

New Product Announcement: Lightning-to-USB Cables

Ever since CDs first appeared, and CD transports and processors required a cable designed for digital to be used between them, AudioQuest has been advancing the frontier of *what's possible*. Starting with those first digital-coax (S/P-DIF) and Toslink cables, on through AES/EBU, AT&T ST, FireWire, HDMI, Ethernet and USB, AudioQuest has over and over proven that digital audio data is as delicate and vulnerable as analog audio, sometimes even more so.

While digital data is in many ways more robust than analog data, the transmission of digital information is itself an analog function. The turning on & off, or the variation in voltage required to signify a "bit" of data, is an imperfect analog process. It's an attempt to produce, transmit and receive a perfect square wave - an impossible ideal. Our declaration "Do No Harm!" is as pertinent for real-time digital data and packetized digital data as it was for our first analog cables back in 1978.

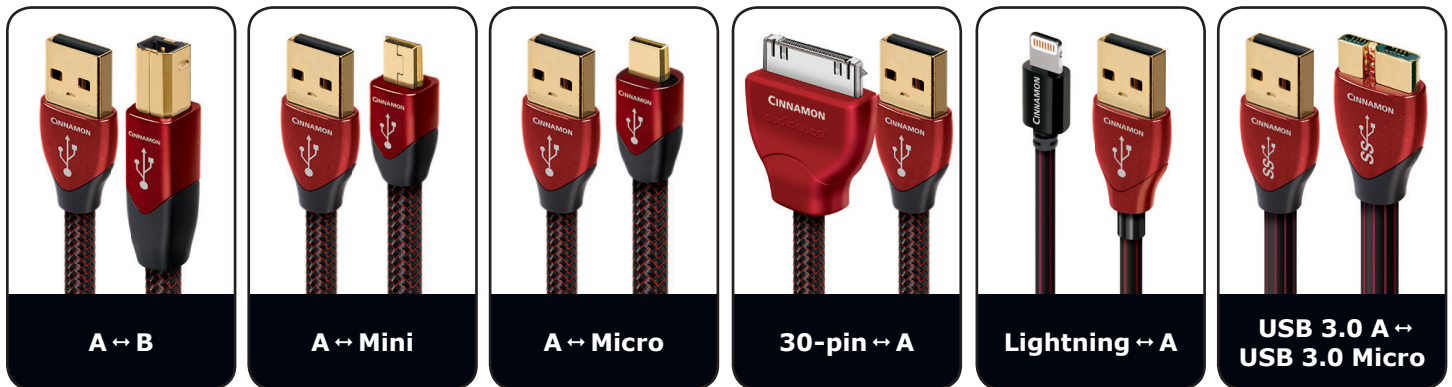
The latest addition to AudioQuest's comprehensive USB cable lineup includes 4 existing models now available with Apple's® Lightning™ connector (as used on all recent iOS devices) on one end, and the standard USB A connector on the other end. Whether connecting mobile devices and their content to the USB ports now common to so many automobile entertainment systems, or to a full-blown stereo system at home, a cable with minimal distortion is required for sound that is full, engaging and 3 Dimensional. Thin and flat is a great form factor for an iPhone or iPad®, but that's not how the music from those marvelous devices should sound!

These new versions of Forest, Cinnamon, Carbon and Diamond all use solid conductors, as is true for all AudioQuest's USB cables. Solid conductors eliminate strand interaction, one of the biggest sources of distortion in cables. Three of the models use silver plating over LGC copper because silver plating is a very cost-effective way to gain much of the low-distortion advantage of solid silver at a fraction of the cost.

Forest's superior sound is in part made possible by its solid 0.5% silver conductors and Metal-Layer Noise-Dissipation System (NDS). Cinnamon steps up to solid 1.25% silver conductors. Carbon's solid 5% silver conductors and Carbon-Based 3-layer NDS significantly increase the sense of audio immersion, and Diamond, with its solid 100% Perfect-Surface Silver (PSS) conductors and Dielectric-Bias System (DBS), offers the ultimate in natural ease and sonic purity.

AQ's take-no-prisoners Lightning connector uses a PVC shell, over a solid one-piece die-cast shield, over stress-free internal connections.

USB cables are available for a wide range of applications:



A ↔ B

A ↔ Mini

A ↔ Micro

30-pin ↔ A

Lightning ↔ A

USB 3.0 A ↔
USB 3.0 Micro

Pearl
Forest
Cinnamon
Carbon
Coffee
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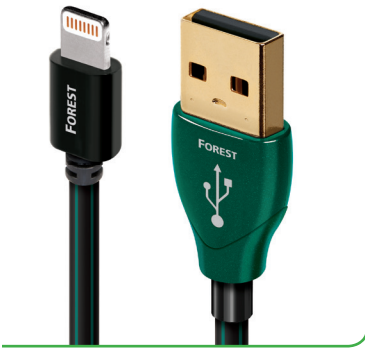
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FOREST

- **Solid 0.5% Silver Conductors**
- Hard-Cell Foam Insulation
- **Metal-Layer Noise-Dissipation System (NDS)**
- Signal Conductors Controlled for Digital-Audio Directionality

Length	Retail	Part Number	UPC
0.75m / 2' 6"	39.00	LTNUSBFOR0.75	0 92592 08785 9
1.5m / 5' 0"	49.00	LTNUSBFOR1.5	0 92592 08786 6
3.0m / 10' 0"	N/A		N/A



CINNAMON

- **Solid 1.25% Silver Conductors**
- Hard-Cell Foam Insulation
- Metal-Layer Noise-Dissipation System (NDS)
- Signal Conductors Controlled for Digital-Audio Directionality

Length	Retail	Part Number	UPC
0.75m / 2' 6"	69.00	LTNUSBCIN0.75	0 92592 07932 8
1.5m / 5' 0"	89.00	LTNUSBCIN1.5	0 92592 07933 5
3.0m / 10' 0"	119.00	LTNUSBCIN03	0 92592 08339 4



CARBON

- **Solid 5% Silver Conductors**
- Hard-Cell Foam Insulation
- **Carbon-Based 3-Layer Noise-Dissipation System (NDS)**
- Signal Conductors Controlled for Digital-Audio Directionality

Length	Retail	Part Number	UPC
0.75m / 2' 6"	139.00	LTNUSBCAR0.75	0 92592 08336 3
1.5m / 5' 0"	179.00	LTNUSBCAR1.5	0 92592 08337 0
3.0m / 10' 0"	259.00	LTNUSBCAR03	0 92592 08338 7



DIAMOND

- **Solid 100% Perfect-Surface Silver (PSS) Conductors**
- **72V Dielectric-Bias System (DBS)**
- Hard-Cell Foam Insulation
- Carbon-Based 3-Layer Noise-Dissipation System (NDS)
- Signal Conductors Controlled for Digital-Audio Directionality

Length	Retail	Part Number	UPC
0.75m / 2' 6"	549.00	LTNUSBDIA0.75	0 92592 08340 0
1.5m / 5' 0"	699.00	LTNUSBDIA1.5	0 92592 08341 7
3.0m / 10' 0"	999.00	LTNUSBDIA03	0 92592 08342 4