



ANALYSIS

PLUS

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**PLUG IN TURN ON**

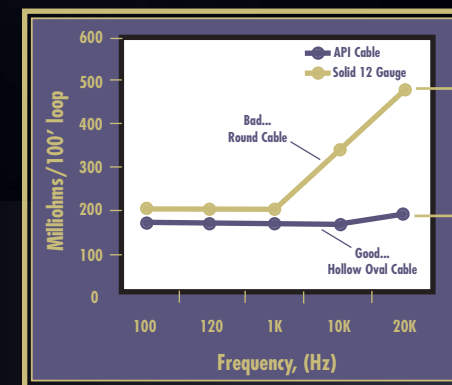
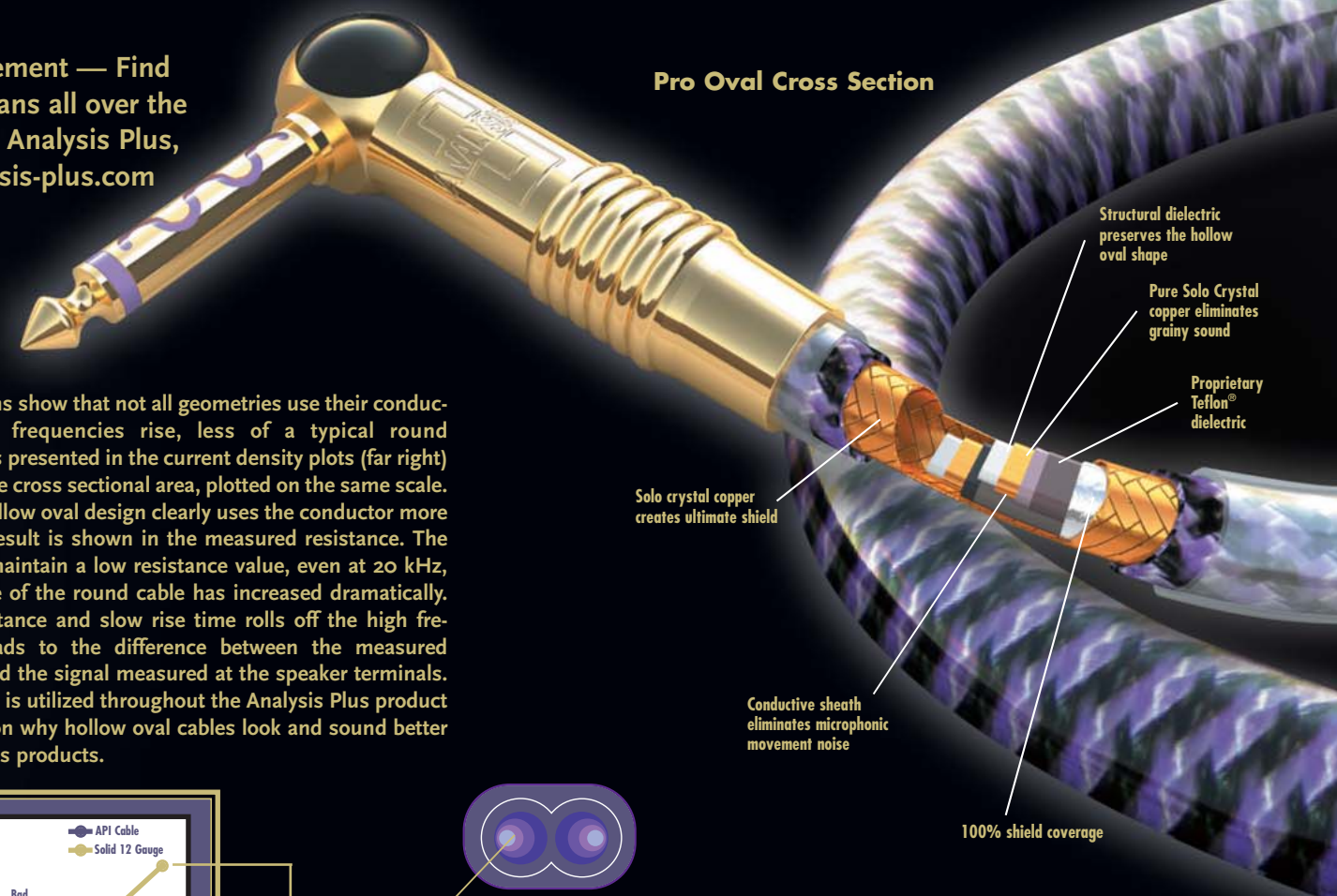
"...a level of sonic reproduction I never thought I could achieve."

