stretch, fold or bend cables at an acute angle. If you have excess cable, arrange in large loose loops.
- Where cables are in close proximity, it's best if they cross each other at an angle rather than run parallel. Try to keep contact between different cable types to a minimum.
- Never leave cables connected to any equipment at one end only, it's a potential source of interference.
- Don't compromise performance by attempting to join or splice cables, buy a longer one!

General

Cable directionality.

Generally, our cables are not directional by manufacture. However, we believe that all audio cables benefit from a period of sustained 'burn-in,' during which the cable's dielectric (the material insulating the actual signal conductor) becomes charged, resulting in what we would term a 'preferred' direction. An analogy could be made with reeds in a stream, which curve in one direction as a result of consistent water flow.

The only Atlas audio cables directional by manufacture are those constructed in a pseudo-balanced' fashion.

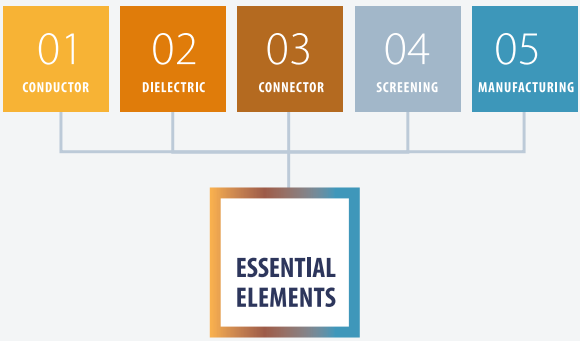
On these cables, the correct direction is indicated by the printing on the cable or sleeve, reading left to right (ie. from pre-amplifier to other product).

Cable 'burn-in.'

Before any critical listening, please allow the cables to reach room temperature and play a low-level signal for about 72 hours. For optimum results, use our burn-in files, which can be downloaded free when you register your product (see overleaf).

After burn-in, you'll typically hear improved accuracy, greater detail and improved focus from your system. Digital cables as well as analogue audio products benefit from this process.

After a cable has been burned in, we recommend that you do not change the direction by reversing the cable, because the quality will revert to that of the cable in its original state before burn-in.



Essential Elements

We consistently apply a carefully calibrated blend of engineering expertise, design insight, and a clear focus on proven manufacturing principles throughout our range.

Atlas go to considerable lengths to identify and manage those parameters we consider critical to performance. These are our 'Essential Elements.'

• Conductor quality • Dielectric efficiency • Connector (plug) design • Screening configuration • Manufacturing (assembly) process

Analogue

Analogue Interconnects

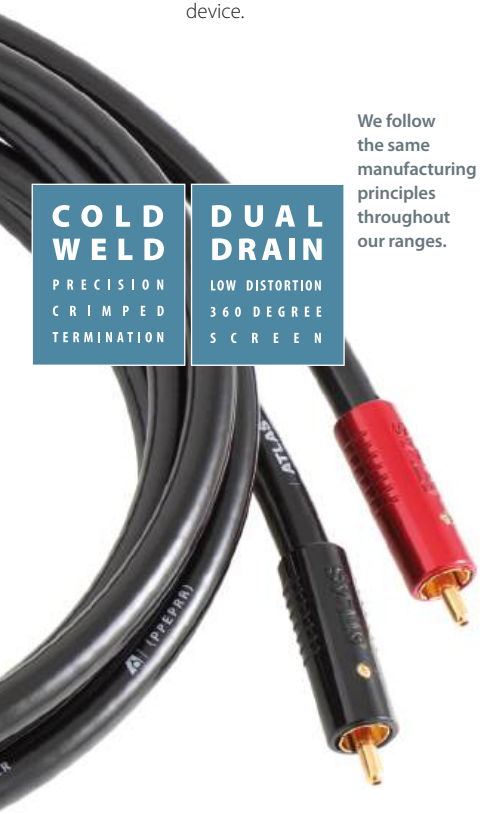
For analogue interconnect cables where connectivity is not determined by the plug/socket gender we suggest the following convention:

The right channel connectors will either be red (Achromatic) or have a red band and these should be connected between the right channel output of your source and the right channel input of the destination device.

