



Baldur

Heimdall

Frey

Tyr

Shiva

Vishnu

Brahma

High Performance Audio Cables

 **NORDOST**

MAKING THE CONNECTION



**“Frey has significantly raised the bar when it comes to cable performance at this price point, as well as lowering the price of serious, top-end cable performance in absolute terms. It stands as a stunning endorsement of micro mono-filament technology.”**

*Roy Gregory,  
Editor, Hi-Fi+ Magazine*

# Superior Technology – Superior Performance



It started with Nordost's revolutionary SPM – flat audio cables that set new standards for speed and transparency. Then the legendary Valhalla introduced micro mono-filament construction, a breakthrough that raised the performance bar so high that it totally redefined the contribution of cables to audio system performance, overnight becoming the standard against which all other cables were measured – and found wanting.

This revolution in performance depended on proprietary technologies developed specifically for high-performance cable applications. That made them costly to produce and expensive to enjoy. But now, those core technologies are available in a range of real world products developed to release the performance potential that exists in real world systems – systems owned by real world listeners. Given the capabilities of these cables this isn't technological trickle down, this is a audio upgrade equivalent of a huge, thundering waterfall.

Refinements in manufacturing techniques mean that the Norse series finally allows you to incorporate genuinely state of the art AC and signal transmission technology into any audio system. Put them into your set up and let them unlock its performance – performance you didn't know your system was capable of! Use them with today's high-quality integrated CD players and amplifiers – or HD sources, high-performance processors and multi-channel amps – and you'll be astonished by the musical performance that results.



Norse Series – finally delivering the performance you thought you'd already bought...



# There's no dielectric like no dielectric...

## Micro Mono-filament Technology

There are still people who believe that audio cable performance is some sort of black art. Nothing could be further from the truth. The key aspects of any cable's sonic performance are dictated by: conductor materials, physical arrangement, insulation materials, geometrical consistency and mechanical damping. No one factor is dominant – they all matter. The problem facing conventional cables is that most of them also conflict.

If you want to achieve good electrical properties, mechanical damping, geometrical accuracy and insulation, then a tightly wound bunch of separate conductors might seem to be the obvious answer. Unfortunately, the choice of insulation material and its proximity to the conductors has a dramatic effect on performance, due to its dielectric absorption. When Nordost launched Valhalla, it marked the first application

of their proprietary micro mono-filament technology to optimized conductors across a complete cable system. The sonic benefits were dramatic, precisely because MMf technology answers so many of the conflicting demands of cable design with a single, elegant solution.

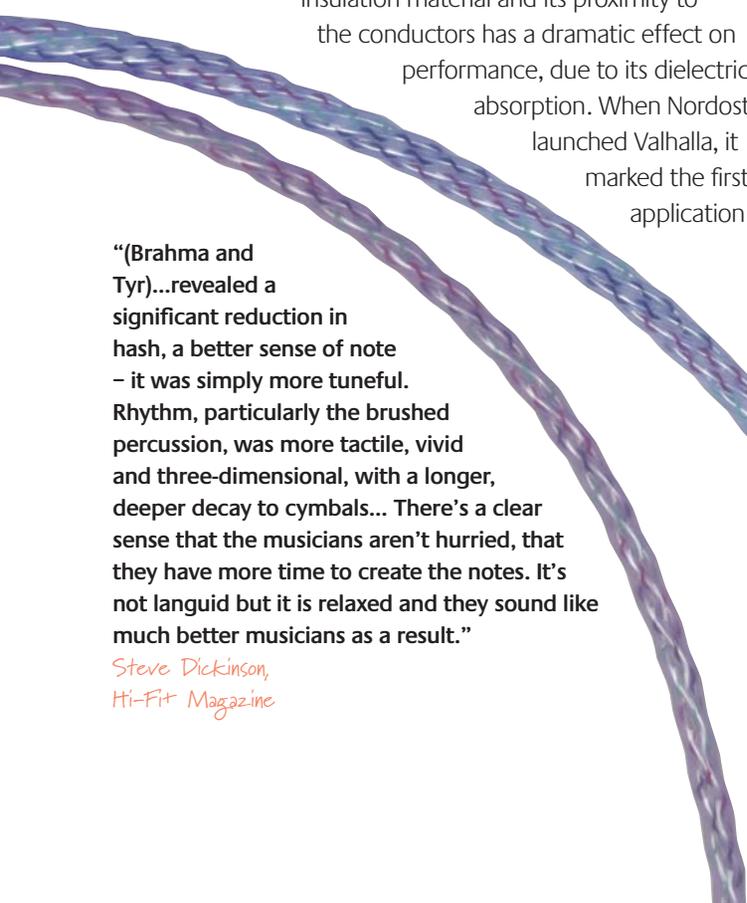
By winding a single, FEP filament in a precise spiral around each conductor, before extruding an outer FEP "sleeve" over the top, Nordost were able to create a structure that used the best available dielectric material, but spaced the insulation away from the core, minimizing contact and dielectric absorption. As well as creating a virtual air environment, the spiral filament also delivers excellent mechanical damping and ensures superb geometrical precision.

