

# Nordost Purple Flare USB cable

by Michael Mercer

**N**ordost Corporation has been at the forefront of high end cable innovation and technology since they were founded in 1991. Precision and scientific methodology are the cornerstones of Nordost's approach to cable solutions for audiophile systems. They provide everything from audio/video cables to resonance and vibration control devices and power products (as well as their new grounding devices). Their products are currently sold in over 68 countries worldwide, and everything they produce is developed and manufactured in their factory in Holliston, Massachusetts, USA.

Nordost's patented Micro-Monofilament Technology has been the foundation of their cable designs ever since their globally renowned Flatline speaker cable series took the audiophile two-channel world by storm in the nineties. Flatline featured the lowest capacitance and inductance of any speaker cable on the market at the time. Nordost figured out that the less a cable acts as a filter the more musical information can shine through. They've taken that foundation and built upon it with their digital and USB cables.

Their Purple Flare USB data cable is "purpose built" and features four silver-plated OFC conductors encased in high performance FEP (fluorinated ethylene propylene) utilizing Nordost's high precision extrusion process. The cable also features double-shielded construction, "ensuring an electrical and sonic integrity that is unmatched in its stock counterparts." In addition, Purple Flare also incorporates fully-shielded metal-jacket connectors in order to "maintain optimal signal transfer."

Transparency and coherence are the name of the game with Purple Flare USB. Hi-hats glisten and dissipate effortlessly

into a black background. Drums are authoritative and lifelike. Vocals are realistically rendered in size and tonality. Transients race across the soundstage with precision and flare (pun intended). Purple Flare gives you top-tier performance at an incredibly affordable price. +



**Price:** £169.99, \$199.99, 1m (also available from 0.3m-3m)

**Nordost Corporation**  
Holliston, Mass, USA

**URL:** nordost.com