Joshua Fineberg, PhD  
Composer of contemporary classical music and a Professor of Music at Harvard



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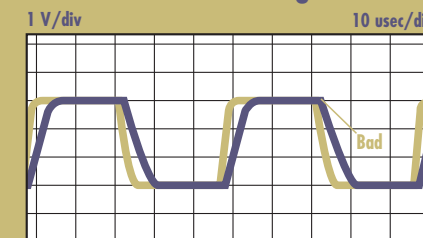
Computer simulations show that not all geometries use their conductors uniformly. As frequencies rise, less of a typical round conductor is used, as presented in the current density plots (far right) for cables of the same cross sectional area, plotted on the same scale. The Analysis Plus hollow oval design clearly uses the conductor more efficiently, and the result is shown in the measured resistance. The hollow oval cables maintain a low resistance value, even at 20 kHz, where the resistance of the round cable has increased dramatically. This increased resistance and slow rise time rolls off the high frequencies, which leads to the difference between the measured signal at the amp and the signal measured at the speaker terminals. This design principle is utilized throughout the Analysis Plus product line, and is the reason why hollow oval cables look and sound better than any competitor's products.



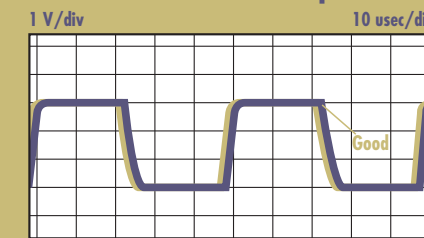
Bad... non-uniform current distribution

Good... uniform current distribution for our Hollow Oval Design

Shouldn't the same signal that leaves the instrument arrive at the speaker?



Leading Round Conductor Cable



Analysis Plus Cable



"The Pro Oval is truly an exceptional cable worthy of "reference quality" status, and it receives an Editors' Pick Award..."

Terry Buddingh, Guitar Player Magazine, February 2004



**GOLDEN OVAL GUITAR -**  
Our patented oval design partners with pure gold over OF copper to create a Litz wire absolutely without equal. The 100% shield coverage incorporates a meticulously designed conductive sheath which eliminates microphonic movement noise. Proprietary Teflon® dielectric provides the optimal impedance. This heirloom-quality cable dares you to compare it to any other cable on the market.

**YELLOW OVAL INSTRUMENT -** Designed like our Pro Oval Stage cable but without the outer aluminum shield to give it a little more flexibility. It makes beautiful use of our patented hollow oval woven design to give you the performance you are looking for at a great price.



**BASS OVAL -** This is the ultimate bass cable - with massive 16 gauge conductors there will be no loss in signal for the full-bodied sound you have been looking for. The geometry is our patented hollow oval woven design to give you the performance your equipment deserves. Don't use low gauge wire anymore - you wouldn't put bicycle tires on a corvette!



**BLACK OVAL -** Our best flex and feel cable. It's ROHS compliant, completely green cable that sounds as good as it feels. This cable has 20 gauge conductors, a conductive sheath to eliminate microphonics, an oval center conductor with a hollow oval return. Available with straight or 90 degree mono plugs.



**PRO OVAL STUDIO -** Solo crystal copper is used to create the smoothest possible sound. The ultimate instrument cable has double shielding and a conductive dielectric layer to eliminate charge build up. The patent hollow oval design to makes sure all the music from the guitar reaches the amp. Low-loss Teflon® dielectric allows fast transients. Our own 1/4" mono plug ensures the perfect connection, also available with slip ring plug or XLR.