The left channel connectors will either be black (Achromatic) or have a black band, and should be connected between the left channel output and left channel input of your destination device.

ULTRALATIK
ULTRA-LOW-MASS
WIDE BANDWIDTH
CONNECTOR

Atlas-designed connectors play a key role in our audio cables.



We follow the same manufacturing principles throughout our ranges.

Speaker Cables

Optimum lengths for speaker cables.

Generally, it's best to present the amplifier with as consistent a load as possible and as such, we recommend that both lengths of speaker cable remain as short as possible, and of the same length.

Benefits of bi-wiring.

The advantage of bi-wiring lies primarily in reduced 'modulation' (in effect a kind of signal feedback) between the separate drive units of the speaker and the amplifier, typically giving improved bass control and smoother treble.

If you do have speakers with four terminals suitable for bi-wiring but don't wish to fully bi-wire (from amp to speaker), it is well worthwhile replacing the manufacturer supplied links (normally metal plates) with high-quality 'jumper' leads, ideally of the same type as your speaker cable.

Atlas offer a range of links matching each of our cable ranges.

Digital

USB 2.0

USB cables are used to connect host devices (primarily computers) to storage devices (NAS drives, hard drives, etc) as well as providing an audio signal to a DAC.

Because USB cables carry power as well as data, quality is determined by both the internal data conductors & dielectrics and the quality & isolation properties of the power conductors. Poorly constructed USB cables typically have higher levels of 'jitter,' adversely affecting sound quality.

Atlas USB cables are available as standard with Type A to Type B and (Element USB) with optional Type A to Type B mini USB connectors. Our Mavros and Arran USB cables feature our Grun system (see overleaf) for ultra-low-noise performance.

Optical (Toslink)

Optical cables are made from brittle materials such as PMMA or very pure glass bundles, so avoid bending the cable at acute angles.

Optical cables provide electrical isolation, meaning they can be a useful tool to eliminate ground hum loops in complex systems.

S/PDIF

In our opinion, the best S/PDIF co-axial cables have the potential to deliver better sound quality than their optical counterparts.

Atlas S/PDIF cables are especially effective as they neither distort nor constrict the cable geometry, maintaining consistent matched characteristic impedance, and hence low jitter.

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Streaming

Streaming Audio

Can an Ethernet type cable really make a difference to the performance of a network system used for high quality audio?

We believe so.

To understand the factors involved, you need to consider the Ethernet cable as the sum of its constituent parts and look at how each affects the totality of the delivered product.

The conductor: Atlas choose solid core OFC for audio applications as this suffers less from inter-strand distortion and capacitive variation.

The dielectric: We use Polyethylene and foamed Polyethylene in our streaming Ethernet cables; our experience gained in USB and HD video shows these are stable wide-band materials which guarantee great audio results.
Precise control in manufacturing ensures the balance between tight twist ratios and symmetrical twist patterns is maintained.

The screening: Atlas has always paid particular attention to shielding and screening; our dd (dual drain) and Grun technologies are specifically intended to address the ways in which such issues impact performance.

The Mavros streaming cable features our Grun Coherent Ground System as standard.

Power Management

ATLAS em POWER CABLES AND BLOCKS ARE AVAILABLE IN VERSIONS:
Schuko, Nema, Aus/NZ* & UK 13A
*BLOCKS EXCLUDE AUS/NZ OPTION

The importance of clean power.

Our modern gadgetry creates a considerable level of unwanted 'noise,' both airborne and on the mains supply itself.

Ensuring a clean power supply is one of the fundamental steps in removing noise and optimising performance, along with a coherent approach to system grounding.

Power Distribution.

Our modern gadgetry creates a considerable level of unwanted 'noise,' both airborne and on the mains supply itself.

Ensuring a clean power supply is one of the fundamental steps in removing noise and optimising performance, along with a coherent approach to system grounding

Power Cables.

Atlas offers a range of screened mains cables differing in their cross-sectional area, conductor, dielectric and screening methodology. Use the largest cross-sectional area variant for higher power devices.

