



# THE ART OF LISTENING

A GUIDE TO BETTER SOUND

## CONTACT

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### Equipment List

- Melody PL-101 Tube preamp with NOS Western Electric 404 tubes
- Belles MB-60 Class A Mono Block Power Amplifiers
- Synthesis 69DC Digital to Analog Converter with NOS Philips 6922 tubes from 1974
- Audience AR12 TSSOX Power Conditioner
- Vivid Audio Giya 3 Speakers
- Soulines Kubrick Turntable with modified SME Series IV Tonearm and Ortofon MC Windfeld Ti Cartridge
- Synthesis 79DC tube-based Phono Stage
- Other Cables - Audience SX Series speaker, Interconnects, power cables

## AUDIENCE FORTE F3 POWER CHORD

### AUDIENCE INTRODUCES A NEW INEXPENSIVE POWER CABLE?

A couple of weeks ago John McDonald, President of Audience, called me all excited about a new inexpensive power cable he was just introducing called Forte F3. He told me at the time that he thought this cable had turned out extremely well and commented that "he believed it really sounded terrific". I remember asking myself "how great could it be for \$299"? I ordered a few on faith and low and behold John was absolutely right about the Forte F3. Although It looks well-made it is fairly non-descript. However, it does sound really good, especially for the price.



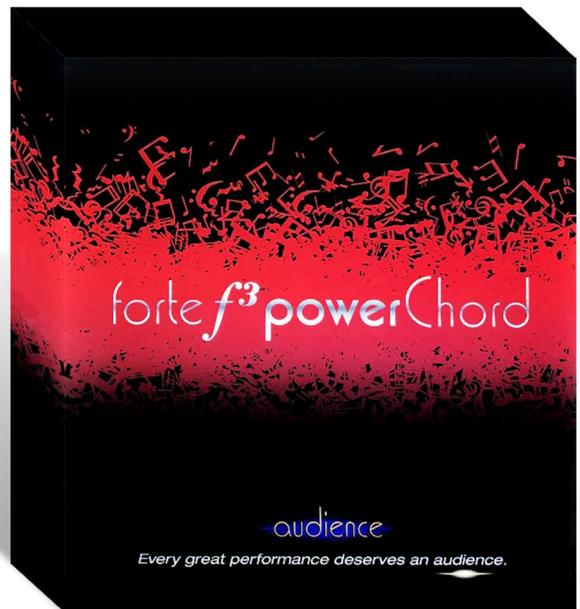
I removed a \$1,200. heavy duty, fancy looking power cable with silver plated conductors from another manufacturer from my Synthesis 69DC tube-based DAC and replaced it with the \$299 Audience Forte. From the first note it

was better in nearly every category right out of the box and has steadily improved over my time with it so far. With the Forte installed the sound stage became more focused and a bit of leanness present with the other cable faded away as the Forte settled in. It definitely has that 'Audience' ability to just make one's system produce sound that's more like real instruments and less like a hifi. That's something that as a musician and recording

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engineer is very important to me and the reason I own over 20 different guitars. Each one has a different character to it and with Audience cables in general more of those differences are revealed to the listener and the Forte is no exception.

The color and texture of individual instruments was vivid while the ambient space within the recording was faithfully reproduced, becoming grand and cavernous when it needed to be but small and intimate when the recording called for it. Voices were very realistic, and I sat and admired how I could hear the chest and throat of the singer along with breathiness, not in a sterile way but in a way that made me feel more connected with emotion of the singer. This was true regardless of what type of music I listened to. Even singers with rough gravelly voices were handled in a way

that almost had me smelling bourbon and cigarettes. Pianos were full and rich with just the right amount of sparkle but with no hint of the glassy glare so often heard. Bass was tight and detailed and full of rhythm and bounced along in a way that had me tapping my toes on several occasions. Cymbals which so often can sound splashy had a natural shimmer that just wasn't apparent with the former cable.

In my opinion Audience has hit a home run with the Forte F3 PowerChord. With it's balance between price and performance I believe it is a true bargain capable of performing at a higher level than many of its competitor's offerings that cost significantly more.

Job well done!

David Jensen

*Audio Industry Veteran – Musician – Recording Engineer*