

# The Source

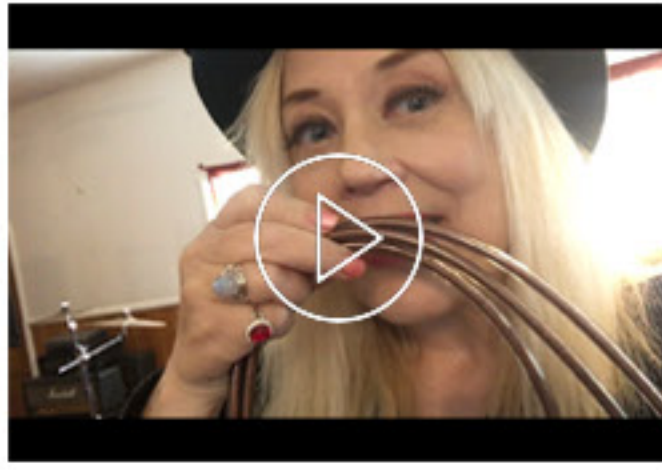
CORDIAL

High-Copper Tone • The Best Studio Mic Cable Ever? • Sylvia Massy Smells Great!

## Cordial Passes The Smell Test!

### Mega-Producer / Engineer Sylvia Massy Sniffs Out the Secret Behind Cordial Cables

Hot off a rockin' session featuring members of Jane's Addiction, Grammy-winning engineer/producer Sylvia Massy (Tool, Johnny Cash, Prince, Tom Petty, Red Hot Chili Peppers) took a moment to explain just what makes Cordial cables so special. Check out her video here—it's a good bet you won't think of cables in the same way again.



The ever-radiant Sylvia Massy puts Cordial cables to the test—Sylvia style!

Neither will Sylvia. She's so impressed with the sonics, build quality, and performance of Cordial cables that she's outfitting her new recording studio (complete with Dolby Atmos mix room) entirely with Cordial.

We smell hits!

### NEW!

## CSM Gold Studio Mic Cables Raising the Performance Bar

Building on the success of our "True to the Source" high-copper instrument cables (see following story), Cordial is now offering the CSM Gold 250 series of premium high-copper studio microphone cables.



Based on our new German-designed and -manufactured CMK 250 cable, which boasts 0.50 mm<sup>2</sup> conductors (AWG 21) versus the traditional 0.22 mm<sup>2</sup> conductors (AWG 24), the CSM Gold series delivers exceptionally accurate, uncolored audio over distances up to 100 feet without signal loss, deterioration, or coloration. Gold contacts on the hand-soldered Neutrik XLR plugs ensure a lifetime of consistent, robust connections.

"The sonic difference is immediately apparent," notes engineer / producer Michael Dumas, co-owner of Horse Latitudes Studio (with *The Doors* Robby Krieger). "The cable's clarity is simply stunning, and the cumulative effect of that clarity in a large session makes a dramatic difference in the final recording."

CSM Gold 250 cables are available in lengths from 8ft. - 33ft; MAPs from \$49.99 - \$89.99.

## High-Copper Cables: The Key to Great Tone

For an all-too-large group of musicians, cables are somewhat of an afterthought. "Wire is wire" frequently dominates their mindset, and price too-often drives the purchase decision.

Until they play through a Cordial high-copper cable, such as our CSI METAL series or the ultra-popular CRI Road 75. That's when the smiles come out, along with a realization that their old cable(s) were literally sucking the tone right out of their sound. Legendary guitarist Paul Jackson, Jr. says "It's like somebody took a blanket off the sound of my guitar." Godfather of Gospel bass Andrew Gouché says, "When I use Cordial cables, I hear *my* sound. Trust me, you'll hear *yours* like never before!"

Do an A/B test yourself and hear why artists in 60 countries have made Cordial cables their go-to choice for accurate sound and proven reliability (backed by a lifetime warranty, of course).

All of the copper used in Cordial cables is virgin (no recycled materials), 99.99% pure, oxygen-free, and drawn from Cordial's own copper reserves.



## High-Copper Cables At-A-Glance

- Largest diameter copper conductor cores on the market, typically 3x standard cables
- More copper = more signal = more you
- Exceptional linearity & frequency response
- Ideal for long-run applications
- Endorsed by major artists & recording engineers

## Welcome Rudy's Music!

Serving the greatest musicians in the world since 1978.

Now proudly offering Cordial cables.



## CORDIAL IS:

- Premium cables at musician-friendly prices
- Excellent dealer margins
- German quality, lifetime warranty
- Hand-soldered Neutrik connectors
- Complete range of ready-made and bulk products for audio, data, lighting, and power

There's never been a better time to become a Cordial retailer.



tone  
delivery  
system

CORDIAL  
true to the source

## Who says cables aren't sexy?

### Join the Cordial Family!

Cordial Cables USA is operated in partnership with MV Pro Audio, LLC. For information on Cordial products and reseller opportunities in the MI, pro audio, and installer / integrator markets, please contact [sales@mvproaudio.com](mailto:sales@mvproaudio.com). Independent sales reps: Select U.S. and Canadian sales territories available.

 pro audio

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