



FOR IMMEDIATE RELEASE

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STRAIGHT WIRE INTRODUCES ENCORE II INTERCONNECT

--A New "Gold Standard" in Entry-Level High-End Cabling--

Hollywood, FL—November 3, 2020: Straight Wire proudly announces ENCORE II, the next generation of our legendary, high value audio interconnect. For more than 20 years, original Encore has been the "Gold Standard" among entry-level high-end cables. Now, thanks to advances in manufacturing technology, we're pleased to announce our "Mark II" Encore Interconnect, which combines the latest materials with proven design to deliver a product that is unparalleled at its price.

Encore II utilized Straight Wire's **Compressed Conductor Technology (CCT)**, which combines the best attributes of solid-core and stranded conductor technology. Pioneered by Straight Wire in our top-of-the-line cables, CCT starts with a "perfect" stranding of 7, 19 or 37, which allows each strand to fit tightly against the others. The strand group is passed thru progressively smaller dies that forces them closer together to minimize strand to strand "Signal jumping" found in other stranded cables. To maintain uniformity, no more than 1.5-2% compression is possible with each "Pass." Multiple passes are required, which makes CCT an expensive process.

In addition to employing CCT, Encore II utilizes four 21 AWG (American Wire Gauge), OFHC (Oxygen Free High Purity Copper) conductors—slightly larger than the 22 AWG conductors found in the original Encore—in order to lower resistance. Our Foam Polypropylene insulation—chosen because of its lower dielectric constant—has been slightly thickened (from .018" to .020") to hit our target capacitive/ inductive balance. A high coverage 90%+ copper braid shield and low resistance copper foil with anti-static, micro-fiber red braid complete the assembly for mechanical stability and low microphonic tendencies. Encore II is sheathed in a water-clear, durable MIL-SPEC PVC jacket.

Just as important as what we've changed is what we've kept the same: Straight Wire's modified "Star Quad" geometry delivers an uncolored presentation with engaging vocals and mid frequency performance. Encore II provides rich and detailed sound that maximizes versatility with the widest range of electronic components. Encore II can be field-terminated. Standard single-ended (RCA), balanced (XLR) and noise dumping telescopic terminations are available.

One more critical aspect of Encore remains unchanged: the price. Despite its advanced manufacturing technologies, increased bill of materials and improved performance, Encore II carries the same MSRP as its legendary predecessor, making Encore II the price/performance leader in high-end audio cabling.

About Straight Wire: Founded by Steven Hill in 1983, Straight Wire has produced premium audio/video cables for markets worldwide basis. They are recognized for extensive product selection, proven materials science the ability to produce custom lengths and termination on demand. Straight Wire has won hundreds of awards for performance, quality and value.