

# *The Essence of Music is Emotion*

The *Sweet, Soothing Singing of Violins.*

The *Thunderous Resonance of Kettle Drums.*

The *Warmth and Mellowness of a Vibraphone.*

The *Impact of a Big Band Horn section.*

The *Majesty of a Concert Grand Piano.*

*Yes!* These musical images evoke an emotional response from us all. To re-create “*The Essence*” of the great performances in one’s treasured collection, a high-end system must not do just *some* things well, but excel in every descriptive category:

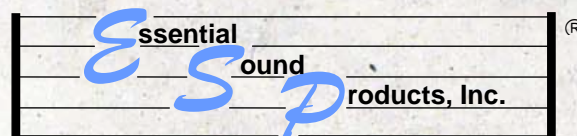
*“True-to-Live” Dynamics,*  
*Natural Harmonics,*  
*Precise Soundstaging,*  
*Resolution.*

Only then will it convey the original performance’s “life and vitality”, which after all is the *Essential Quality* we are searching for. This is our designers’ goal. After more than 18-years development and refinement of our

## [A/C Power Cord and Multiple Outlet Power Distributor](#)

There’s only one name that can appropriately describe what we have achieved:

# *The Essence* REFERENCE-II Power System



A/C POWER CORDS & ACCESSORIES

One listen and nothing else will do.™

# *The Essence* REFERENCE-II

## FEATURES AND PERFORMANCE BENEFITS

The features outlined below are what give *The Essence* REFERENCE-II Power Cord and POWER DISTRIBUTOR multiple outlet power distribution strip their unique performance benefits when connected to your audio/video equipment:

- **Patented Multi-Conductor Geometry** has been optimized in our patented\* cordage geometry design to improve fundamental electrical properties. Our *Essential Lay*™ construction has no soft fillers. The cordage cross-section geometry remains stable even when it is twisted or bent.
- **Maximum Coverage Braided Copper Shield** effectively blocks radio frequency interference (RFI) from being picked up by the cord. This shield also contains the electro-magnetic field generated by the current flow within the cord. Electro-Magnetic Interference (EMI) can cause distortions in nearby interconnects and speaker cables.
- **Premium Furutech Plug & Connector and Proprietary Termination Process** provides the lowest possible contact resistance. Plug and connector have pure copper contacts versus brass, which is only 2/3 copper. The result is dramatic performance improvement in most every aspect. After termination, plug and connector are epoxy filled to hermetically seal the internal components, preventing oxidation, and providing maximum mechanical integrity for years of trouble-free usage.
- **Deep Cryogenic Treatment** to -300° Fahrenheit of each completed cord and power strip assembly. Cryogenic treatment alters materials at the molecular level. This permanent, irreversible process releases residual stresses, and alleviates the negative effects of crystalline grain boundaries in copper and brass. This process effects a measurable reduction in the cord's resistivity for improved current flow.
- **Anti-Resonant, RFI-Shielding Aluminum Chassis** (POWER DISTRIBUTOR) Its unique shape is designed for maximum rigidity, yet its constantly varying material thickness provides a high level of internal damping. Aluminum is a superior chassis material due to its non-magnetic and shielding properties.
- **Eight Hospital-Grade, Isolated-Ground Outlets** (POWER DISTRIBUTOR) separates your equipment ground from shielding/chassis ground to prevent RFI contamination.
- **Filled With Proprietary Damping Material** (POWER DISTRIBUTOR) that encapsulates internal wiring and is in intimate contact with the chassis walls to damp vibrations whether generated externally or internally.
- **Custom Designed Multi-Conductor Internal Wiring** (POWER DISTRIBUTOR) This custom shielded cabling is designed to perfectly compliment the electrical properties of *The Essence* power cord.
- **2-Stage Current Overload Protection** The POWER DISTRIBUTOR incorporates mode-1 spike and surge protection of up to a total 340 joules. Mode-1 surge suppression (between line and neutral legs of the circuit) is most appropriate for an audio/video component system.
- **Hand-Crafted Quality.** *The Essence* REFERENCE-II power cord and POWER DISTRIBUTOR's build quality is evident from the first glance and touch. Our personal attention to detail extends through the entire assembly process, from selection of internal components, to the final step of attaching the nameplate.