Like all the best ideas, it's so simple it seems obvious. It's turning it into a product that's the difficult thing. It took years of development to achieve accurate application of the filaments, and combine that with Nordost's unique extrusion process to create finished cables. But now, having refined that process, we can apply it to the production of a whole product range that share exactly the same materials, construction and performance benefits that made Valhalla the best cable you could buy. It's just that the Norse Series is a lot easier on your wallet!

**"(Brahma and Tyr)...revealed a significant reduction in hash, a better sense of note – it was simply more tuneful. Rhythm, particularly the brushed percussion, was more tactile, vivid and three-dimensional, with a longer, deeper decay to cymbals... There's a clear sense that the musicians aren't hurried, that they have more time to create the notes. It's not languid but it is relaxed and they sound like much better musicians as a result."**

Steve Dickinson,  
Hi-Fi+ Magazine

Making state of the art technology and performance an everyday event...





UTOPIA

FOCAL-JMLAB

# Smoothing the way... Or, why flat – and why round?

When so many cable companies dress up anonymous conductors in woven nylon stockings in a forlorn attempt to make them seem “sexy”, it’s reassuring to know that Nordost cables look distinctly different for a reason. They sound different too; a lot different and a lot better! That might seem like a bold claim until you appreciate the fundamental electrical principals that make it fact.

When it comes to speaker cables, Nordost’s flat construction doesn’t just look pretty; the parallel, multiple solid-core conductors used for each channel are the only construction that guarantees the combination of low capacitance, resistance and inductance that makes your amplifier’s job as easy as possible – and removes the “sound” of your cables as far from the music as possible.

So why doesn’t everyone do it this way? They would if they could, but... It’s only Nordost’s proprietary extruded FEP technology that allows these cables to be produced, creating flat wires that are thinner than a credit card, yet air-tight, geometrically incredibly precise and also tough; tough enough to live laid on the floor, under a carpet or even built into a wall. That’s why all the Norse Series speaker wires use our flat cable construction.



