

**PRESS RELEASE**  
for immediate attention  
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## Furutech release high-performance UK 13A BSI 1363 mains sockets

The quality of the mains power supply, of mains power cabling and of connectors all have a significant impact on the performance of a high quality hi-fi system.

### **Already on the market: FI-UK1363, the ultimate UK mains plug**

Many companies produce power cables and conditioners designed to improve that performance, several produce IEC power connectors and a small number even produce 13 amp UK mains plugs. However, while the majority of these are standard UK mains plugs with gold or rhodium plating, Japanese high-end accessory and cable giants Furutech released a UK 13 amp mains plug designed from the ground up for exceptional audio and video performance: the FI-UK1363, which has rightfully earned its reputation as the ultimate UK mains plug. With a fireproof ABS body, Eutectic Copper Alloy Alpha Conductors and a choice of either rhodium or 24k gold plated connectors, the Furutech FI-1363 improves transparency, detail, dynamic range and bandwidth and is fitted to the flagship products of many of the world's high-end cable companies.

### **Introducing the new matching FP-1363 UK wall socket**

Now Furutech have released a matching BSI 1363 compliant UK wall socket. Available in both single and double socket versions, the Furutech FP-1363 features a nylon / fibreglass body and Alpha pure copper conductors. Furutech's patent-pending clamping system can accommodate cables up to 5.5 mm<sup>2</sup> and provides 17.142% more contact area than conventional designs. Alpha phosphor bronze pin supports ensure excellent contact and handling characteristics. The whole assembly is mounted in an ABS front plate with polycarbonate cover.

### **The Furutech difference that makes all the difference**

All metal components are treated with Furutech's proprietary 2-Stage Alpha Cryogenic and Ring Demagnetization Process. Using cutting-edge technology and materials, Furutech developed this low-temperature treatment process to significantly improve every facet of audio and video performance. The treatment begins with a deep, conditioning cryogenic freeze of all metal parts. Using high-end refrigerants: liquid N<sub>2</sub> or He, Furutech achieves temperatures of between -196 and -250° C. The treated parts actually change their molecular structure at these extremes of

temperature, relieving internal stress. The molecules bond together more tightly and the overall structure becomes more stable. This improves electrical conductivity and hence power and signal transfer.

Step two of the process exposes these same parts to Furutech's patented Ring Demagnetization treatment, which uses controlled attenuation to completely eliminate magnetization for immediately more vivid and colorful improvements. Ring Demagnetization further enhances conductivity of all treated materials.

All metal parts used in Furutech products undergo the 2-Stage Alpha Cryogenic and Ring Demagnetization Process to keep all connectors, conductors, and other metal parts in a perfect stress-free, stable and highly conductive state.

The final result: the 2-Step Alpha Process works in tandem with other design features to create the most optimised AC power transfer possible. Furutech's total awareness of, and devotion to, detail results in a greater sense of power, dynamics and resolution, with cleaner, blacker backgrounds and a larger, more stable soundstage, with vivid tonal colours and more extension at both ends of the frequency range.

### **Suggested UK retail price (inc. VAT @ 20%)**

Furutech FP-1363-S(G) (single, 24k gold plated)	£86.00
Furutech FP-1363-D(G) (double, 24k gold plated)	£138.00
Furutech FP-1363-S(R) (single, rhodium plated)	£108.00
Furutech FP-1363-D(R) (double, rhodium plated)	£165.00

AVAILABLE NOW

### **About Furutech**

Furutech, founded in 1988, designs and manufactures an extraordinary range of analogue and digital, power and coaxial A/V cables and related accessories. The company also offers a full line of elegantly engineered and designed power distribution and filter components, and makes a wide range of highest quality OEM A/V connectors and other signal transfer parts including power, speaker, IEC and specialized hyper audio quality outlet receptacles.

Furutech's pure transmission design concept seeks to improve every element of signal transmission, from the AC to the speaker. All metal components are treated with Furutech's proprietary 2-Stage Alpha Cryogenic and Ring Demagnetization Process during manufacture, ensuring the lowest achievable levels of distortion and noise.

The company's mission is to build the best possible products at a price/performance ratio that deeply satisfies every customer.

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