Experience *The Essence* REFERENCE but be warned:

One listen, and nothing else will do.™

**Note:** *The Essence* Power System, power cord and multiple outlet strip are designed to perfectly match each other's electrical performance characteristics for seamless signal purity!

# <sup>®</sup>The Essence REFERENCE-II

## EXPERIENCE THE DIFFERENCE...

- **EXPLOSIVE DYNAMICS & TRANSIENT SPEED** From percussion, to brass, to strings, to vocals, macro-dynamics have lifelike energy without compromising timbral accuracy and control. Harshness and distortions on dynamic peaks are eliminated. Micro-dynamics are also rendered faithfully. The Essence REFERENCE-II affords your high-end audio system to achieve a new level of expressiveness!
- **EXTENDED RANGE AT BOTH FREQUENCY EXTREMES** Bass is extended, punchy and articulate with tonal accuracy. Midrange is very open and detailed with natural warmth. Treble frequencies are extended yet not bright or analytical sounding!
- **IMPROVED SOUNDSTAGE IMAGING** Not only are width, depth and height dimensions accurately rendered, featured instruments and vocals have dimensionally or "roundness". In a word, The Essence delivers "uncanny" soundstage realism!
- **GREATER RESOLUTION** Sounds emanate from a grain-free background. Ambient details like room acoustics are more apparent and micro-dynamics more delicate and natural.
- **ENHANCED VIDEO** More "pop" - improved sharpness, contrast, and color saturation for more realistic images!

## REVIEW EXCERPTS

"At last, a power cord that can properly be termed a component." **The Absolute Sound**

"No single accessory has had a more profound effect." **Ultimate Audio**

"In Today's Ultra-High Priced World, The Essence Reference AC Power Cords' Price And Performance Shocked Me" **The Inner Ear**

"THE VERDICT: Personally, I don't care if they dunk these things in the French fryer at McDonalds to make them do what they do. I want neutral sound for my reference gear and that's what the Reference cords deliver." **Tone Audio**

"The Essence Reference betters a couple of the Shunyata Research power cords I've been using for the past few years, namely the Taipan and Python...The Essence Reference is far more uniform, and neutral, in its presentation, making it suitable for use with a wide array of components. I wonder, in fact, if there are any systems in which it won't sound terrific, so unassuming and transparent are its contributions." **SoundStage**

"I need to make this point very clearly; this is not a matter of *preference*. Once I heard my system with the E.S.P. products in place it simply sounds "wrong" without them, not less good, wrong." **Positive Feedback**

"...produced the most analog and realistic sound I've yet to hear from digital. Adding The Essence power cords was tantamount to upgrading the units (and I've heard upgrades that were far more subtle). There was more ambience on the best CDs than I ever believed possible. Strings were less metallic and strident and the cable's effect on imaging had one wondering whether the company had built a digital VTA adjustment into their Essence Reference." **The Inner Ear**

# *The Essence* REFERENCE-II

## USE AND CARE INSTRUCTIONS

**Congratulations** on your purchase of the finest a/c power system components available for High-End audio and video applications. These products are the culmination of over ten years of engineering research and development, empirical testing and extensive auditioning with a wide variety of audio and video components. **The Essence REFERENCE-II Power Cord and POWER DISTRIBUTOR** are designed to provide you with years of the highest level of musical enjoyment. Before plugging the component into your system, please read the following:

