



For Immediate Release

Audition the Awesome Purple Reigns™ Series Purple Rush™ Power Cord! Ultralink/XLO to exhibit at Montreal's Salon Son & Image Hi-Fi Show

Ontario, California • 3/28/2011 • Old Montréal, a city of history; the Basilique Notre-Dame, the Musée des Beaux-Arts, the Jardin Botanique... and the city's greatest attraction, the Salon Son & Image Hi-Fi Show! Ultralink/XLO will be in Salon Fontaine E at the Hilton Bonaventure March 31st to April 3rd.

Ultralink has assembled an incredible system for this year's show featuring some of the finest manufacturers in the industry. Attendees will have the opportunity to experience the system and also learn about the new XLO Purple Reigns™ Series, Purple Rush™ Power Cord; the most accomplished power money can buy.



The Purple Rush power cord is packed with unique technologies and constructed of 6 AWG PC-OCC copper created from multiple gauges and shapes. Fine-gauge conductors in the “upper-bass” frequencies, around 60Hz; one massive solid flat conductor in the “mid-bass” frequencies, near 40Hz; and multiple gauges of large-diameter, individually-insulated, solid-core conductors bundled together for the lowest frequencies. That's the power cord's secret; it is literally the best of all possible worlds at every frequency.

[Click here for the Purple Rush White Paper.](#)

“Powerful, hot-running monoblock amplifiers love these power cords; total power throughput, no pain” says Allen Sung, Ultralink's CEO. “When driving front-end components they develop a breathtaking openness and transparency. The Purple Rush delivers lightning quick transients, incredible dynamics and slam, extremely palpable imaging and imparts a seductive warmth and richness to recordings. We know you'll be impressed!”

Purple Power Features

- All 6 AWG PC-OCC Ohno Continuous Cast Monocrystal Pure Copper conductors
 - Fine-gauge conductors for the upper bass
 - Massive solid flat conductor for the midbass
 - Multiple gauges of large-diameter, individually-insulated, solid-core conductors bundled together for the low bass
- Silver-clad copper braid quad shielding
- Advanced cold-crimping and hot spot-welding construction techniques
- 24k gold-plated nonmagnetic solid-billet copper pins and blades
- Connectors machined from solid billet
- Removable ground pin
- Extremely low-noise high-speed design awarded five separate patents

Purple Power Benefits

- Extremely low noise
- Instant current always available
- No dynamic restrictions
- Evenly distributed noise cancellation
- High surface area conductors
- Reduced long-grain copper boundaries
- Eliminates ground loops

Purple Power System

With thanks to participating manufacturers...

SimAudio MOON 850P Dual-Mono Reference Preamplifier

SimAudio MOON 880M Reference Monoblock Power Amplifiers

Wadia 971 CD Transport

Wadia Series 9 Decoding Computer System • 931 Digital Controller/922 Mono Decoding Computers

Pro-Ac D40 speakers

And our awesome XLO Purple Rush power cords... caution, use both hands!

Wadia is distributed in Canada by Ultralink

See you in Montreal!

About UltraLink/XLO

Up Group/Ultralink Products Inc., headquartered in Ontario, California, is an industry-leading manufacturer of high-performance audio and video cables and UltraPower™ AC power products, Canada's market share leader in the field. In early 2002 Ultralink Products Inc. acquired XLO Electric Co., Inc. a well-known brand of audiophile reference cables and interconnects. Ultralink also introduced the elegant "Engineering Truth" Argentum Acoustics™ line of cables and accessories. Ultralink is a member of PARA, CEDIA and the CEA. For more information on Ultralink/XLO and their product brands call (909) 947-6960 or find them at www.ultralinkproducts.com or learn more about XLO at www.xloelectric.com and Argentum Acoustics at www.argentumacoustics.com.

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