

Can You Hear Ones and Zeros?

No matter how an audio signal is packaged, stored and transferred, the music is always analog ...but after all that digital packaging and reconstruction, is it still music?



Since long before the CD and MP3, the many ways in which cable can damage audio information have been denied, debated, and proven. Since the CD arrived, the mechanisms which damage a digital audio signal have been denied, debated, and proven.

Now, audio is shifting to being stored in the "Cloud" and on drives, whether spinning or solid-state. Now HDMI and USB are becoming the dominant transfer modes ... and now, same as before, audio quality continues to be

easy to damage. The frontier might seem to move so fast that old problems are dead and buried, but in fact, respect and care are exactly as important as ever before.

AudioQuest is not better because we have been minimizing damage to audio since 1980, but this does give us perspective. It is our competence today, facing today's challenges, which we hope will earn your attention, your listening, and if we earn it, your respect.