

The sound of science

Behind the music you love technicians are pushing the boundaries in search of pure audio reproduction. No one is pushing harder than Vertere Acoustics...

Almost everybody enjoys relaxing to their favourite music, but in the age of the MP3 attention has perhaps shifted in favour of convenience rather than achieving the ultimate sound quality. At Vertere Acoustics audio reproduction is their passion. They hear music as sounding best in the room with the musicians, and their aim is to bring to you the dynamics of a live performance through your system. *The New Europe* caught up with audio design expert Touraj Moghaddam of Vertere (pictured right) to find out exactly what lies at the heart of sonic perfection.

The New Europe: Please tell us about Vertere's history and your product range?

Touraj Moghaddam: For more than 25 years I have been passionately pursuing the ambitious task of bringing live music excitement into homes. Five years ago however, I came across an unsuspected yet vitally important weak-link that was compromising the musical performance of almost any audio system – the cables! Discovering this led me to incorporate Vertere and launch its first product range, our ground breaking Pulse Cable system. It is fundamental not to regard interconnecting cables as accessories or use them to “voice” and alter the sound of Hi-Fi systems. In reality, interconnect and speaker cables are crucial components of the system, with an almost impossible task of remaining faithful to the signal and the message they conduct. Unable to find cables of good enough quality at any price, I chose to design my own. Within two years the result was the truly exceptional hand-built Pulse cable. Derived from the hand-built version, we have since introduced a range of analogue interconnect and speaker cables. From the Pulse-R, the closest we have achieved in performance to the hand-built, to the Pulse-C every cable is designed to create the highest quality reproduction of music.



TNE: If you have a great amplifier, and state-of-the-art speakers, how much can the cabling affect the sound?

TM: This is precisely the reason why at Vertere we consider any audio system as a chain where the most important component is by definition its weakest link; the bottle neck, the component that defines its performance limit. Even the best source, the greatest amplifier and the state-of-the-art loudspeaker cannot make a sound without the connecting cables! How can we separate these cables from the other components or regard them as less important?

All components within the chain inevitably affect the audio signal and the cables are no exception. Our challenge remains to eliminate any addition to, loss or alteration of this precious audio signal from source to loudspeaker.

Pulse cables are designed NOT to affect the signal and connect each and every component as “closely” as possible to each other. Almost as if the output of one component was the input of the next, allowing the whole system to perform at its best.

There are many Hi-Fi systems costing from a few thousand to over half a million pounds that have been brought to life using our Pulse cables and eliminating the weak-links.

TNE: Tell us about the kind of research and development that identifies such precise detail in audio potential?

TM: What we do at Vertere is not dissimilar to Formula 1 Racing. To push the boundaries of performance, we must fully understand and address each and every weak-link, one at a time. The key in designing optimum audio cables is the exact knowledge of the input and output requirements for every component in the system. For example the delicate signal of a record player is some tens of thousands of times smaller than the amplifier signal feeding the loudspeakers! Yet both are as precious and as important when striving to recreate the joy and the emotions of the live performance.

Many parameters have to be considered in designing the cables. Our Pulse range utilises numerous types, materials and sizes of conductors within each of the cables; some of which are a fraction of the thickness of a human hair!

Even the connecting plugs are redesigned to match the quality and performance of the rest of the chain.





Our proprietary connectors are precision machined from special copper alloy and hard gold plated (23.95ct) to over 5 microns in order to ensure optimum connectivity. Requisite research and development is a means to an end. Our goal is to provide instant access to what is generally taken for granted when listening to live music; its heart and soul.

Vertere does not stop at cables however as we constantly push boundaries of music reproduction. In the Digital age, data compression has become the order of the day. As convenient as this is when it comes to smaller file sizes, it is actually a killer for music.

Lost information, lack of dynamics and detail causes the music to become sterile, synthetic and life-less.

In pursuit of audio perfection we have to look at all available music media and find the weakest links. We have on-going projects in both analogue and digital domains with promising results that soon could be implemented into new and innovative designs to address these weak-links.

Main: Pulse-R record-player tonearm cable with Vertere reference connectors

Inset: Pulse-R Stereo Interconnect with Vertere reference XLR connectors

TNE: So ultimately what we will be hearing with Vertere technology is the acoustics of the performance as it was captured in the studio?

TM: Not only the acoustics; in fact much more! It is the essence of music that is the driving force behind Vertere.

We all make judgments on music we hear almost on a daily basis. When we hear a busker playing in the Underground or someone singing on the X-factor! We judge their performance and not the "sound". Yet we never question the quality of the TV loudspeakers! We know intuitively if one performance is better than the other. This ability to listen to the performance and not the sound is what we should also use when judging audio systems.

Hi-Fi is just a tool to bring the music to our homes. Unfortunately most of us get stuck with the technicality of Hi-Fi and thus miss the point. We begin listening to the sound and try to see if we can hear something more clearly in the background when we should really be listening to the performance. Using Pulse cables suddenly brings the system to life. It makes it so much easier to enjoy and hear the performance and be moved by the touch and genius of the musicians.

TNE: Can Pulse cables be used in any other application?

TM: Yes; Pulse cables have been used in home installations, studios and with musical instruments. We have even made special configurations for different brands; for example Fender, Gibson and bass guitars have their own bespoke cables. Another possible and interesting application is internal wiring of yachts or other mobile environments where the quality of the audio and audio visual system plays an important role.

TNE: In the chain from source to speaker, is vinyl the purest starting point?

TM: Vinyl is probably the purest when it comes to preserving the very essence of music, the "life" that is in a performance. It does not mean that no other recorded media can achieve or even better what vinyl has done for so long. In fact at Vertere we are constantly challenging all aspects of audio products and their respective performances. Wouldn't it be rather rewarding if we could similarly enjoy all of our music collection; be it on vinyl, CD, iPod or on our computer? Now that's a challenge worth engaging in. But for the moment at least, vinyl is quite something when it comes to music!

Contact Details

For further information please visit:

www.vertereacoustics.com