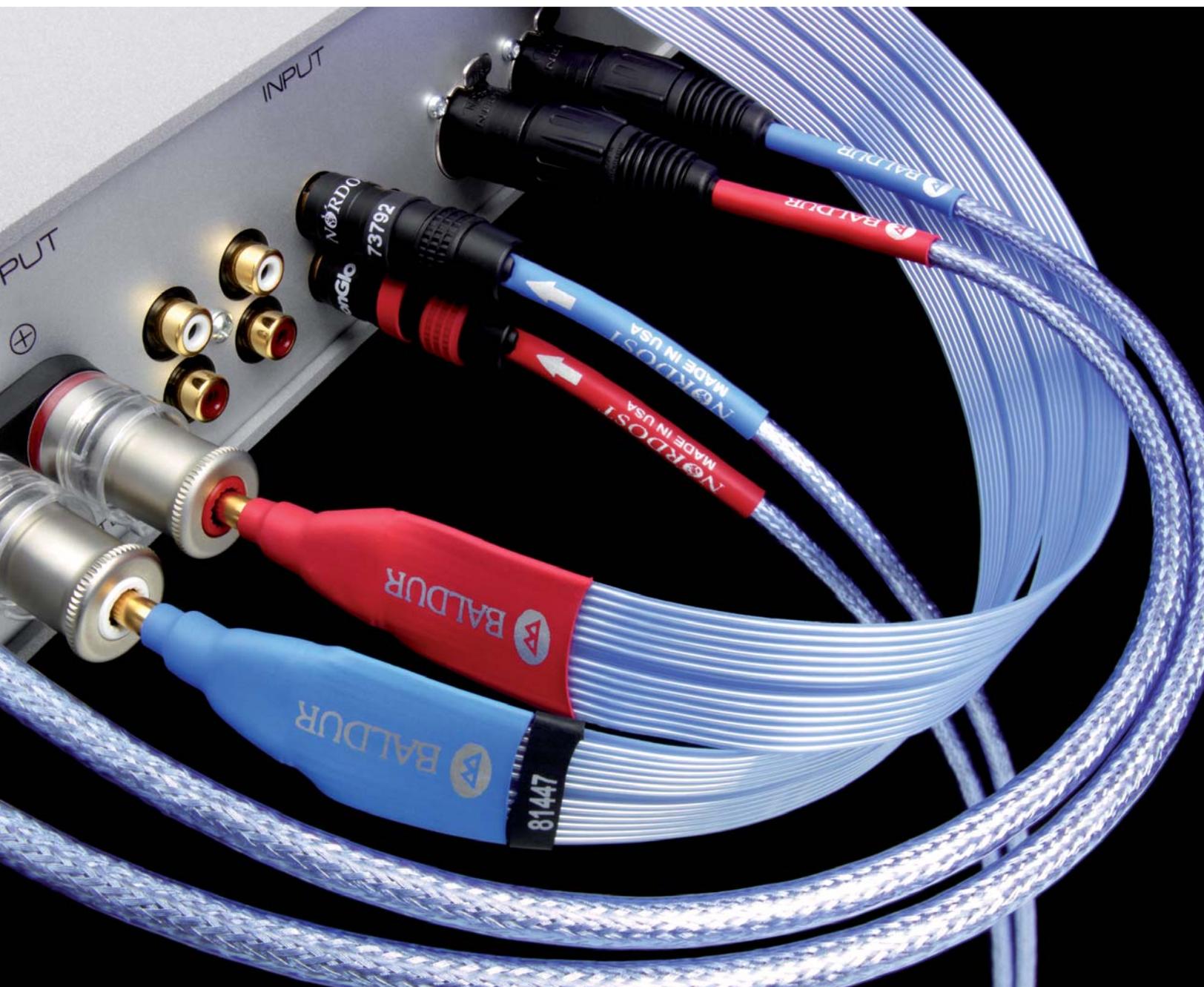
Interconnects are another matter. The lower signal levels they carry demand careful protection and shielding. The Norse interconnects might look like conventional tubular designs, but internally they are constructed from multiple, identical MMF conductors, precision wound within a tightly wrapped shield. Cross sectional accuracy is guaranteed by the micro mono-filaments, the close tolerances with which they are combined and the mechanical stability provided by the shield and FEP outer. And talking of consistency, you’ll notice that even the outer dielectric and silver-plated shield share exactly the same high-performance materials used at the very heart of the cables.





“(Baldur) serves up the greatest amount of detail (and) manages to differentiate dynamic subtleties with ease. The top extends beautifully, and it’s incredibly rhythmically precise.”

*What Hi-Fi Magazine*



*Cables that look as good as they sound –  
and that's really saying something!*



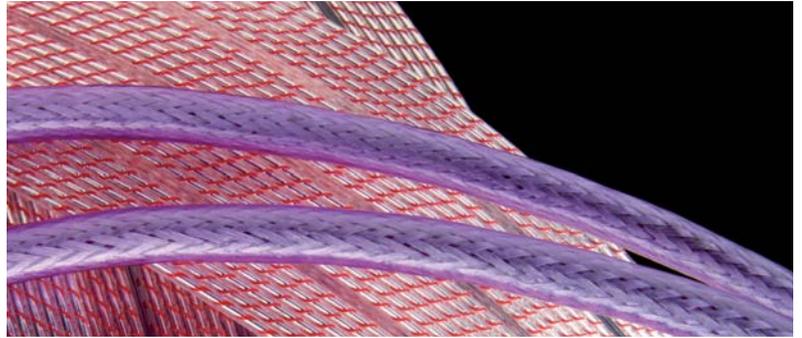
[www.nordost.com](http://www.nordost.com)  
Made in the USA

# A whole that really is greater than the sum of the parts...



Whilst everyone raved about the Valhalla cables, it was the MMf and extruded FEP technologies that received all the attention. But it's not just a case of what you use, it's also how you use it that counts. What people missed was the conceptual coherence that Valhalla brought to the problem of wiring an audio system. At Nordost we call this the Complete Cable Concept, our way of underlining the fact that the same materials and technologies are used right throughout the system, from the AC socket on the wall to the Z plugs on the speaker cables.