Instrument Cables

Pro Cables



keyboard

"Yellow Oval instrument cable is a very high-end, very good cable...this is the real deal." - Stephen Fortner, technical editor of Keyboard Magazine, June 2008



"...balanced, rich, and full-bodied..." - Jonathan Herrera, Bass Player, October 2008

ANALYSIS PLUS IS SCIENTIFICALLY PROVEN TO BE THE BEST SOUNDING CABLES  
 WE INVITE YOU TO SEE THE EVIDENCE FOR YOURSELF AT ANALYSIS - PLUS.COM



THE SOUTHEAST'S  
 LARGEST RECORDING  
 FACILITY

Franklin, Tennessee  
[www.soundkitchen.com](http://www.soundkitchen.com)



**DARK CHOCOLATE OVAL** - It's ROHS compliant, completely green cable that sounds as good as it feels. This cable has 20 gauge conductors, a conductive sheath to eliminate microphonics, an oval center conductor with a hollow oval return. Available with straight or 90 degree mono plugs. The cable is made in the USA, the connectors are made in the USA, the packaging is designed and made in the USA, the catalog and all paper are printed in the USA. I don't think you can say this about most products.



**PRO OVAL STUDIO MIC** - Solo crystal copper is used to create the smoothest possible sound. The ultimate instrument cable with double shielding and conductive dielectric layer to eliminate charge buildup. Our patent hollow oval design ensures all the music from the microphone reaches the amplifier. Low loss TEFLON dielectric is used for fast transients. The cable comes standard with our own 1/4" mono plug. Also, the cables can be terminated with a 1/4" slip ring or XLR connector.



**CLEAR OVAL JUMPER** - Replace the jumper cable in your amp with our 1.5 ft Clear Oval jumper with mono plug to butt connector.

*"Solo Crystal Pro Oval Mic cable... it won in ALL categories"*

Theo Wanne,  
 Saxophone  
 Mouthpiece  
 Heaven, 2003



**CLEAR OVAL SPEAKER CABLE** - This 14 AWG cable utilizes our patented hollow oval geometry so none of the high frequency nuances are lost. Built of oxygen-free copper, with a computer-matched dielectric to provide proper impedance, this cable offers exceptional performance at a very affordable price.



**PRO OVAL 12 SPEAKER CABLE** - (12 AWG Conductors) - comes with Gold 1/4" mono plugs or SpeakOn connectors.

*"Stellar Achievement..."*

Eric Kirkland on Analysis Plus Pro Oval Studio guitar cable, Vintage Guitar Magazine, May 2003



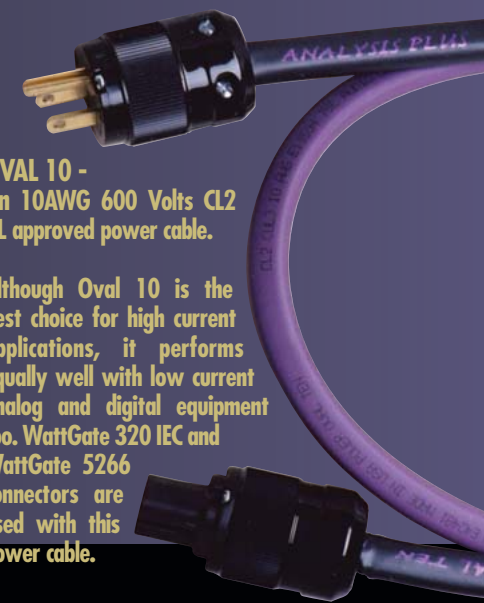
**YELLOW OVAL MIC** - Designed like our Pro Oval Stage cable but without the outer aluminum shield to give it a little more flexibility. It makes beautiful use of our patent hollow oval woven design to give you the performance you are looking for at a great price.

