

On Sunday, October 28, 2012, the monthly meeting of the Audio-Video Club of Atlanta was held at the Virtual Properties Realty Training Room in Duluth, Georgia. This meeting featured the demonstration of interconnects and speaker wires from the folks at WireWorld. There were over 35 members and guests present at the meeting. One guest visiting from Detroit joined us.

Our president, John Morrison was first up with some announcements. John discussed the upcoming Christmas party for members, which will be on the afternoon of December 16 at the home of Tom and Dwana. Also upcoming meetings and the dues "deal" (pay now and get the rest of 2012 and 2013 included).

John then introduced our speakers for the day, Larry Smith, the National Sales Manager of WireWorld, and David Salz, president and founder of WireWorld (formally Straight Wire), who has over 30 years in the cable business. Larry was up first, and spoke on the idea behind cables, and that if no cable is better than having a cable, then cables must make a difference! WireWorld specializes in all types of cables including USB, Toslink, HDMI, balanced and unbalanced interconnects, speaker cables, and power cords. They have all price ranges, from under \$100 to thousands of dollars. Answering one question, Larry and David said that a long interconnect is a "better value" (better sound for the buck) than a long speaker wire, in general. Most of their products use silver wire, and the cost differences are based on the amount of material used and the difficulty of manufacturing each design.

David then came up and described their new "black box" testing technique. They build a box with inputs and outputs to exactly match the dimensions of the amplifier's speaker outputs, and the speaker's inputs. Inside the box can be placed different (or NO) cables and the tester can then listen to the results. We were planning on seeing this in action, but issues with the power amps to be used prevented this from happening. They plan to write an AES whitepaper on this test procedure in the near future.

Then it was on to listening. The system used included a KT88 tube integrated amplifier with 50 watts per channel, and auto bias of tubes, from Century Audio (\$3600 retail). Custom speakers from Century (designed by Andy, retailing for \$12000) were used. These speakers are unique in their use of a bass reflex port inside the speaker, giving excellent bass with a 6.5 inch woofer. An EAR CD/DAC unit supplied by Chuck was used for the source, allowing both CD's and digital files to be played.

First up was a "standard" interconnect from a retail store (costing about \$10) between the EAR and the amplifier. It sounded good. Then, we proceeded up the line of WireWorld interconnects. We went from a \$50 model to a \$600 model, and the "golden ears" in the room found that the sound got better and better. Quite an eye opener! This was always using the same amplifier, speakers, speaker wire, and source.

Dave spoke about the different designs of the models we listened to, and also spoke to the design of USB cables that can make a large difference in the quality of signal going over that cable, since USB involves multiple conductors and "drain" wires.

At the end of the presentations, a raffle was held in which WireWorld had contributed three products and also CD's contributed by Dr. Phil. The club thanks our presenters for a great afternoon of learning and listening, and to Virtual Properties for once again letting us use their training room. It was very interesting for us to actually hear differences in cables for ourselves.

Thomas Horner
Secretary, A-V Club of Atlanta