So, every cable uses silver-plated, solid core conductors. Every cable uses MMf technology to wrap those conductors. Every cable enjoys the benefits of extruded FEP insulation. This delivers an unprecedented level of sonic consistency across the Norse Series, meaning that cables can be switched, upgraded, or mixed within a single system, without upsetting it's musical coherence. If you invest in a Norse Series cable loom, you are buying into a whole family of products – products that can be selected and tailored to meet your system's needs and your circumstances. Got a tuner that's a secondary source, or a record player for those old LPs? Wire them up with a more affordable interconnect. What, vinyl's the only thing you take seriously? Opt to increase the quality of that critical arm-cable, safe in the knowledge that it will dovetail perfectly with the rest of your Nordost loom. And when upgrade time comes round, the path is just as clear as the sonic benefits.



You'll also see that every cable in the Norse Series uses carefully selected lightweight connectors – if too much insulation can mess up the sound of a cable, wait until you hear the damage that heavy-duty hardware does. Yes it costs more to fit WBT NextGen plugs to interconnects, but when performance counts, there's no question that the sonic results justify that expense.

Likewise, because the Norse Series sits between our Flatline cables and our Reference products, there are bridging elements too. So the Baldur speaker cable is the only non-MMf product in the series, providing a more affordable option to pair with MMf interconnects and power cords, allowing us to offer the benefits of superior technology at an even lower price level. How low? Even though Baldur speaker cable doesn't use MMf conductors, it still easily outperforms our original SPM – at a quarter of the price. At the other end of the scale, Tyr offers the only interconnects outside the Odin range to use our even more advanced, Dual-MMf construction – again at less than quarter of the price of our Supreme Reference product.

Norse Series – the technology family that works... Together!



“Other high-end cable makers also have a hierarchical system but few exhibit such consistency of performance across mains, interconnects and speaker cables such that each complements the others and adds to the strengths, with such a coherent sonic signature.”

*Steve Dickinson,  
Hi-Fi+ Magazine*

# Building on a firm foundation...

The most technologically advanced and best performing, purpose built audio conductors in the world are only part of the story. Our Complete Cable Concept is a philosophy that embraces not just every aspect of manufacturing a cable, but its employment as well. As we've already stated, the high-technology conductors must be combined with extraordinary geometrical accuracy and consistency to maximize their electrical and mechanical characteristics. They must be terminated with the best available connectors to exacting manufacturing standards and burnt in on our Vidar cable conditioner. Then, and only then, can they find their way into your system.

But the final piece in the puzzle, the foundation stone on which everything rests, is the Thor. This is a dedicated six-way power distribution unit, star-earthed and entirely hard-wired with optimized micro mono-filament conductors. It also contains patented Quantum QRT mains purification circuitry, delivering superior power to your components without current limiting or reducing the supply impedance. Thor establishes your system's performance literally at source, the first step in the creation of a coherent cable loom that will finally release the musical performance on your disks.

Which is the most important cable in your system?  
The one that comes out of the AC socket on your wall!



"...properly designed mains leads and distribution boxes are crucial to getting the best performance out of your chosen hardware. Further upgrades, whether to componentry, interconnects or speaker cables, are pointless until you know just how your existing equipment sounds with a properly sorted mains feed. Front end first? You betcha, but only if you go right to the very front."

Roy Gregory,  
Editor, Hi-Fi+ Magazine



[www.nordost.com](http://www.nordost.com)

Made in the USA

# Baldur

## ANALOG INTERCONNECT

The Baldur interconnect is the first cable in the Nordost range to offer our proprietary micro mono-filament™ technology. This design uses two mono-filament silver-plated oxygen free copper conductors, which reduce insulation contact by more than 80%. This means that signals are transferred more efficiently and at extremely high speeds. The cables are terminated with high quality Neutrik gold-plated copper connectors, which make an excellent connection between the cables and the equipment. Baldur interconnect offers superb musical performance and detail at an affordable price.

