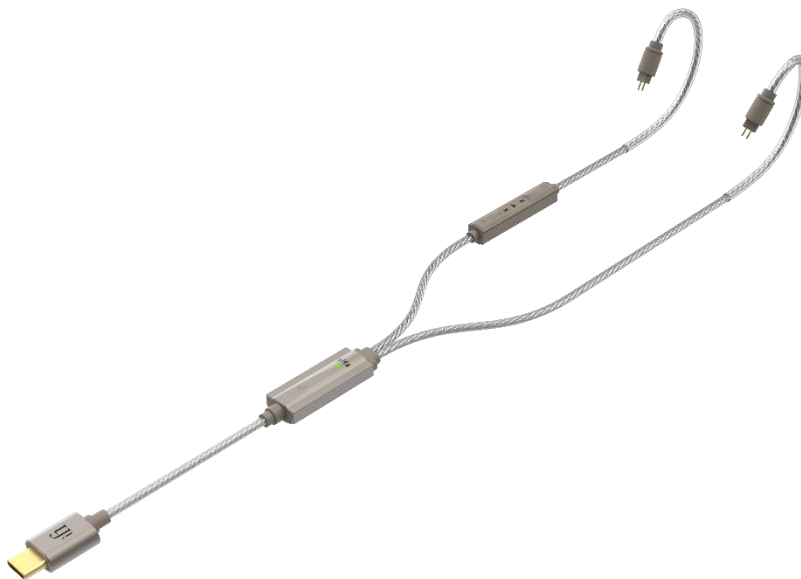




UNDER EMBARGO UNTIL 00:01 (BST), MONDAY 14TH SEPTEMBER 2026

Hi-Fi, Hidden in Plain Sight: Introducing the GO cable

GO cable



Southport, UK: iFi audio are proud to unveil their innovative new DAC/Amp solution for IEMs – the GO cable.

iFi audio have built a high-performance DAC/Amp directly inside a USB-C cable, so you can get great sound on the go without carrying anything extra.

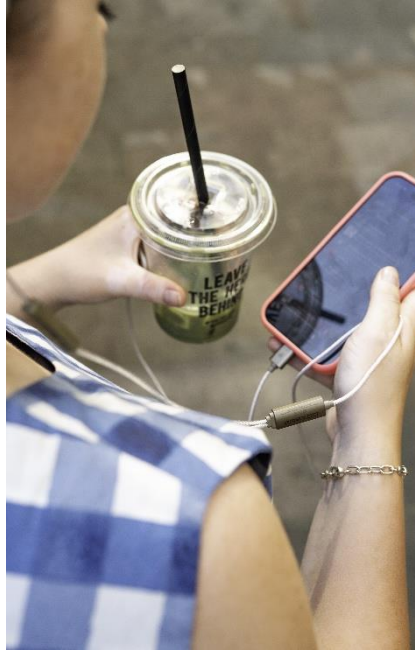
Derived from the architecture of their award-winning GO link, the GO cable bypasses the internals of your device and unlocks the detail, clarity, and dynamic range your device alone can't deliver.



Key Features of the GO cable include:

- **Hi-Res Plug-And-Play Dongle DAC:** Instantly upgrades headphone listening from any USB device
- **ESS Sabre DAC Chipset:** Supports up to 32-bit/384kHz PCM and native DSD256 audio
- **Direct 2-Pin IEM Compatibility:** Connects instantly to IEMs
- **In-Line Controls:** Play, pause, skip and adjust volume directly from the cable.
- **Built-in Microphone:** Allows crystal-clear calls and game chat.
- **Dynamic Range Enhancement:** Adds up to 6dB between the loudest and quietest moments
- **S-Balanced Single Ended Output:** Cuts channel crosstalk in half for cleaner audio playback
- **THD compensation:** Reduces distortion by up over 50% compared to the original GO link Max
- **iFi Nexis App Support:** Selectable digital filters and over-the-air updating* via mobile.

**All iFi Nexis functionality – including firmware updates, filter selection and volume limiting – are additional features exclusive to Android devices.*



High Resolution. In Glorious Colour.

Powered by a high-performance ESS Sabre DAC, the GO cable delivers exceptional audio performance in a remarkably compact design – revealing everything your Spotify Lossless, Apple Music, or Tidal subscription has to offer.

With support for up to PCM 384kHz and DSD256, the GO cable goes beyond today's current streaming capabilities and keeps you ready for a future of high-resolution listening.



Built for IEMs.

Terminating in a pair of 0.78mm 2-Pin analogue outputs, the GO cable provides a direct and secure connection to your favourite in-ear monitors.

