

# K·S Connections

January • 2017

## ANNOUNCING ... A NEW FLAGSHIP!!

Howard and I have been asked on numerous occasions if we felt we could create a cable that out-performed Elation!

The answer was always that we are always trying, but, Elation performs at such a high level that it was proving very difficult.

At CES 2017 we are introducing three new families of cables based on Optimiz<sup>3</sup> Architecture.

The first is **TEMPTATION** which will fall between Fascination and Expression.

The second is **SENSATION** which will fall between Emotion and Elation!

The third is **REALIZATION** which will become our NEW FLAGSHIP!

As in the past, the best way to describe how these new offerings perform is to say that they

provide "more" of everything.

If you have ever compared two of our adjacent series in the past, you are already aware that when switching to the next cable up the line, the improvements are immediate. The same is true here.

Our first patented series - Optimiz - offered a different approach to cable optimization based on impedance (Z).

When we introduced Elation! we updated the formula and created Optimiz<sup>2</sup>. Now we are introducing three new series based on yet another modification - called Optimiz<sup>3</sup>.

This new architecture utilizes different stranding, shielding and geometry compared to previous cables.

We have maintained the Kuba-

la-Sosna "house sound" with these changes, but improved the performance envelope at the same time.

As you are already aware, we have never delved too deeply into "specs" as we truly believe there is no way to glean any real information about how the cable sounds from that data. We strongly feel that the truth is in the listening and in the music.

So we encourage you to audition our cables and hear the differences for yourself.

We are confident that if you do, you will agree with thousands of Kubala-Sosna owners. In fact, we guarantee it!

*Happy New Year!!*

## CES AND T.H.E. SHOW 2013 - WHERE TO FIND US

This will be Kubala-Sosna's THIRTEENTH appearance at the Consumer Electronics Show. Unfortunately, the widespread opinion of the show is that it is getting weaker by the year.

In fact, given the proliferation of many more effective regional shows around the country, many have abandoned CES and are no longer exhibiting.

Our decision has been to back

away slowly. So you may remember that we annually would display in 15+ rooms each year.

Starting a few years ago, we decided to partner with fewer manufacturers in their rooms.

This year, we are displaying with YG/Audionet/Kronos and Magico/Soulution/Kronos/CMS.

We will be displaying ELATION

in 30-335 and our new flagship, REALIZATION in 35-207. There are many world premiers in both rooms, please come by to say hello!!

*Here is where you can find us:*

**35-207** YG/ Audionet/ Kronos

**30-335** Magico/ Soulution

*See you in Vegas!!*

*Connect to the performance*

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