- **Insulation:** Fluorinated Ethylene Propylene (FEP)
- **Construction:** Precision Micro Mono-Filament design
- **Conductors:** 2 x 26 AWG solid core
- **Material:** 60 microns of extruded silver over 99.9999% OFC
- **Capacitance:** 20.0pF/ft
- **Inductance:** 0.85µH/ft
- **Propagation:** 80% speed of light
- **Overall Shield:** 97% Braid



## LOUDSPEAKER CABLE

The Baldur loudspeaker cable offers exceptional performance and value for money. The cable consists of 24 silver-plated OFC conductors made using our Class 1 FEP extrusion process in a flat array arrangement. The high tolerance conductor spacing used in this cable means that musical performance reaches new heights. The detail, resolution and transparency of Baldur will surprise and delight you. Baldur is the ideal solution for those who demand stellar performance for their music or home theater system at an affordable price.

- **Insulation:** High purity class 1 extruded FEP
- **Conductor:** 24 x optimized diameter
- **Material:** 60 microns extruded silver over 99.9999% OFC
- **Capacitance:** 12.0pF/ft
- **Inductance:** 0.11uH/ft
- **Propagation Delay:** 85% speed of light

# Heimdall

## ANALOG INTERCONNECT

The Heimdall interconnect uses four 26 AWG solid OFC conductors with a silver-plated surface and micro mono-filament spacing. The cables are terminated with WBT NextGen gold-plated copper connectors that offer a superior low-mass connection between the cables and equipment. The combination of four mono-filament conductors with the WBT connectors means that this cable offers superb imaging and musical detail.

- **Insulation:** Fluorinated Ethylene Propylene (FEP)
- **Construction:** Precision Micro Mono-Filament design
- **Conductors:** 4 x 26 AWG
- **Material:** 60 microns of extruded silver over 99.9999% solid-core OFC
- **Capacitance:** 32.0pF/ft
- **Inductance:** 0.46µH/ft
- **Propagation:** 80% speed of light
- **Overall Shield:** 97% Braid

## LOUDSPEAKER CABLE

The Heimdall loudspeaker cable consists of twenty-four 24 AWG solid OFC conductors with an extruded silver surface, in a flat array arrangement. It is the most affordable speaker cable in the Nordost range that employs our proprietary, state of the art micro mono-filament technology which reduces insulation contact with the conductors by more than 80%. This means that current signals traveling above the surface of the conductor are virtually unimpeded by the insulation material. With an effective dielectric constant of 1.12 Heimdall loudspeaker cables transfer signals more efficiently and at extremely high speeds. You can easily hear this in the Heimdall's fabulous sonic transient detail, superb imaging and magical sonic performance. A system fully-wired with Heimdall offers tremendous performance and value for money.

- **Insulation:** High purity class 1 extruded FEP
- **Conductor:** 24 x 24 AWG
- **Material:** 60 microns extruded silver over 99.9999% solid-core OFC
- **Capacitance:** 11.0pF/ft
- **Inductance:** 0.11uH/ft
- **Propagation Delay:** 90% speed of light



# Frey

## ANALOG INTERCONNECT

The Frey loudspeaker cable is a superb product which uses twenty-eight 24 AWG solid OFC conductors, each with an extruded silver surface, in a flat array arrangement. Mono-filament design reduces insulation contact with the conductors by more than 80% which means that current signals traveling above the surface of the conductor are virtually unimpeded by the insulation material. With an effective dielectric constant of 1.12 Frey loudspeaker cables transfer signals much more efficiently than conventional designs and at extremely high speeds, to produce fabulous sonic performance. Frey is available terminated with loss mass Nordost Z plugs or gold-plated copper spades for the perfect interface between the amplifier and the loudspeakers. Frey offers superb coherence, detail and musical realism and is the perfect solution for those who demand stellar performance from their music or home theater system.