Microphone  
 Cables

Accessory  
 Cables

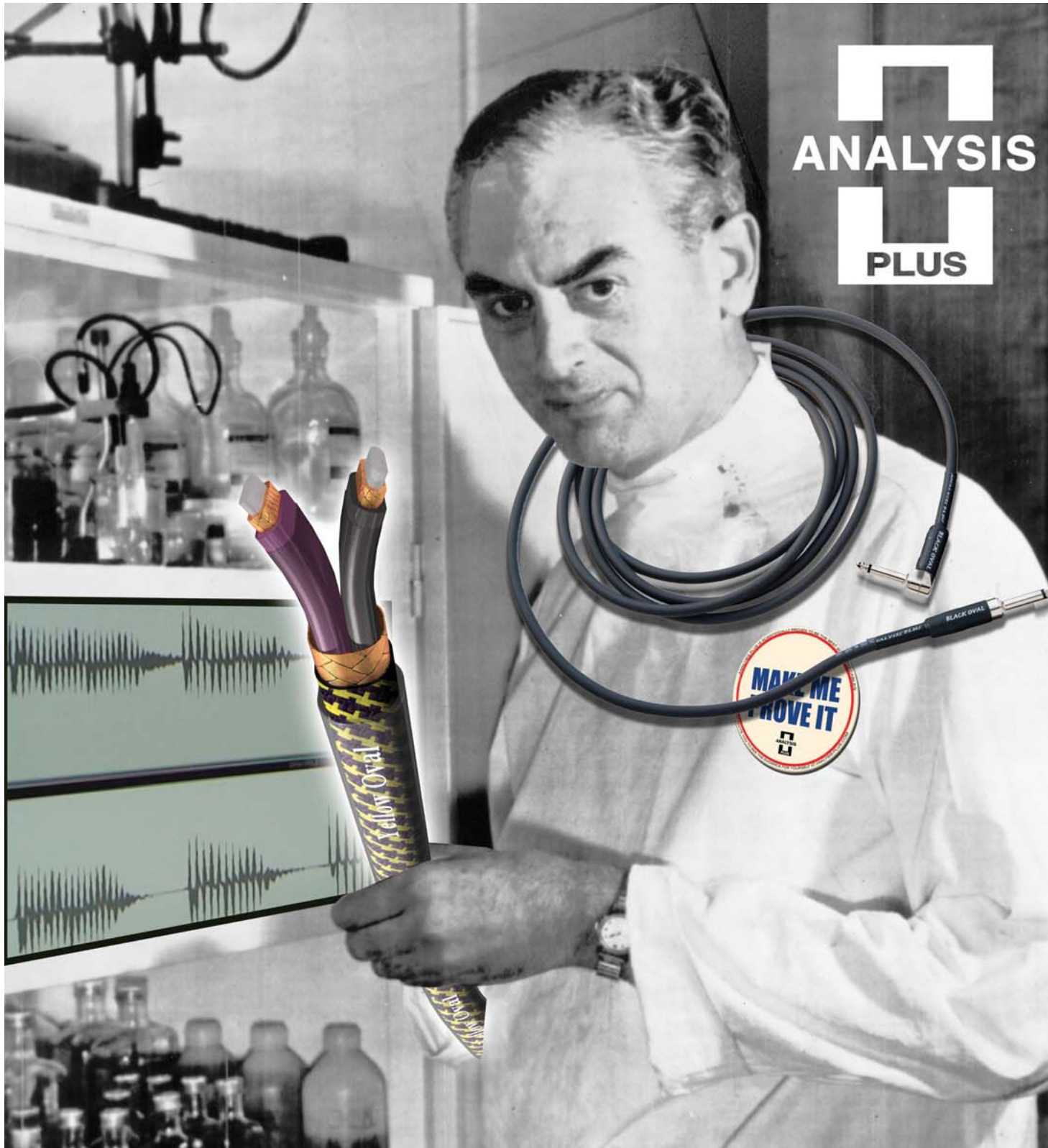
**OVAL 10** - An 10AWG 600 Volts CL2 UL approved power cable.

Although Oval 10 is the best choice for high current applications, it performs equally well with low current analog and digital equipment too. WattGate 320 IEC and WattGate 5266 connectors are used with this power cable.



Pro  
 Cables

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**ANALYSIS  
PLUS**

**MAKE  
ME  
PROVE  
IT**