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GO cable Starter Kit

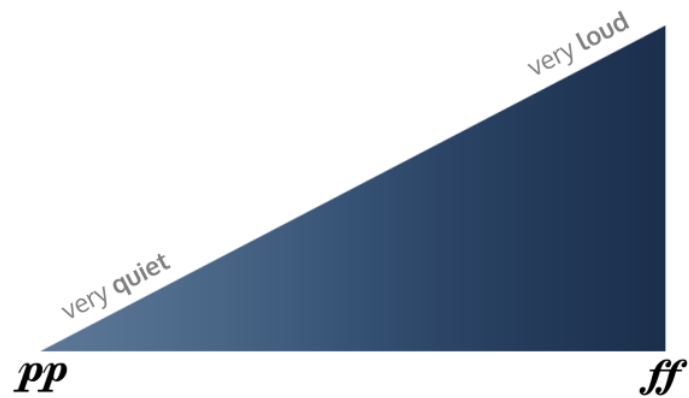
The GO cable Starter Kit combines the GO cable with AIRO Astra IEMs, creating a complete Hi-Res wired listening setup straight out of the box. Astra features a 6mm titanium-plated dynamic driver, tuned for smooth treble, warm mids and deep, controlled bass, with pressure venting designed for comfortable everyday listening. Simply connect to your phone, tablet or laptop and enjoy up to 32-bit/384kHz audio without Bluetooth pairing, charging or additional equipment. The combination is versatile enough for music, gaming, podcasts, studying and video, while the GO cable's built-in microphone makes calls and game chat just as simple. For anyone new to IEMs, the Starter Kit removes the need to choose and match separate components. Compact and ready to use, it brings high-quality wired audio into almost any part of the day.



Control. At Your Fingertips.

Custom silver-plated cabling integrates transport controls and an echo-cancelling microphone, giving you command over calls, volume, and playback without reaching for your device.

It pairs perfectly with consoles including the Nintendo Switch 2, supporting GameChat so you can stay connected while you play – all housed in a premium, water-resistant chassis designed for everyday durability.



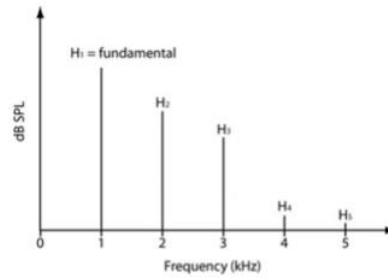
Dramatic Dynamics.

Without wide dynamic range, audio can sound flat and uninteresting, with little to distinguish moments of calm or intensity. The GO cable brings your music to life like never before – iFi audio have hacked the already impressive DAC chip to unlock Dynamic Range Enhancement.

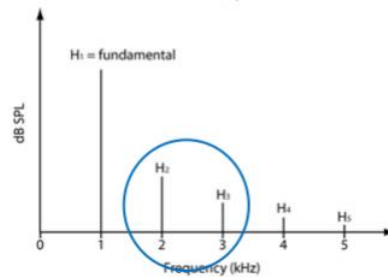
The result is a greater distinction between moody moments of quiet and soaring crescendos, energising your music so you can fall in love with it all over again.



Before THD Compensation



After THD Compensation



Distortion, Defeated.

High levels of harmonic distortion can result in a harsh listening experience, no longer representing the music as it was meant to be heard.

The GO cable includes THD Compensation unlocked within the DAC that keeps distortion under control.



Elevated by Nexis.

The GO cable includes full compatibility with the iFi Nexis app. Firmware updates can be completed over-the-air in moments, without the need for downloading files or using desktop computers*.

In addition, iFi Nexis compatibility has opened the door to new customisation options. The GO cable offers two digital filter options – hybrid and linear – allowing users to fine-tune the sound profile to their tastes in real-time.

**All iFi Nexis functionality – including firmware updates, filter selection and volume limiting – are additional features exclusive to Android devices.*



Pricing & Availability

The **GO cable** is available to purchase at ifi-audio.com and authorised dealers for £79/€79/\$79(USD)/\$119(CAD)

The **GO cable Starter Kit** is available to purchase at ifi-audio.com and authorised dealers for £99/€99/\$99(USD)/\$149(CAD)

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Established in 2012 and headquartered in Southport, UK, iFi audio is a globally recognised developer and manufacturer of high-fidelity audio solutions. Its product portfolio encompasses portable, desktop, and lifestyle devices designed to deliver exceptional sound performance through advanced engineering and innovative design. Guided by a 'music first' philosophy, iFi's products have received numerous international awards and acclaim from professionals and enthusiasts alike, reinforcing its position as one of the leading brands in modern audio. www.ifi-audio.com