

PRESS RELEASE

For Immediate Attention

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Blue Horizon Unveils Proburn

New burn-in device ensures audio cables perform at their best

Blue Horizon, a new company specialising in professional-grade audio accessories, has unveiled its first product – Proburn, a ‘cable burn-in accelerator’ that ensures audio cables perform at their peak.

Here are some of the benefits of the Blue Horizon Proburn:

- Generates specific ultra-low and ultra-high frequencies to optimise cable performance
- Produces 10,000 times the upper frequency limit of a typical CD player
- Dramatically reduces the burn-in time required by new cables to within 48 hours
- More effective at optimising cable performance than music signals alone
- Keeps cables performing at their best – condition them for a period of 24 hours, every six to eight weeks, to nullify any negative charges and static problems

Blue Horizon Proburn: The Challenge

It's a well-known fact that audio cables improve with use. A hard, closed-in sound with a distinct lack of bass are the qualities most noted when a cable is new; a cable that has been 'burned-in' will sound more open, extended and three-dimensional, with a more natural, less sterile performance overall.

Unfortunately, most high-quality audio cables only get close to realising their full potential after months of use. Furthermore, though it is possible to gradually improve the performance of speaker and interconnect cables by playing wide-bandwidth music signals through them, they will never reach peak performance with music signals alone.

The problem with real music is that it has relatively little high-frequency energy, which limits its ability to improve cable performance. Research shows that musical instruments may produce energy above 20kHz, but there is little sound energy above 40kHz. In addition, few microphones pick up sound at frequencies much higher than 20kHz.

Traditional cable burn-in techniques are also limited by the playback device. Even the best purpose-made burn-in CDs have a limited effect, owing to the restricted frequency range of CD players. Post-filtering, a CD is only able to deliver audio frequencies up to about 20kHz.

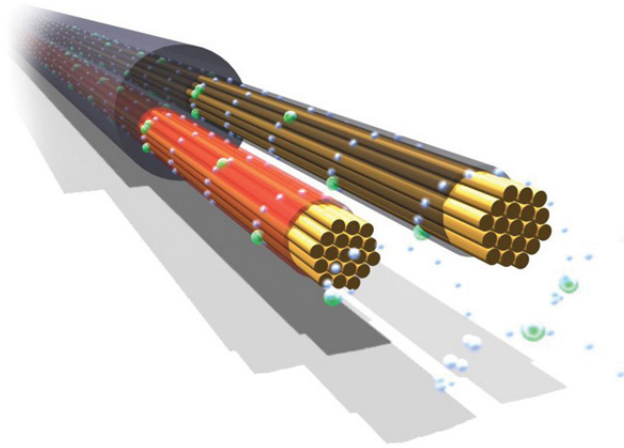
Blue Horizon Proburn: The Solution

The Blue Horizon Proburn is specifically designed to speed up the cable burn-in process, and conduct this process to a higher standard than any other device currently available.

For maximum effect, it is critical to not only concentrate on the conductor, but also on the dielectric that surrounds it. Ideally, cable burn-in needs to force electrons into all areas of the cable; this is something that playing music through an audio system can never achieve.

The Proburn does more than simply synthesise music. Using specially developed technology, the device generates a sequence of ultra-low frequencies to penetrate the core of the conductor, and ultra-high frequencies (up to 10,000 times the upper frequency limit of a typical CD player) to penetrate both the conductor and the dielectric.

Using conventional methods, it is extremely difficult to condition the dielectric of a cable, yet this is exactly where effort should be focused. Using carefully controlled energy levels and frequencies, electrons are forced and attempt to enter the dielectric. Imagine a high-frequency, high-energy force zipping along the conductor surface in a corkscrew fashion between the conductor and into the dielectric; the malingering electrons and negative charges are then forced to join the procession (see illustration below).



Through this technique of ultra-low and ultra-high frequencies in a musical synthesis, the cable is fully prepared and burned-in within 24 to 48 hours. This guarantees total penetration of the core of the cable, and also that the interface between the outer conductor surface and dielectric is fully and properly conditioned.

Blue Horizon Proburn: Specifications

- **Cable Terminals:** Four pairs of 24ct gold speaker cable terminals; two pairs of RCA interconnect cable terminals; one pair of XLR interconnect cable terminals
- **Power Supply:** Universal power 5V DC
- **Voltage:** 90-264 VAC
- **Frequency:** 47-63Hz
- **Amps:** 2A
- **Current RMS (Max):** 300mA
- **Dimensions:** 70x170x105mm (HxWxD)
- **Weight:** 1kg
- **Case:** Purpose-built from solid aluminium and Perspex
- **Colour Options:** Black/orange or silver
- **Price:** £695

The Blue Horizon Proburn is available now, priced at £695, and is suitable for both professional and domestic use. Expansion modules for additional cable types, including video cables, BNC-terminated cables and turntable tonearm cables, will be available soon.

To download high-resolution images, click here: www.bluehorizonideas.com/assets

To download more detailed product information, click here: www.bluehorizonideas.com/pdf

Please direct all editorial enquiries to Tim Bown at Andy Giles Associates.



Blue Horizon is a manufacturer of professional-grade audio accessories based in Winchester, England. Formed in 2008 by Keith Martin (principal founder of the IsoTek brand), the company's intention is "to maximise your musical enjoyment – today, tomorrow and in the future". Blue Horizon's sound-enhancing accessories deliver class-leading performance through innovative technology and meticulous design. These unique products are engineered to the highest possible standard and designed by an award-winning team with over 70 years combined experience in specialist audio. Blue Horizon products are distributed in the UK by Sound Foundations Ltd (Tel: 01276 501 392) and worldwide via IsoTek's international distribution network.

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For more information, product samples and hi-res images, please contact Tim Bown

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