- **Insulation:** Fluorinated Ethylene Propylene (FEP)
- **Construction:** Precision Micro Mono-Filament design
- **Conductors:** 6 x 26 AWG
- **Material:** 60 microns of extruded silver over 99.9999% solid-core OFC
- **Capacitance:** 42.0pF/ft
- **Inductance:** 0.4µH/ft
- **Propagation:** 80% speed of light
- **Overall Shield:** 97% Braid

## LOUDSPEAKER CABLE

The Frey loudspeaker cable is a superb product which uses twenty-eight 24 AWG solid OFC conductors, each with an extruded silver surface, in a flat array arrangement. Mono-filament design reduces insulation contact with the conductors by more than 80% which means that current signals traveling above the surface of the

conductor are virtually unimpeded by the insulation material. With an effective dielectric constant of 1.12

Frey loudspeaker cables transfer signals much more efficiently than conventional designs and at extremely high speeds, to produce fabulous sonic performance. Frey is available terminated with loss mass Nordost Z plugs or gold-plated copper spades for the perfect interface between the amplifier and the loudspeakers. Frey offers superb coherence, detail and musical realism and is the perfect solution for those who demand stellar performance from their music or home theater system.

- **Insulation:** High purity class 1 extruded FEP
- **Conductor:** 28 x 24 AWG
- **Material:** 60 microns extruded silver over 99.9999% solid-core OFC
- **Capacitance:** 11.8pF/ft
- **Inductance:** 0.096uH/ft
- **Propagation Delay:** 96% speed of light





Tyr

### ANALOG INTERCONNECT CABLE

The Tyr interconnect uses four 22 AWG solid OFC conductors with a silver-plated surface of 60 microns. Featuring our advanced dual mono-filament technology, this reduces insulation contact by more than 85% allowing signals to be transferred more efficiently, accurately and at extremely high speeds. For optimum performance single-ended Tyr interconnect cables are terminated with WBT NextGen gold plated copper RCA connectors. These low mass plugs offer the perfect impedance matching between the cable and equipment. Tyr is also available with carefully selected balanced terminations. This cable offers superb coherence, detail and realism in a musical performance.

- **Insulation:** Fluorinated Ethylene Propylene (FEP)
- **Construction:** Precision Dual Mono-Filament design
- **Conductors:** 4 x 22 AWG solid core
- **Material:** 60 microns of extruded silver over 99.9999% OFC
- **Capacitance:** 25.0pF/ft
- **Inductance:** 0.63µH/ft
- **Propagation:** 80% speed of light
- **Overall Shield:** 97% Braid

### TYR LOUDSPEAKER CABLE

The Tyr loudspeaker cable consists of twenty 22 AWG OFC conductors with a 60 microns silver-plated surface, arranged in a flat array. Mono-filament design reduces insulation contact with the conductors by more than 80% which means signals are virtually unimpeded by the insulation material. With an effective dielectric constant of 1.12 Tyr loudspeaker cables transfer signals very efficiently at extremely high speeds, resulting in superb detail and musical realism. Tyr is available terminated with low-mass Nordost Z plugs or gold-plated spades. Wire your system with a full loom of Tyr cables and be awed by its realism and detail.

- **Insulation:** High purity class 1 extruded FEP
- **Conductor:** 20 x optimized diameter micro mono-filament construction
- **Material:** 60 microns of extruded silver over 99.9999% OFC
- **Capacitance:** 11.0pF/ft
- **Inductance:** 0.11uH/ft
- **Propagation Delay:** 92% speed of light

“...we’ve grievously underestimated the importance of cables, both collectively and relative to each other. So, not only does the cable loom create the foundation on which system performance is built, but it starts not with the signal cables but at your wall sockets... First priority is the cable from your electricity supply to your distribution block: then the block itself, the rest of the power cords (star earthed through the block and with a clean earth too, of course)...”

Roy Gregory, Editor, Hi-Fi+ Magazine

## Tonearm Cables

Turntables demand a dedicated wiring solution, optimized for the special connectors and extremely low signal levels involved. Given Nordost’s commitment to creating a coherent cable loom, from the wall sockets feeding your system all the way to the speaker terminals, cables specifically designed for phono duties were an essential step in maximizing system performance. These leads combine dimensionally optimized, solid 99.999999 OFC conductors with a silver-plated surface, mono-filament insulation and a choice of a high-grade 90 degree mini-din connector or phono plugs. They are all dual shielded with dedicated drain wires for grounding, and have a minimum length of 1.25 meters, but can be ordered in longer lengths by half meter increments.

### HEIMDALL TONEARM CABLE

The Heimdall tone arm cable uses four conductors suspended by our mono-filament technology for superb musical performance. The cable is terminated with professional grade, Teflon insulated Neutrik RCA connectors, a conductor/termination package that makes the Heimdall tonearm cable an absolute bargain and a major performance upgrade for your turntable.



