

FURUTECH

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Furutech's New deMag Frees LPs, Optical Disc Media, Cables and Connectors of Magnetically-Induced Distortion

Tokyo • September 7, 2006 • Furutech Co., Ltd., manufacturer of analog and digital audio and video cable and accessories, proudly announce the availability of their new deMag Demagnetizer. It completely demagnetizes LPs and optical disc media like CD, CD-R, DVD, MD, Game CD, Photo CD, SACD, and DVD Audio. Plus it's an indispensable accessory for keeping interconnects, power cords and their connectors demagnetized preventing distortion.

Disc Magnetization Is No Mystery

The silk-screened label on an optical disc contains chemical compounds such as iron, nickel, and cobalt. These materials are strongly magnetic and easily remagnetized. The reflective information-bearing surface of optical media contains 99% aluminum, but 1% of these same highly magnetic materials! Even aluminum is considered a weak magnetic conductor.

Amazingly, optical discs actually magnetize as they play! A magnetic field is induced as they spin. This same elemental process takes place with CD, CD-R, DVD, and MD. Particular attention is due MD as it's most prone to magnetization effects such as problems reading discs.

Other so-called demagnetizers on the market including specialist products, head erasers, bulk erasers, etc. don't even completely demagnetize your discs. Rather, some of them actually induce magnetism! Take spinning demagnetizers, for example. After the disc stops, a section of the CD is left exposed to the fixed magnet below. Because Furutech's deMag Ring Magnet Technology ramps power up then down again, all residual magnetism is completely removed.

Demagnetization Isn't Just For Optical Media Anymore!

The deMag works for disc media as well as LPs, cables, connectors, and power cords! (See below.) No part of the playback chain should be contaminated by resolution-sapping magnetic interference.

The graphs below demonstrate that untreated magnetic fields actually have an effect on data retrieval. These errors are easily perceived with today's high resolution systems. Look for coarse video distortion and listen for grainy, unmusical, bright and forward sound.

However, magnetism is a naturally occurring process, so it can be said by looking at the data below that, in fact, it's virtually impossible to achieve a clean, precise signal without going through a properly designed demagnetization process.

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In fact demagnetization was a mainstream process routinely performed by disc manufacturers all over the world. Because of the tight, ultra-competitive market, most manufacturers skip this important step these days. Top performance can only be achieved by demagnetizing all discs before recording.

Demagnetizing LPs

How can an LP become magnetized?

Pigment added to the plastic during the manufacturing process is the culprit. The minute amount of ferrous material in the pigment causes LPs to become magnetized. Testing at the Tokyo Nanotechnology center with a IHI Gauss meter showed that after an LP was treated with the deMag the magnetic field of the LP was lowered from 620~630 nT to 572~582 nT (nanotesla: a unit of magnetic field strength, 1 Tesla = 10,000 gauss – see below).



The Sound

Demagnetizing both sides of optical media before play results in a greater sense of power, dynamics, and resolution, with cleaner, blacker backgrounds and a larger, more stable soundstage, vivid tonal colors and deeper extension at both ends of the frequency range. Demagnetization also communicates the delicacy, refinement and nuance of a performance, along with the micro- and macro-dynamics needed to realize the full potential of music and movies.

Using the deMag improves the sense of surround sound involvement in every two-channel and multichannel home theater system. Visceral, exciting sound heightens the emotional and participatory sense of music and especially home theater.

The Image

Since the deMag Demagnetization Process eliminates all magnetic distortion noise, video displays of all types benefit from less ghosting, color shift, "snow", vertical and horizontal interference lines. After treatment you'll notice a higher resolution picture with more finely graded contrast, clean and precise, with bright, saturated colors and a more sophisticated color pallet.

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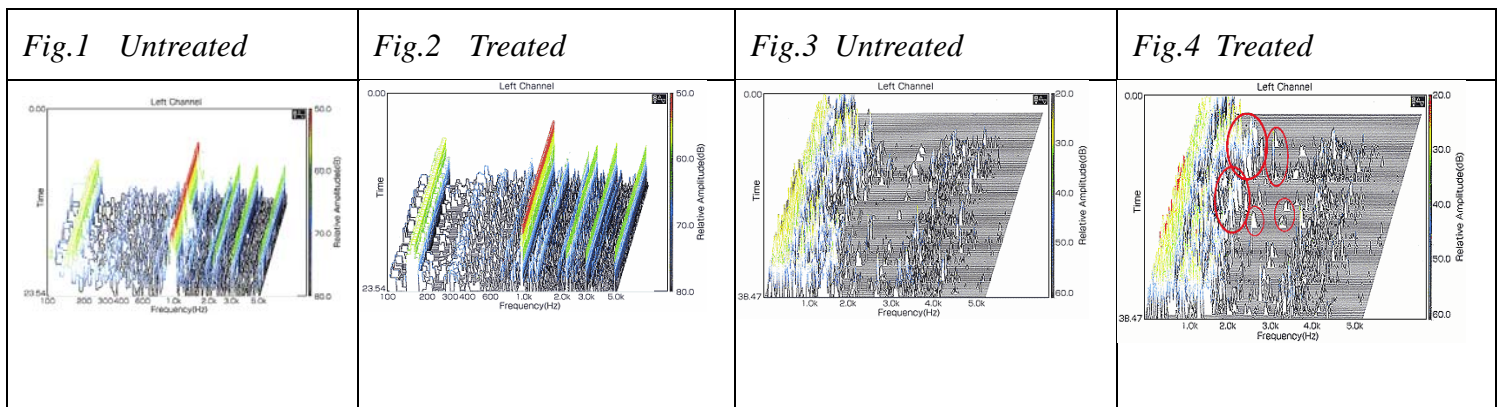
Demagnetizing Cables

