

## Why No Technical Specifications for Tellurium Q™ cables?

We were talking with our new North American distributor and he was asking about how and why our cables were so different to anything he had heard before. It had to be said that the discussion became almost heated as he insisted that clients and reviewers will want to know how the cables work as they do. I was a little cheeky when I asked how knowing tech specs will make them sound better and incidentally if it was not something significantly different it would not have won a stack of awards including product of the year twice in the first 18 months in the market.

my full answer to the North American distributor was simply this:

1. Because the cables have been designed from scratch with a different starting point (we believe) the numbers won't help understand what they may sound like. You actually have to listen to them in a system you are familiar with to really get what they do. The difference is not in any way a minor change.
2. Why should we hand over all the hard work in R&D to our competitors?
3. There is so much nonsense and pseudo science spouted about cables that we will not add to it
4. Tellurium Q™ cables do not function like any cable people have heard before so even if we did publish the technical specifications people would only be able to calibrate the information to what they have encountered already and then erroneously pigeon hole Tellurium Q™.

We are not claiming to have found the holy grail in cables we are just saying that we are focusing on the problem of phase distortion and in doing so have (we feel) produced and are producing some outstanding products which represent excellent value for their performance.

5. I guess that we are unusual in that we really do want people to listen to our cable against similarly priced products because we know that people will mostly choose Tellurium Q™ once they have switched rapidly between products a few times and appreciate what the lack of phase distortion really means for their system.

We all know that we listen with our ears so just listen and choose what you enjoy the sound of most. That is all we ask people to do.

I hope that you enjoy the performance of your system when you try out our cables.

Geoff Merrigan

Director, Tellurium Q™



August 2010  
August 2011

hi-fi+

Products of the Year 2010



Hi Fi World  
Cable of the Year 2010



Jan 2011