### FREY TONEARM CABLE

The Frey tonearm cable uses six conductors in a precision mono-filament construction combined with a high-grade 90 degree mini-din connector or Teflon insulated Neutrik RCA plugs. The tight dimensional tolerances and dual shields protect fragile phono signals from both mechanical and electrical interference, while premium connectors ensure maximum information transfer, whether your tonearm employs an external junction box or an IEJ din socket.

### TYR TONEARM CABLE

Top-flight turntables demand the best possible ancillaries – and given the costs involved in the best record decks, tonearms and cartridges, any compromise in the performance of the interconnects is a false economy of the worst kind. Likewise, given the fragility of the signal generated, the potential for damage is even greater than with any other source component. The Tyr tonearm cable matches precisely arranged dual micro mono-filament conductors with WBT’s NextGen connectors to preserve the astonishing levels of coherent information and musical nuance that only the best vinyl sources can produce. With even lower propagation delay and superior mechanical damping compared to our other tonearm leads, the Tyr tonearm cable delivers the most natural and musical performances you’ll ever have heard from your turntable. This is one upgrade you really owe your record player – and yourself.

## Power cords

Nordost Power Cables are extremely neutral and dynamic due to the use of our proprietary micro mono-filament technology. They are equally at home optimizing the performance of Plasma Screens, Projectors and LCD displays as they are powering amplifiers and other audio components.

Our power cords employ silver-plated Oxygen Free Copper conductors and then individually suspending them in a micro mono-filament matrix. The separately insulated cores eliminate strand interaction, hot spots and carbonization, which can occur in stranded cables, thus ensuring optimum performance. Extruded FEP insulation is superior to all other materials due to its very low signal loss and high thermal efficiency. It dissipates heat very quickly and allows greater power to be transferred more efficiently. Micro mono-filament technology also increases current flow, delivering transmission speed in excess of 85% the speed of light. It lowers the resistance of the cable, preserving the benefits of your power supply’s low source impedance. Combining these high technology wires with carefully selected connectors guarantees the best possible power supply for your system.

### SHIVA

- **Construction:** Precision Micro Mono-Filament design
- **Insulation:** FEP
- **Conductors:** 3x18 AWG Silver plated .99999% OFC
- **Connectors:** IEC
- **Wall Plug:** US/UK/EUR
- **Propagation Delay:** 81% Speed of light
- **Power Rating:** 20 AMP
- **Capacitance:** 10pF/ft
- **DC Resistance:** 6.4 Ohms per 1000ft/304M as terminated.

### VISHNU

- **Construction:** Precision micro mono-filament design
- **Insulation:** FEP
- **Conductors:** 3x extruded silver over 16 AWG 99.999999% OFC solid core
- **Connectors:** IEC Wall plug US/UK/EUR
- **Propagation Delay:** 85% Speed of light
- **Power Rating:** 25 Amp
- **Capacitance:** 10pF/ft
- **DC Resistance:** 4.0 Ohms per 1000ft/304M as terminated

### BRAHMA

- **Construction:** Precision micro mono-filament design
- **Insulation:** FEP
- **Conductors:** 5x 16 AWG Silver-Plated 99.99999 OFC
- **Connectors:** IEC Wall plug US/UK/EUR
- **Propagation Delay:**
- **Power Rating:** 25 AMP
- **Capacitance:** 8.8pF/ft
- **DC Resistance:** 2.0 Ohms per 1000ft/304M as terminated.



