

## Determining a cable company's house sound

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While most audio systems I've run across source cables from multiple manufacturers, some cable companies and audio dealers push the concept of outfitting your system with a complete cabling system from their particular brand. They often cite a synergistic improvement by taking advantage of the sonic enhancing technologies their designs impart to the system as a whole.

A reasonable way to approach this is to replace one cable at a time in a system and be sure the new one is previously well broken-in by the dealer or friend lending you the new cable. Just because a company makes a speaker cable that sound fantastic between your amp and speakers, doesn't mean their companion interconnect or power cord will provide the same level of experience. In fact, the more of a "house sound" a cable brand or series exhibits, the more of it you will hear with each successive cable substitution, for better or worse. Conversely, if a cable design is exceptionally neutral, uncolored and uneditorializing, your system will reflect this by revealing progressively more of the essence of your music as you proceed.



I've heard systems set up around a single brand of cabling throughout and ones with very deliberate choices from a variety of sources, with equally convincing results. The idea is to evaluate and verify the value each connecting link in your system contributes to a more convincing whole.

So that when a cable company claims you really need to have their complete cable system to maximize the benefit, you'll be putting yourself in a position to know if it's true.

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