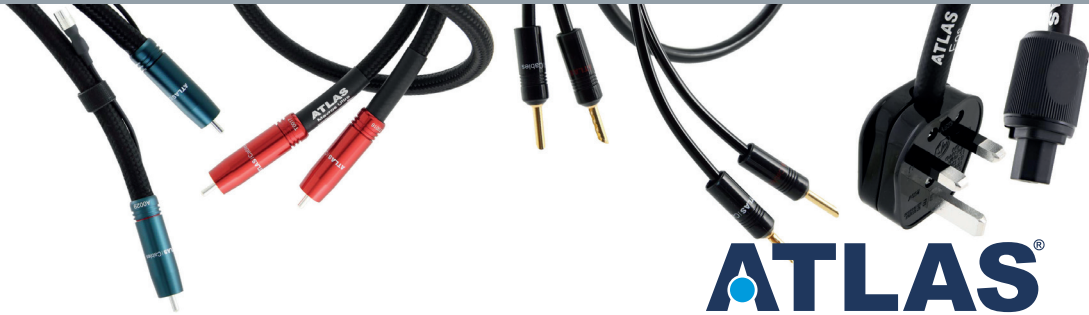


How to ensure the  
maximum performance  
from your system using  
Atlas products.

# information guide



**ATLAS**<sup>®</sup>  
the performance connection

• ANALOGUE INTERCONNECTS • DIGITAL AUDIO CABLES • SPEAKER CABLES • DIGITAL VIDEO CABLES • POWER MANAGEMENT • ACCESSORIES



ATLA

ATLA

A0024

A0025

# 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 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 material.*

## **We 'cold-weld' (crimp) wherever possible 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. the Integra and Ultra RCA & XLR connectors.*

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.



**Kevin J Kelly, C.Eng MIET**  
MANAGING DIRECTOR, ATLAS CABLES

## Cable Care & Advice

important  
information  
& faqs

- ✗ Do not stretch, fold or bend cables at an acute angle. If you have excess cable, arrange in large loose loops.
- ✗ Never leave cables connected to any equipment at one end only, it's a potential source of interference.
- ✓ Generally keep cables as short as possible.
- ✗ But don't attempt to join/splice cables, buy a longer one!
- ✓ The plugs on most Atlas cables have a self-cleaning effect when inserted or removed, no cleaning agent is required in normal use.
- ✓ In order to maintain signal integrity and quality, we recommend the use of Atlas cables & accessories throughout your system, including power management.

### ? Is the cable I purchased directional?

Generally our cables are not directional by manufacture. However, we believe that all audio application 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 (following the signal from the pre-amplifier to destination device) is indicated by arrows on the connector plug or sleeve.

### ? Why should I burn-in my cables?

Before any critical evaluation is undertaken, please allow the cables to reach room temperature and to run for about 72 hours. For optimum results, use our burn-in files, which can be downloaded free when you register your product at [atascables.com](http://atascables.com) (see *p11*).

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.



## interconnect cables

### Analogue Interconnects

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

The right channel cables 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. Similarly the left channel input (white or black band) should be connected between the left channel output and left channel input of your destination device.

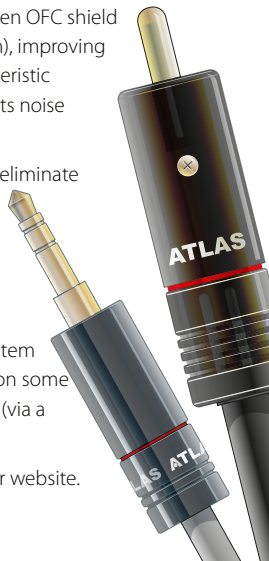
We also recommend that any printing on the cable should be aligned left to right, ie. pre-amplifier to destination, and arrow flow should point from the pre-amplifier towards the destination (see *p5*).

### External ground connections

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

We recommend that to eliminate interference and enable the true performance of the interconnect to be heard, a shielded cable should have its screen connected to system ground (the earth post on some amplifiers) or system 0V (via a Grun adapter).

More information on our website.



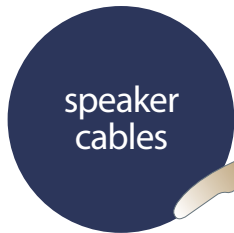
## ? What's the optimum length for my speaker cables?

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 are both the same length.

## ? How does bi-wiring work?

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 4 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.



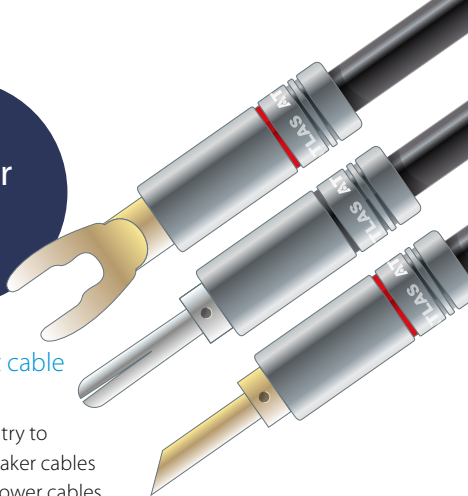
## Keep different cable types apart.