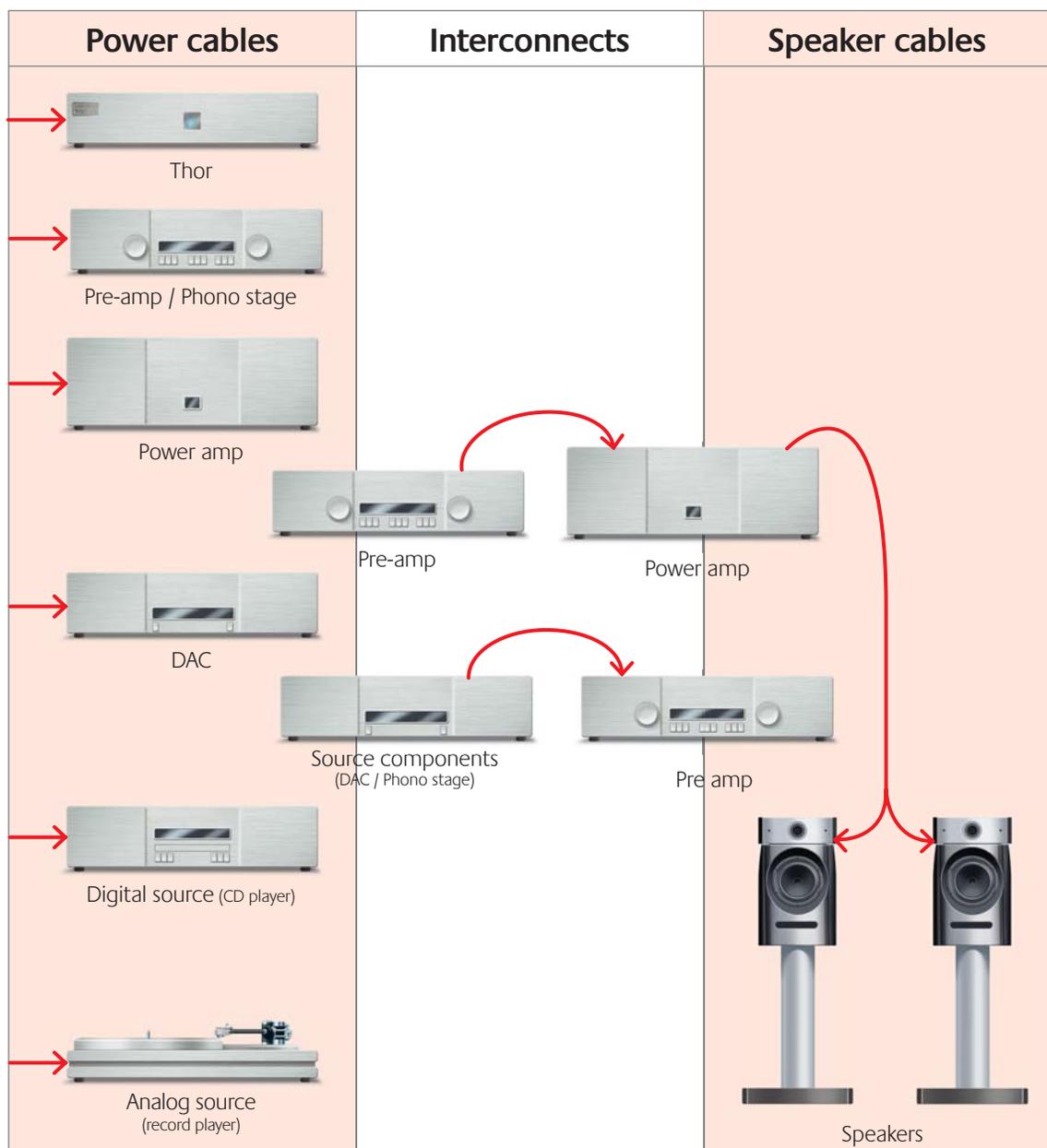
# First things first...

Of course, you'll get the best possible results by wiring your entire system with Norse cables. But if that's not practical, or you are upgrading from an existing cable system, where should you start?

Once you realize that the cables represent the foundation on which your system's performance rests the priorities become clear. Long experience

shows that the most important cable in your system is the one coming out of the wall. Everything flows from there.

Within the system itself your priorities should be in the order we've laid out below, running from top to bottom. And don't worry if you don't own one of the units shown on the diagram, simply pass on to the next.



**“Nordost’s range used to have something of a top-heavy “Valhalla – then everything else” look to it. With the introduction of micro mono-filament technology right down to the bottom rung of the serious hi-fi ladder all that has changed. Now everyone can enjoy the considerable benefits and appreciate what all the fuss has been about..”**

*Roy Gregory  
Hi-Fi+ Magazine*

**NORDOST**

MAKING THE CONNECTION

Nordost Corporation 200 Homer Avenue Ashland MA 01721 USA

Tel: +1 508 881 1116

Fax: +1 508 881 6444

Email: [info@nordost.com](mailto:info@nordost.com)

Website: [www.nordost.com](http://www.nordost.com)