



**CEDIA Expo
Booth 4754**

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Gordon J. Gow Technologies, Inc. Showcases The Clarus Audiophile Collection

Indianapolis, IN—September 2012—Gordon J. Gow Technologies, Inc will proudly showcase the **Clarus Audiophile Collection** during CEDIA Expo 2012. The new family of high-end audio, video, digital, speaker and power cables designed for discriminating audiophiles will be on display in booth 4754.

Developed by celebrated cable designer **Jay Victor**, the **Clarus Collection** features the **Crimson Series** (*SRP: Starting at \$1,000*) and **Aqua Series** (*SRP: Starting at \$500*). Each share the same unique performance features, the main difference being the slightly smaller wire gauges used in the Aqua cables.

Clarus audiophile-quality cables incorporate a host of patented and patent-pending technologies. Constructed from the finest metallurgy and material—CNC-machined gold-plated connectors, individually insulated interconnect and speaker cable strands, new multi-gauge innovations and precision impedances, the Clarus Collection is complemented by painstakingly meticulous hand-craftsmanship.

“The Clarus brand represents the pinnacle of performance and we’re thrilled to finally have them make their CEDIA debut,” said president, Joe Perfito. “The fit and finish on the cables is extraordinary and we are excited to show the CEDIA channel these amazing products. We encourage dealers looking for a unique and fantastic line of high-performance, profitable audiophile-class cables to add to their product presentations to stop by and learn more about the Crimson and Aqua Series’ of Clarus.”

Made from oxygen-free Pure Copper by Ohno Continuous Casting (PCOCC) – the world’s purest copper, Clarus audio cables are engineered to provide the ultimate listening experience. PCOCC’s low electrical resistance and single-crystal, impurity-free construction makes it the ideal material for producing Clarus’ superior-quality audio-interconnect cables. In addition to ultra-low-distortion PCOCC, Clarus cables are made with precision-formulated polyethylene (PE) insulation providing low loss, superior imaging and maximum sound definition.

Clarus digital and analog audio Interconnects, speaker, and power cabling offer a patented design incorporating three distinctly different conductor types, each individually insulated; solid heavy-gauge conductors, flat conductors and spiral-ribbon conductors (with a non-conductive core). By designing audio and digital cables with multiple strand sizes and shapes, Clarus Cables dramatically improves clarity, resulting in more open and transparent sound.

Please visit the website at <http://www.claruscable.com> for additional information.

About [Clarus™](#)

Established in 2011 in Orlando, Florida, Clarus™ is a new brand of high-end audio and digital/video interconnect cables, speaker cables and power cables. The parent company, Gordon J. Gow Technologies, Inc, a company that prides itself on its customer service, also manufactures Tributaries® products. The winner of the coveted CE industry magazine *Inside Track* Supplier Loyalty Awards a total of 13 times in the past 15 years, Tributaries® is the acknowledged leader in the design, production, and distribution of interconnect cables to the retail and custom installation market.