- **The Essence Power System** components are designed for standard a/c service worldwide including; North America (15-20Amps, 120Volt, 60Hz), and Africa, Asia, Australia, Europe and South America (10-20 Amps, 220-240Volt, 50Hz), polarized or non-polarized. For safety, the POWER DISTRIBUTOR has a user-serviceable 20-amp/250-Volt "fast-blow" fuse, located just above the power cord strain relief.
- **The Essence REFERENCE-II Power Cord and POWER DISTRIBUTOR** are designed to be plugged directly into the wall outlet. Use of a "cheater" plug will not harm your equipment, however, it is not recommended for two reasons; 1) interrupting the ground connection could present a safety hazard in the event of a short circuit, and 2) it will likely compromise performance. For example, defeating the ground compromises shielding effectiveness increasing EMI and RFI distortion. Longer cord lengths are available for individual cords and the POWER DISTRIBUTOR. Ask your dealer or contact us for additional information. The power cord and multiple outlet strip can be used with any High End audio component including analog and digital front end components, pre-amplifiers and power amplifiers, as they have no current limiting devices. In fact, best performance is achieved when all components are connected with **The Essence**. The POWER DISTRIBUTOR has four pairs of duplex outlets; each pair wired in parallel. This means analog and digital components can be plugged into the unit without contaminating each other, as long as they are plugged into different outlet pairs. Each pair of outlets has two markings on its face; a green dot, which indicates "hospital grade", and an orange triangle designating "isolated ground". Hospital grade electrical devices have higher mechanical integrity and chemical resistance requirements. Isolated grounding avoids potential external contamination from sources such as RFI, EMI, or static. Line and neutral contacts are each fabricated from a single electrical-grade bronze blank, which is over 98% copper, as opposed to brass used in typical outlets, which is only about 67% copper. Bronze is superior to brass in electrical conductivity and sonic characteristics, resulting in more natural timbres. The ground contact is formed from a single brass stamping, for improved electrical conductivity.
- **The Essence** will go through an initial break-in similar to speaker cables and interconnects. Please allow approximately 48-96 hours playing time for complete break-in. This period is characterized by a gradual refinement of the sound starting with the bass, working through the midrange, and lastly the treble. Unlike cables in other parts of the chain, power cords will experience significant break-in even when you are not actually playing music. This break-in occurs because some current is always flowing through your component as long as it is turned on. However, playing the system at normal listening levels will accelerate the process and is required for complete break-in.
- Your equipment will likely undergo additional break-in to the new level of dynamic contrast afforded by using **The Essence**. What this means is for a given volume level, peak musical passages will be louder and fuller with richer yet natural timbres. Dynamics place demands on your equipment's power supply. The capacitors "re-form" to store additional energy and respond to the higher musical peaks. Therefore, some of the peakiness associated with the power cord mentioned above is actually coming

## USE AND CARE INSTRUCTIONS (Con't)

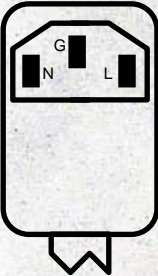
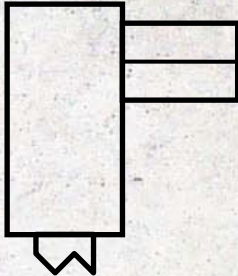
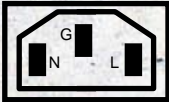

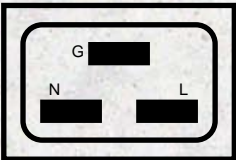

from your system components. Remember this point when changing equipment in your system using your previously broken-in cord. Break-in CD's are useful in accelerating the process. If you do not own one, use a few of your most dynamic recordings. In any case, don't worry. You probably performed the original equipment break-in with normal playing, and given time your system will adjust.

- **The Essence** power cord is specially designed for "non-portable" High-End audio/video components. Occasional flexing required for equipment set-up is fine. Do not use the cord with equipment that will be moved often, or expose the cord to heavily trafficked areas. Regular foot trampling or moving heavy objects across the cord may damage it and are considered abuse, therefore; voiding the warranty. Replace the cord immediately upon the first sign of interruption in continuity of the conductors, or significant physical damage such as a cut or mashed appearance. Avoid sharp bends if possible, particularly at the connector interfaces. Several IEC connector options are available to suit most every component and installation. See the IEC connector illustrations later in this manual.
- **The Essence** is made from insulating and jacketing materials, connectors, and sleeving, which is industry proven for each application. In fact, each individual all current-carrying components used in the assembly of these products, including the custom designed cordage and internal wiring in the POWER DISTRIBUTOR, conform to an Underwriter's Laboratory (UL) rating for electric power handling. **The Essence Power System** components can be used with confidence that they are safe for any audio/video application including custom installations. For enhanced performance and mechanical integrity, the plug and connector housings are filled with two low dielectric adhesives having complementary resonant characteristics.
- Occasional cleaning may be required to keep your power cord and multiple outlet strip looking and performing like new. Cleaning of exterior surfaces to remove of light dust and dirt is best accomplished by wiping your components with a lightly dampened cloth. A drop or two of dish washing liquid can be added to the pail of water to help break down surface tension. For your safety and to prevent the onset of corrosion, be sure to thoroughly dry exposed connector pins. Do not submerge the power cord or POWER DISTRIBUTOR in water. Also, avoid cleaners with ammonia and acetone as they may affect the surface finish of your unit.
- **The Essence** POWER DISTRIBUTOR finish is similar to an automobile's two-coat paint. It consists of a metallic/pigment coat covered by a clear protective coat. This finish is particularly suited to repairing light scratches, which can occur during normal use of the product. Such scratches can be removed by using an automotive polishing compound. Follow the simple instructions on the container. Usually, a few firm strokes over the scratch followed by lighter rubbing over a larger area as the compound dries, will remove the scratch and restore the surface's original shine. Note; do not apply polishing compound to plastic surfaces as it may affect the surface finish.
- To prevent oxidation of internal components, plugs and IEC connectors are hermetically sealed. For exposed electrical contact surfaces such as plug pins, occasional (1-2 times/year) cleaning of the plug pins to remove light oxidation is advisable. Brass/Copper cleaners actually work very well as they contain fine abrasives. Apply only to exterior surfaces where all residues can be removed. Do not use to clean recessed contact surfaces in outlets or connectors. Ask your dealer to recommend non-abrasive solutions such as "Oxygone" or "Deox-it" which are specially formulated to remove oxides without leaving a residue. Note - solutions containing "keytones" such as acetone should be avoided as they can harm polycarbonate components such as the plug housing and POWER DISTRIBUTOR end caps.