As a general rule, try to keep signal & speaker cables separated from power cables to minimise possible noise and interference.

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.

Any excess cable should be arranged in loose loops, not folded, creased or tightly wrapped.

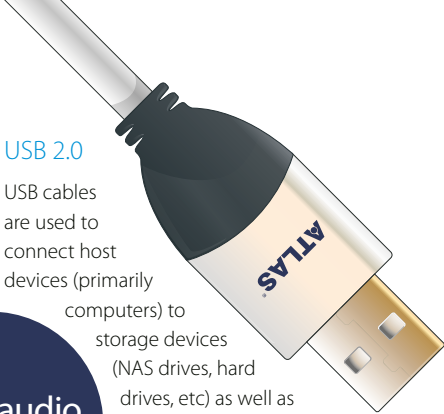


## USB 2.0

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,' which adversely affects sound quality.

Atlas USB cables are available in Type A to Type B and Type A to Type B mini USB connectors.

digital audio  
cables



## Optical (Toslink)

Optical cables by their nature are made from more brittle materials such as PMMA or very pure glass bundles, so it's always best to avoid bending the cable at acute angles. Optical cables provide electrical isolation as well as transmit data, as such they can be a useful tool to eliminate ground hum loops in complex systems. Prior to use, please remove the small protective end caps from each end of the cable to allow easy connection to the socket.

## 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.



## AES EBU

The AES/EBU audio cable is a fully balanced design and as such, should be connected as per the source/destination equipment manufacturer's recommendations. Being a balanced design, these cables can be run over relatively long distances whilst maintaining data and signal integrity.



digital video  
cables

## HDMI

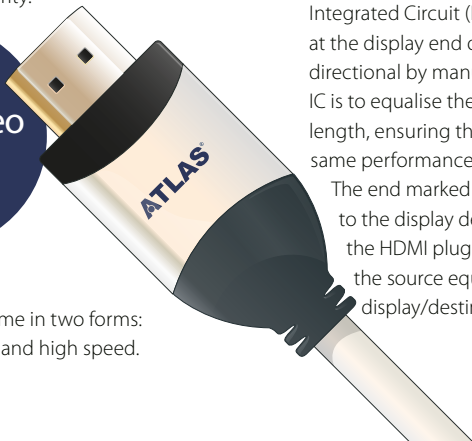
HDMI cables come in two forms: standard speed and high speed.

All Atlas HDMI cables exceed the high speed standard and have audio return channel and ethernet functionality.

They are also '4K compliant' which means that they can transport the widest bandwidth required for the new 4K screens.

Active HDMI cables have a programmable Integrated Circuit (IC) concealed in the plug at the display end of the cable and are thus directional by manufacture. The purpose of this IC is to equalise the performance over each length, ensuring that the longest length has the same performance as the shortest.

The end marked 'display' should be connected to the display device, or the arrow on the HDMI plug should point away from the source equipment towards the display/destination equipment.





## power management

# The importance of clean power

We live in an extremely polluted environment in electrical terms, mobile phones, computers, appliances and even our hifi/AV systems themselves all contribute RF (radio frequency) and EMI (electro-magnetic interference). These all create 'noise' which adversely affects the performance of your equipment.

Generally, this electronic hash is only noticeable when removed – sounds appear better defined, more stable and natural etc.

Ensuring a clean power supply is one of the fundamental steps in removing noise and optimising performance.

## Power Distribution

Atlas manufactures modular power distribution mains blocks – providing unfiltered socketry for products with high dynamic current demands, e.g. large power amplifiers, while filtered sockets are optimised for source components, pre-amps and smaller/integrated amps. Different combinations of sockets can be configured to meet your system needs.

## Power Cables

Atlas offers 4mm<sup>2</sup> and 2mm<sup>2</sup> mains cables – these are identically constructed using the same conductor, dielectric and screening quality. Use the 4mm<sup>2</sup> version for higher power devices.

We strongly recommend that you use the 4mm<sup>2</sup> cable from the wall socket to the IEC input of the distribution unit, then select individual cables according to your system configuration.

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](http://www.atlascables.com/warranty.html). If you have any difficulty, please give us a call.**

When completing the warranty registration process, you will be asked to enter a serial number. The serial number can be found on the plug of each cable. Each plug has a unique individual serial number; therefore you will need to enter all numbers.

For full terms and conditions please visit our website at [atlascables.com](http://atlascables.com).





## Atlas Cables

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In line with our policy of continuous  
development, product specifications are  
subject to change. E&OE.

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