

Black Rhodium

Press Release February 2023



INTRO by BLACK RHODIUM

A TRULY DIFFERENT APPROACH TO BUDGET HI-FI

- Each product built and marketed for one particular application
- Each product made from 'basic grade' cable upgraded with parts from extreme high-end products
- Most products are available in up to 7 different colours

THREE DIFFERENT CABLE TYPES

- INTRO for FIRST SYSTEM. Loudspeaker cables and interconnects priced right for your first separates music system – all with 5 Star sound awards from leading magazines
- INTRO for FIRST UPGRADE. If you have a music system, these cables will deliver a big up-lift in sound quality at a price you can afford
- INTRO for PERFORMANCE PRODUCTS. Cables for power conditioners and sub – woofers that will allow your new equipment to do their job without costing a lot

INTRO for your FIRST SYSTEM



Stereo Interconnect
HI-FI CHOICE 5 stars



Digital Interconnect



Loudspeaker Cable
HI-FI WORLD 5 Globes

The first three INTRO by BLACK RHODIUM cables launched were designed specifically for use in our customers first music system from hi-fi separates. Their price is low, and their sound quality is good enough for 5 Star awards from expert audio reviewers.

Steady sales and repeat orders from regular customers have justified the brand as being the 'GoTo' cable brand for first systems.

INTRO for your FIRST UPGRADE

As almost all audio equipment sold is supplied with a mains cable, an INTRO for FIRST SYSTEM power cable is not needed. But an INTRO for FIRST UPGRADE power cable that significantly upgraded sound quality at a very modest price would be highly desirable.

We introduced INTRO for FIRST UPGRADE mains power cable.



INTRO for FIRST UPGRADE power cable

INTRO for FIRST UPGRADE power cable is very competitively priced so that it can keep costs down if you wish to upgrade the power to two or more audio components.

INTRO for FIRST UPGRADE mains cable is fitted with a large ferrite core that reduces high frequency noise from corrupting your sensitive music signal and distorting the sound. Although the ferrite effectively removes high frequencies, the effect is heard over the whole spectrum as modulation of the sound by high frequencies affects everything. The benefit of the ferrite is a smoother cleaner sound with tighter low frequencies.

All INTRO for FIRST UPGRADE cables are fitted with large ferrites, because we find that their effect is far more dramatic than by spending the same cost on a superior specification cable.

INTROLINKS



INTRO LINKS for BiWire loudspeakers

INTRO LINKS are a very cost-effective way to upgrade your loudspeaker cable.

If your loudspeaker is wired for BiWire cable and your cable is 2 core, this will work for you.

Your bass/mid frequency drive unit in your loudspeaker takes over 80% of your frequency range and over 90% of the electrical energy that drives your speakers. Most loudspeaker cables are inserted in the bass/mid sockets in your speaker and your links go from there to the tweeter. If you place your ferrite in series with your bass/mid driver, the ferrite will filter more of your signal and give a big improvement in sound.

To do this, connect your loudspeaker cables to the tweeter connections and link the INTRO LINKS to your bass/mid connection.

INTRO for FIRST UPGRADE XLR interconnect and Power Extension



INTRO XLR interconnect cable



INTRO power extension

INTRO First Upgrade XLR stereo interconnect has been fitted with a large ferrite core over the cable to reduce high frequency interference and its effect on audio signals. It can deliver sweeter treble with more clarity of sound in mid ranges as well as a deeper and tighter bass.

INTRO First Upgrade power extension is a 6-way power distribution component delivering power to 6 separate units via a 13 amp cable. It is fitted with a large ferrite to reduce high frequency interference.

INTRO for FIRST UPGRADE for your turntable



RCA – RCA 1.2m



DIN - 2 x RCA 1.2m



DIN - XLR 1.2m

INTRO tone arm cables have been engineered to a very high sound quality so that upgrading is highly effective. If your turntable cable was supplied with your turntable you will find your INTRO cable highly rewarding thanks to a number of upgrading elements in construction.

INTRO for FIRST UPGRADE for digital and portables



Intro USB cable 1m



INTRO 3.5 mm interconnect



INTRO 3.5 mm – 2 x RCA

INTRO USB cable offers a useful upgrade over the standard USB cables normally supplied for connecting computers. Its sound is enhanced by including a large ferrite over the cable.

INTRO 3.5 mm interconnect is designed to deliver a high quality sound when used to connect portables.

INTRO 3.5 mm – 2 x RCA is an ideal cable to deliver sound from your computer and portables to your hi-fi. It includes a large ferrite core to deliver a much cleaner sound.

INTRO for your PERFORMANCE PRODUCTS



INTRO Power Supply Cable with C19 IEC



INTRO Distribution Cable with C13 IEC

A good power conditioner deserves a very high-quality cable. Our Power Conditioner cables have been designed to deliver a very high-quality sound at a comparatively low price,

INTRO by BLACK RHODIUM conditioner power supply cable uses 13 amp cable and is fitted with a rhodium plated C19 high current IEC connector. The

distribution cable is supplied with a C13 IEC for onward connection to equipment and is also a really good choice for Sub-Woofers and high-end DACs.

INTRO for Sub-Woofers and DAC`s



INTRO sub-woofer cable



INTRO BNC 75 Ohm digital

Sub-Woofers are loudspeakers specially designed to reproduce the lowest octave in music.

Whilst many Sub-Woofers cables use the same wire as their full range interconnects, INTRO for Sub-Woofers has been specially designed to deliver a strong deep and tight bass.

Many higher quality DACs feature 75 Ohm BNC connectors and these require a higher quality cable. INTRO BNC cable fills this need at a very affordable price, its performance much enhanced by the large ferrite core that covers the cable.

These are INTRO by BLACK RHODIUM cables.

To seek further enhancements of your sound, we recommend cables from the Black Rhodium cable range for their superlative sound quality.

www.blackrhodium.co.uk

info@blackrhodium.co.uk

+44(0)1332 367261