



Press Release

Southport, UK – 19th October 2017
Gemini3.0 & Mercury3.0

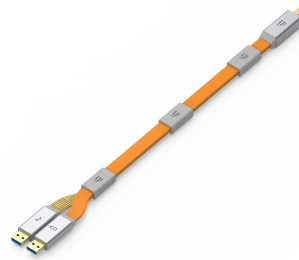
INTRODUCING THE NEW DYNAMIC DUO – GEMINI3.0 & MERCURY3.0

With generic USB cables, the data and the power cables are normally compacted and do not conduct anywhere near as well as they should. They are not sufficiently shielded from each other. This has a negative impact on the USB signal and, therefore, on sound quality.

Not so, our new and improved dynamic duo.

GEMINI3.0

The Gemini3.0 dual-headed cable carries audio and power in two separate cables. This separates the USB data signal from the USB power and limits interference. Furthermore, signal and ground have their own respective geometry for optimal conductivity.



MERCURY3.0

The Mercury3.0 single run cable has quadruple shielding to fully separate and protect the delicate USB data signal from the USB power and reduce noise contamination. It comes with the newest version of our custom-made RF noise silencers.



YOUR AUDIO - FUTUREPROOFED

The USB3.0 platform mandates better connectors and higher quality cables and both Gemini3.0 and Mercury3.0 meet these needs with ease.

This much higher standard transmission platform means USB audio passes with the least disturbance. It enables faster, smoother and less-jittery audio and power transfer.

As audio transmission standards improve, the Gemini3.0 with its USB ultra-speed bandwidth of 5.0Gbps, is also future-proofed.



The retail price of the **Gemini3.0** is:

0.7 metres - US\$379 (ex tax) or €419 / £379 (incl tax).

1.5 metres - US\$529 (ex tax) or €599 / £259 (incl tax).

The retail price of the **Mercury3.0** is:

0.5 metres – US\$209 (ex tax) or €239 / £209 (incl tax).

1.0 metres – US\$269 (ex tax) or €299 / £269 (incl tax).

For full products specifications on both the Gemini3.0 and Mercury3.0, please consult ifi-audio.com.

About iFi

iFi audio is headquartered in Southport, UK. It is the sister brand of Abbingdon Music Research (AMR). They respectively design and manufacture portable and desktop ‘ultra-fidelity’ audio products and high-end audio ‘home-based’ components. The combined in-house hardware and software development team enables iFi audio and AMR to bring to market advanced audio products.

Full product info: <http://ifi-audio.com/>

High-resolution photos & official logos: <http://mediaportal.ifi-audio.com/>

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