

TARA LABS

Featuring...

New RSC® bi-wire speaker cable

Upgrades for RSC® Reference Speaker cable and Prism 33

20-Minute terminations with new BSMs

New entry-level interconnects open new markets

Everything you missed if you weren't at CES

TARA Labs Introduces Prime 1500 "Bandpass Divided™" Bi-Wire Speaker Cable

At \$15 per foot, new Prime 1500 RSC® speaker cables fill a price niche that many dealers have requested. Plus, they offer benefits that make these high-quality, bi-wire cables a great value.

The new RSC® Prime 1500 speaker cable combines single-run, bi-wire design and a new conductor geometry that delivers a clean, more neutral signal than Prime

1000. The Prime 1500's bass (LF) conductors are spaced farther apart than the HF conductors, making it the world's only Bandpass Divided™ bi-wire speaker cable. Overall, the sound is even more linear and coherent than the popular Prime 1000.

Prime 1500 can be easily terminated with TARA Lab's new Banana/Spade Modules

(BSMs). With new BSMs, dealers can offer easy termination of the new Prime 1500 while customers wait. The new BSM terminals will be available in bulk quantities for the Prime 500, Prime 1000, and the new Prime 1500 speaker cables.

Both Prime 1500 speaker cables and BSMs will be available late March.

See enclosed price list for extended pricing.

NEW Banana/Spade Modules... Easy termination for RSC Prime!

A revolutionary new connector for TARA Labs' RSC® Series speaker cables will be available to dealers in late March. The new "Banana/Spade Modules" (BSMs) were designed in response to many requests from dealers for a simple method of termination for our bulk RSC Prime speaker cables.

Incredibly Easy to Install

Unlike past terminations requiring time-consuming stripping of the primary insulation, each BSM can be completely installed in 15-20 seconds with no stripping required. All you need is a screwdriver and a heat gun. The BSM's exclusive barrel design fits neatly over the cable's end. Align the RSC® conductors perpendicular to the two screws in the barrel, and tighten the screws. Finish with a piece of heat-

shrink, and you have a finished termination.

Superior Design

Once installed, the BSM's design allows you to interchange bananas and spades in an instant. Special threaded connectors simply screw into the BSM to provide maximum versatility.

This new design also offers a much stronger, more reliable connection than the old method of crimping and soldering. The screws in the BSM's barrel are perfectly aligned with the RSC conductor's helix, providing a connection that is totally solid — both mechanically and electrically. A BSM won't pull off or loosen like a crimped termination.

Now it's possible to terminate RSC® Prime 500, Prime 1000 or the new Prime 1500 while customers wait, and

actually make a profit on your terminations. Customers will appreciate the fast and easy service, the flexibility and superior sonic-quality the new BSMs will bring to their system.

The new BSM terminals will be available in bulk quantities for the Prime 500, Prime 1000, and new Prime 1500 cables. BSM terminals will be factory-installed on all Reference, Master, and Decade Series cables beginning late March.

BSM installation kits for home termination of Prime speaker cables will also be available. These pre-packaged kits make it easy for customers to terminate their own speaker cables with BSMs, and at the same time offer dealers an additional add-on sales opportunity.

See enclosed price list for current dealer prices.

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NEW Reference Gen 2 Plus... More Than An Upgrade

The Reference Generation 2 set the standard for high-end speaker cable technology that dealers could offer at value prices. Now, the Reference Generation 2 Plus (RG2+) offers an improved design for greater performance, and a truly affordable price that presents a step-up sales opportunity.

Like the Reference Generation 2, RG2+ is composed of 12 individually insulated Generation 2 RSC® conductors. The new design separates conductors by spacing them evenly around a soft core of pure cotton. This geometry is similar to the Master Generation 2, where conductors are spaced around an air tube. By maximizing the distance between conductors, RG2+ delivers lower inductance and better transparency than any other cable in its class. More transparent and revealing than the original Reference Generation 2, the new RG2+ is slightly more forgiving than the step-up, Master Generation 2.

Available in late March, RG2+ speaker cables will be factory-equipped with TARA Lab's new Banana/Spade Modules (BSMs). The BSM's design allows easy interchange of bananas and spades and offers a stronger, more reliable connection.

New Reference Generation 2 Plus speaker cables will be priced at \$659 per 10 foot pair, filling a popular price niche for customers shopping for upgrades. The new RSC® Prime 1500 fills in the gap left by old Reference Gen 2, with suggested retail pricing of \$15/foot. See other side for more details on new Prime 1500.

NEW Prism 3 and Prism 5 Interconnects The Best Values In Audio System Enhancements

At \$16.95/m pair and \$22.95/m pair, Prism 3 and Prism 5 interconnects are priced for affordable entry into the world of high-end cables. Now you can replace lower-quality low-end cables with TARA Labs quality cables. We recommend Prism 3 and Prism 5 intercon-

nects for all audio applications. They are ideal for integrated CD player and tape deck hookup, as well as home theater and mid-fi customers.

Prism 3 and Prism 5 interconnects are Pressure-Stranded™ and shielded.

Prism 3 cables are also available in bulk quantities for custom installations.

Available late March. See enclosed price list for extended pricing.

NEW Prism Video Standard Quality and Affordability

Now dealers can replace the run-of-the-mill video cable on their shelves with TARA Labs' new Prism Video Standard. Available late March for only \$19.00 per meter length (suggested retail), the new Prism Video Standard has all the top-quality features your customers expect from TARA Labs — such as Pressure-Stranded™ conductors and new specially designed RCA plugs.

Prism Video Standard Interconnects are ideal for home theater customers who are looking for affordable quality. This growing market wants the best quality available at budget prices. Though they may not understand the importance of using quality cables, Prism Video Standard's low price and informative, eye-catching package design makes your sales job almost effortless.

Available late March. See attached price list for extended pricing.

VISIT US ON THE WEB

Visited the TARA Labs website at www.taralabs.com lately? There's new information monthly. Check back regularly and encourage your customers to visit too.

NEW Prism 33i Interconnects: Improved Design, "Dealer Friendly" Price

The new Prism 33i replaces the Prism 33. This new model features several major enhancements that represent a significant performance upgrade and a terrific value. With the introduction of the 33i, the Prism line now reflects a price/performance ratio that makes it easy for dealers to sell customers up to the next level.

To create the new Prism 33i, the TARA Labs Design Team created a new conductor configuration that is more linear with frequency. As a

result, the mid and upper bass has more articulation and detail than the earlier model. The 33i inherits the same low DC resistance so it still delivers a lot of bass weight. 33i interconnects also include a new hyperstabilized PE dielectric for better articulation in the mid and high frequencies. The new Prism 33i interconnects are ideal for almost any audio application.

The new Prism 33i will be available late March and priced at \$75 per meter pair. See enclosed price list for extended pricing.

Introducing The Two

The Two interconnect and speaker cable were introduced at CES at suggested retail pricing of \$995/m pair for the interconnect and \$3,900/10 ft. pair for the speaker cable. The Two interconnect works in conjunction with TARA Labs' Floating Ground Stations, offering customers a more

affordable entree into the world of Isolated Shield Matrix technology.

The Two speaker cable is a step up from Decade, with more RSC® Gen 2 conductors helixed around a Teflon tube. Call the sales department at TARA Labs for more information on Isolated Shield Matrix products.