FURUTECH
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PRESS RELEASE
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Furutech introduces the Empire Plus flagship pro-audio power cable for next-level studio performance



Furutech, Japanese manufacturer of ultra-refined audio and video cable and accessories, announces a new addition to its professional-grade power cable lineup: the Empire Plus.

Developed in response to extensive feedback from musicians, recording engineers and studio professionals, the Empire Plus represents a significant evolution of Furutech's pro-audio cable engineering. It incorporates a host of the company's proprietary technologies and patented designs, combined with the finest materials and meticulous construction techniques.

At its heart lies Furutech's renowned, Alpha-treated* PC-Triple C conductor, which is forged using a proprietary process inspired by traditional Samurai katana craftsmanship. Variable high pressures are applied to high-purity oxygen-free copper to fold the metal multiple times, realigning the crystal grain boundaries deep inside the copper so that the electrical current travels through the signal path more smoothly than ever before - ideal for the most demanding professional environments.

Add to this Furutech's renowned gold-plated connectors; noise-reducing, Alpha-treated* conductor shielding; vibration-controlling RoHS-compliant flexible PVC sheath and patented Floating Field Damper grounding system, and it all adds up to creating a razor-sharp tool for extracting the finest results – accurate, honest and uncompromised – both in the studio and on stage.

A distinct choice for professional system tuning

The Empire Plus provides a well-balanced, highly resolved and finely textured sound. Its refined presentation reveals nuance, micro-detail and spatial accuracy, making it an excellent choice for mastering engineers and critical listening environments where transparency is paramount.

By addressing every detail of the power delivery chain - especially at the source - the Empire Plus enables a more immersive, emotionally engaging listening and monitoring experience. It is a precision-engineered tool designed to help professionals achieve greater musical coherence, dynamic stability and expressive clarity.

The Empire Plus is supplied in a 180cm length and are compatible with a wide range of professional audio equipment.

*** Furutech's proprietary 'Alpha' process**
Furutech's proprietary two-stage 'Alpha' process involves cryogenic freezing followed by ring demagnetization of selected metals. This treatment optimizes conductivity, minimizes distortion and preserves signal purity, resulting in an audio presentation of remarkable realism, nuance, and immediacy.

Pricing & availability

Furutech's new Empire Plus is available now, priced at £590 (inc. VAT).

Consumer contacts for publication

www.furutech.com

UK distributor:

Sound Fowndations	Tel:	0118 981 4238
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For more information, product samples or high-resolution print-ready images please contact David Denyer on +44 7976 646 404 or david@ddpr.co.uk.

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