

3T – True Transmission Technology

In 1987 I had the idea to create a different type of conductor because, from what I experienced, the sound-quality changed too fast during the time of use of regular conductors. They were mainly made of copper, silver and combinations of both metals. Thanks to my job for several years on and with a proton accelerator, I had a good understanding of the structure of matter.

After some theoretical thinking I came to the practical conclusion that carbon in a special structure must have the properties I was looking for. After a series of experiments, the final result was the type of carbon we still use as basic material for our: The First, The Second and The Third. Products with in the meantime many supporters around the world. The information transmission was of such a high quality that any listening style and music performance did fit in this concept.

Our company was the first company to work with this type of carbon as basic construction material for many of their products. We introduced also the concept of Hybrid based on the technical perfect combination of Carbon and Metals. Many of our products are designed with this Hybrid concept.

The advantages of Carbon are enormous:

1. Perfect signal transmission without any harshness normally created by unlimited material boundaries.
2. No internal and/or external oxidation.
3. Very flexible to avoid broken fibres.
4. With Carbon as conductor, the number of free electrons in the atomic structure is somewhat limited. Our carbon has therefore a higher resistance per meter. Therefore the tensile strength was drastically enlarged. A great advantage for the all-day applications incl. studio-work. Many recordings have been made in the meantime with exclusive The Second as microphone cable.
5. The transmission of very low signals surpasses all what has become common with any metal conductor. Especially the transmission of very low analogue signals is unbelievable realistic.

With the theoretical work based on our carbon experience and focussing on the same effect with metals and/or metal combinations, our Fusion and Tunnel technology were developed.

Especially Fusion technology with the very well known: The Integration and The Inspiration became a big success all over the world. Fusion Technology is based on the strong interlinked combination of Copper, Zinc and Silver.

Sound-wise the Fusion Technology resembles the former developed Carbon Conductors in sound character but based on the amorphous combination of 3 metals. And also here we applied our Hybrid Technology in all designs. The combination of Carbon with Fusion Technology was a very happy match. But a straight audiophile is always looking for better. This one of the good habits of dedication and commitment.

Back again to the theoretical work done in 1987 and equipped with all experience collected over more than 20 years of manufacturing and very intense listening, a new and innovative experiment was set up.

The Target was to find a pure metal or metal combination with the following properties:

1. No application or any mix of Platinum, Gold, Silver and Copper. This to avoid specific price changes thanks to wild market speculations.
2. No material fatigue problems: This to avoid dramatic sound-quality reductions.
3. Big tensile strength: Very supportive in case of accidents.
4. Never any surface or internal oxidation: This to avoid sound harshness.
5. Difficult to copy the manufacturing technology to avoid the same quality statements from the competition or copy-cats.
6. Able to create multiple strand configurations: Helps in the design of different concepts.
7. Anyhow a very stable amorphous structure: Essential for high quality live sound.
8. Able to handle high temperatures: No environmental effects like what happens with e.g. Car Hi-Fi.
9. No electroplating: Keeps the integrity of the conductor on 100% in any environment.
10. Fibre-wise very flexible: Produces no mechanical stress on the conductors in total
11. No Chemical aging allowed: This avoids a fast decline of the sound quality
12. No Mechanical aging: This also avoid a fast deterioration of the transmission quality.
13. Very low number of internal boundaries to avoid Structure Cross Distortion.
14. Natural dynamics without any compression: To stay close to the reality.

15. Very high resolution even on very low signal levels: This supports the awareness and joy of the natural acoustics and the "feel" of the seize of the recording room or concert hall.
16. A very short run-in time and afterwards no changes in the sound character anymore.
17. A very long period of reliable operation: Minimal for 25 years. "We last longer."
18. In all 3T designs never any environmental dangerous and hazardous material is used.
19. A sound-signal transmission very close to natural and live sound-quality
20. A high sound quality independent of the equipment used: Universal audible quality all over the world.
21. Soundwise: Very clear female voices and violins without any interference and/or intermodulation. With analogue signals, these effects are very easy to hear. The way back to the former used cables is hardly possible. With the somewhat scrambled digital signals, also here sound should be cleaner. Fundamentally the sound I regularly experienced in Vienna attending performances in the "Musikverein" and "Wiener Staatsoper"

At the start of this project in 2009, this long list looked to believe that there was any opportunity to succeed. But with a lot of thinking and especially without any product experiment at all, the outlining of the unknown conductor became clear.

One of the minor questions to be answered was: How to call this new concept? 3T came in my mind. 3T stands for: True Transmission Technology.

The moral load on the shoulders was anyhow very high and heavy to succeed.

As a result, a multi-metal combination was developed in combination with a very special manufacturing technology. And, to our big surprise, the first real production in June 2010 matched completely the long list of 21 different and sometimes conflicting properties.

The first official introduction with handmade prototypes was at the Hong Kong AV show in August 2010 in the big demo-room of our Hong Kong representative: Jadis Electronics.

In December 2010 the full range of 5 balanced conductors became available. From the first moment of the introduction of the prototypes, we experienced worldwide a very strong commitment. And at the moment of the official introduction of 3T in December 2010, we see immediately a very strong commitment to this new technology in the sudden exploding sales of the 5 till now available designs: The Valley, The Rock Hybrid, The Hill Hybrid, The Cliff Hybrid and The Mountain Hybrid. All connected with Rhodium RCA or Neutrik Silverpin XLR connectors.

Applications at the moment are: Audiophile equipment connections unbalanced and balanced, Studio use to rewire two different recording studio's where already several recordings are made, support by members of the Wiener Symphonic and Philharmonic. Also industrial are active like internal wiring speaker cable. And a well-known tone-arm manufacturer is actually evaluating the use of 100 micron 3T as tone-arm connecting cable.

In the planning are still 2 unbalanced interconnects in the lower price range and will be soon available to support the lower segment of the market.

And last but not least, 2 loudspeaker cables are ready as design and will be available around May 2011.

A boy's dream has become true. I am most happy with all the sonic results and even more with the immediate support we got and get after the introduction in December 2010. It proves that the high quality of 3T is immediately recognized. Also that this concept is accepted all over the world despite all the differences in equipment, listening and certainly music style. Equipment.

Wish you many happy listening years to come and really enjoy and relax with all our 3T products. We are certainly ahead of the competition. A save idea for all our representatives who need new technology to support their markets after a too long lasting dead season. 3T will certainly pull and push your business for a long period to come.