

When less is more

Malcolm Gomes (MUSIC MASTER)

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FEW FIELDS are as full of hype and snake oil as the high-end audio industry.

Sometimes I feel that the reason hype is so rampant in high-end audio is because of the legions of audiophiles who seem so easy to sucker into believing some of the most ludicrous claims and be persuaded to hand over wads of hard earned cash for products whose effects are mostly psychological at best.



There are so many brands that insist that you listen to a lengthy preamble before you listen to their products in the hope that they can brainwash you into thinking you are hearing a positive difference where, in fact, there is none!

When I accept products for review, I do read up on the engineering methodology behind the product to see if it makes sense and then I audition the products without allowing myself to be brainwashed by some slick sales spiel that could possibly play tricks on my mind as I audition the product.

When I first happened upon obscenely priced aftermarket power cords, my first reaction was, "Yeah right! Just another snake oil category to gouge audiophiles with!" And in most cases I was right.

I reviewed dozens of power cords in all shapes, sizes and colours and although most of them did make a marginal difference to the sound quality, the cost/benefit ratio was unfavourable, to put it mildly.

I finally found a few power cords that made a significant difference and selected one as my reference, but the fact that they cost exponentially more than the components I connected them to, meant that I could not, hand on heart, recommend them.

It therefore delighted me, when I finally got an opportunity to review a power cord made by LessLoss, that although not cheap, made a significant difference and offered good value.

So what makes LessLoss Power Cords so effective in filtering out high frequency signal pollution in the electricity before feeding it to your audio components?

Most conventionally designed power filters use coils and capacitors to filter out the pollution but those designs are not very effective in blocking pollution in the multi-gigahertz range because electromagnetic wave behaviour at this range is unpredictable.

In contrast, the LessLoss Dynamic Filtering Power Cable works by utilising a proven electromagnetic property called the skin effect. It is known that the higher the frequency, the closer to the outer surface of the conductor this frequency will propagate.

The electricity you receive has a power frequency of 50 or 60Hz, which is low on the audible frequency spectrum so it does not travel close to the outer surface of the conductor.

LessLoss uses large diameter wires so that the desired electricity with its low frequency can travel at its core, well away from the outer surface.

They then use a proprietary material on the surface of the conductor to filter out the undesired high frequencies propagating at the surface as the electricity travels through the power cord. A simple and elegant solution that is surprisingly effective.

(If you have any views or queries on consumer electronics, email them to emailmgomes@gmail.com.)