Electric current generates a magnetic field as it flows through a power cord or conductor. However, magnetic impurities within the materials themselves become magnetized and introduce further magnetic distortion. Just loop your cables and power cords on the top surface of the deMag and begin treatment.

No matter how valuable or expensive your system the only way to achieve top performance is by demagnetizing your problems away. There are no other demagnetizers on the market that are so versatile and effective. The deMag Demagnetizer can even be used on metal-based accessories like CD stabilizers and speaker terminals.

The Science

Examining (fig.1 and fig.3) in the graphs below, the untreated output clearly shows multiple peaks at other than the 1kHz test tone. These peaks represent noise and distortion caused by magnetic field interference. The amplitude and fast rise-time of these sidebands indicate a negative impact on audio and video resolution. Looking more closely, white or blank areas can be seen in the 1kHz sidebands. Furutech engineers believe these are caused by read errors. You can also see small peaks between 200 to 800Hz that represent noise and distortion products.



After demagnetization, the excessive peaks in the 1kHz sidebands disappear, as do the blank “read problem” areas. The peaks become more uniform in height and chaotic interference patterns seen before demagnetization are almost gone. The peaks of other sideband components are more uniform and the range between 200 to 800Hz is cleaner. These graphs clearly show that the S/N ratio is much improved after demagnetization, while audible distortion is lowered.

Note the highlighted areas in fig.4 at about 20 seconds between 1kHz and 5kHz. You can see the number of peaks increases, meaning there’s more information as a result of demagnetization. The peaks’ height also generally increase with the same result—more information.

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CD Test

Recording Time 4:45

	Output Power Level PWL dB	Total Harmonic Distortion % THD	Signal-to-Noise Ratio % SNR
No YUMI	-13.36	72.11	2.047
UC YUMI	-13.36	71.75	2.117
RD YUMI	-13.94	70.99	1.866

No YUMI: Music CD prior to demagnetization

UC YUMI: Results of treatment with another brand of CD demagnetizer

RD YUMI: Results of treatment with Furutech's deMag

Note that RD YUMI -- the deMag treated measurements -- has the lowest output power level (PWL). Interestingly the Peak Level Analyzer shows more peak activity as the noise floor drops post-demagnetization. DeMag treatment also makes for the lowest THD; evidently demagnetization lowers distortion as well.

Looking at UC YUMI using another brand of demagnetizer we see the signal-to-noise ratio actually increases after treatment! The other device under test doesn't ramp up, hold, then ramp down its power like the deMag. Our analysis reveals this device doesn't, in fact, demagnetize anything, but simply lines up the existing magnetic field. That's why the SNR increased after treatment.

CD-ROM Test

Notice the Read value is 590KB/s with 65 points total prior to demagnetization, and 620KB/s with 69 points after demagnetization. The rising rate seems to indicate the deMag improves the read performance of CD-ROMs.

There are times when a CD-ROM or RAM disc either cannot be read or recorded to. It may be caused by damage to the information-bearing substrate of the disc. Or... it could just be magnetized! Try it... those discs may play again.

	READ KB/s	Total
Before	590	65
After	620	69

The above measurements were made with a Marantz CD-16SE Player and NEC PC-98 Xa7 Computer running Spectral Lab's Soft-Sound.

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Furutech's **deMag** holds the following Patent Numbers:

Japan #2942760

U.S. #6058078

Supporting Data

Components used for this test:

CD player - Marantz CD-16SE

Computer - PC-98 Xa7

Spectral Lab's Soft-Sound Technology

Specification:

Dimension: 487mm/19" W x 68mm/2.7" H (without spikes) x 470mm/18.5" D

Net Weight: 11.0Kgs/24lbs

Rating: 110VAC ±15V

About Furutech

Furutech, based in Tokyo, Japan, designs and manufactures a wide range of analog and digital A/V cables, power distribution and filtering products, accessories, and OEM A/V connectors and other signal transfer components, all made with leading-edge, patented materials and processes with an attention to detail found nowhere else.

Make a More Powerful Connection with Furutech!

www.furutech.com

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