



BLUE HEAVEN USB 2.0

*Computer Audio Just
Got Serious*

Like all new formats and sources, it takes time: time to learn how to do it properly, time to learn what matters and what makes a difference.

Along with file formats and transmission standards, the cables used in computer audio applications can have a dramatic effect on sound quality. These are digital leads, and just like the digital leads in any other high-end audio application, they have standards to adhere to. It's just that the standard for USB (Universal Serial Bus) 2.0 cables is rather more complex than the 75 and 110 Ohm digital leads we are more used to. Their hybrid construction combines data and power conductors with multiple screens in a precision symmetrical array. Any geometrical or impedance deviation will materially effect data-integrity, making it a challenge that tests the ability of cable manufacturers to produce and consistently terminate cables that meet the standard sufficiently accurately for high-fidelity audio production.

The new Blue Heaven USB 2.0 data cable is precision wound from dimensionally optimized, silver-plated OFC solid-core conductors that employ Nordost's proven micro mono-filament technology to ensure ultra high transmission speeds with superb geometrical accuracy. Metal-jacketed plugs ensure shielding continuity and to further guarantee quality control and consistency, the cables are entirely

manufactured and terminated in the USA, allowing us to control every aspect of production. This cable sets new standards of audio performance – not by inventing some new, “magic” technique, but by applying the same tried and tested technology and absolute attention to detail that has made Nordost audio cables market leaders across the analog and digital domains.

Nordost's new Blue Heaven USB 2.0 – a rigorous exercise in affordable excellence.

- **Availability:** 1st October, 2010
- **Terminations:** Full range of A to A and A to B type connectors.
- **Lengths:** 1m, 2m, 3m, 5m as standard – other lengths to order.

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MAKING THE CONNECTION

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