We strongly recommend using the largest cross-sectional area cable possible from the wall socket to the IEC input of the distribution unit, then selecting individual cables according to your system configuration.

em ELECTRO MAGNETIC

Grun COHERENT GROUND SYSTEM

YOUR CABLE • OUR PROMISE •

REMAKE. REVIVE. REPAIR. REPURPOSE. REMARKABLE.

Your Cable. Our Promise.

Either online or via our selected factory-trained dealer & distribution network, Atlas can provide advice and long-term after-sales support quickly and cost-effectively.

Cables can be repaired, modified, and upgraded – not only improving performance, but also protecting your investment in Atlas products.

System Grounding

What exactly is Grun?

Although it's one of our most significant developments ever, Grun isn't really a product in its own right.

Rather it's the culmination of an evolutionary process which is now an integral part of many of our products. Grun brings a new level of performance to these products by greatly reducing the effect of the electro-magnetic and ultra high frequency 'soup' which surrounds us.

Noise is the enemy.

We live in an extremely polluted environment in electrical terms, mobile phones, computers, appliances and even our hifi/AV systems themselves all contribute RFI (radio frequency interference) and EMI (electro-magnetic interference).

Cheaply made 'wall-wart' power supplies and mobile phone chargers are particular culprits, typically generating interference and adding 'noise' to the mains supply. And generally, things have got worse with the advent of computer-based audio.

This 'noise' adversely affects the performance of your equipment without you realising it – there's normally no hum or other obvious audible effect.

The presence of this electro-magnetic interference and noise on the mains and the equipment's signal ground all subtly modulate and degrade the overall noise levels of the system.

Generally, this electronic 'hash' is only noticeable when removed – the dynamic range improves as the system's noise floor is lowered, sounds appear better defined, more stable and natural, with a reduction in brightness or 'glare which can make a system fatiguing to listen to over long periods.

GRUN-EQUIPPED PRODUCTS ARE AVAILABLE IN THESE CATEGORIES :
• Analogue interconnects • Loudspeaker Cables
• Streaming Cables • USB Cables • Headphone Cables

How does it work?

In the simplest sense, Grun provides a direct 'drain path' for EMI and RFI. Our Grun-equipped cables have a flying lead connected to the internal conductive screen. Any airborne external interference or electrically radiated interference affecting the cable's internal conductors are induced into the metallic screen and conducted efficiently to ground. This path is defined, known and direct, and delivers predictable, consistent results.

The flying lead is connected via one of a range of available adapters, either via the equipment itself (e.g. a chassis earth tag) or using a 4-way Grun mains adapter (connections can also be made to the earth post on our Eos Modular mains blocks).

A simple test: connect a Grun RCA cable to your system with the Grun adapter attached but not connected. Have a listen to this configuration then connect the Grun adapter and hear the difference.

Every Grun-equipped cable includes a Grun cable and spade adapter. Other variants are available, with the Grun mains adapter offering the most effective results. The 'Grun effect' is cumulative; adding additional Grun products on the same ground path will deliver further benefits.

Atlas Eos Modular mains blocks have ground posts for use with Grun cables.

CE

CE DECLARATION OF CONFORMITY

Atlas products are guaranteed against assembly and manufacturing faults for a period of five years from the date of purchase. Proof of purchase will be required.

This guarantee does not affect your statutory rights. Atlas (Scotland) Limited will make all necessary repairs and/or replacements.
This warranty is made by Atlas (Scotland) Limited. No person, including the distributor/dealer, is authorised to make representation or warranty on behalf of Atlas (Scotland) Limited, and Atlas assumes no responsibility thereof. All claims must be made within 10 days of discovery of the defect. Normal wear, accident, abuse, neglect, improper assembly, or improper maintenance by other than an authorised distributor/dealer is not covered by this warranty.

To obtain repairs or replacements within the terms of the warranty, return the product to the Atlas distributor in your country.
All returns/shipping costs for claims are not covered by this warranty.

To activate your warranty, please register at www.atlascables.com/warranty.html

When completing the warranty registration process, you will be asked to enter a serial number (below).

For full terms and conditions please refer to atlascables.com.

atlascables.com/warranty.html

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