# *The Essence* REFERENCE-II

## IEC CONNECTOR OPTIONS

The following illustrates the IEC connector termination options available by special order on *The Essence* REFERENCE-II power cord. Please consult with your dealer for ordering information.

<u>IEC Connector Description</u>	<u>Front View</u>	<u>Top/Side View</u>
1. <b>90° Down, C-13 IEC Connector</b> - fits Mark Levinson components with IEC jack <u>under</u> unit		
2. <b>Miniature, C-13 IEC Connector</b> - fits Nelson Pass Amplifiers with recessed IEC Jacks		
3. <b>20-Amp, C-19 IEC Connector</b> - fits Audio Research, and Jeff Rowland components.		

# ***The Essence*** **REFERENCE-II**

## **NEW PRODUCT WARRANTY**

*Essential Sound Products, Inc.* as manufacturer of *The Essence* a/c power cord and POWER DISTRIBUTOR multiple outlet a/c power distribution strip, warrants to the original purchaser that these product be free from defects in materials and workmanship for the life of the product.. "Physical damage" to any *Essential Sound Products, Inc.* product that is determined to be the result of abusé voids the terms of this warranty. Physical damage includes dents, cracks, chips, evidence of crushing, or any other type of damage sustained by irregular usage.

## **REFURBISHED PRODUCT WARRANTY**

The term "refurbished" applies to products, which have been previously sold and returned, reconditioned as required by *Essential Sound Products, Inc.* or an authorized agent, and repackaged for selling purposes. *Essential Sound Products, Inc.* as manufacturer/refurbisher of *The Essence*, a/c power cords and multiple outlet power distribution strips, warrants to the original purchaser that these products shall be free from defects in materials and workmanship for a period of one (1) year from the date of purchase.

## **LIMITATION**

*Essential Sound Products, Inc.*'s obligation under this warranty is limited to repairing or replacing at its option, any product which is returned to *Essential Sound Products, Inc.* or to the dealer from which purchased, within said warranty period, and upon examination shall disclose to *Essential Sound Products, Inc.*'s reasonable satisfaction to have been defective in material and/or workmanship. In no event shall *Essential Sound Products, Inc.* be responsible for injury, property damage or other consequential damages arising directly or indirectly out of the product, notwithstanding the fact that said injury, property damage or other consequential damages arose directly or indirectly from an actual or alleged defect in materials and/or workmanship.

## **EXCLUSIVE WARRANTY**

This warranty is the only warranty applicable to the power cord and/or power strip and is expressly in lieu of all other warranties expressed or implied, including any implied warranty of the merchantability or fitness for a particular purpose, and any other obligation or liability on the part of *Essential Sound Products, Inc.*, and *Essential Sound Products, Inc.* neither assumes nor authorizes any other person to assume for it any other obligation or liability in connection with these products.

## **PRODUCT REGISTRATION**

Product registration is not required, but strongly recommended to facilitate ease of processing in the event of a warranty claim. Registration cards should be mailed to:

***Essential Sound Products, Inc., P.O. Box 81998, Rochester, MI 48308-1998, USA.***

Product registration can also be performed by visiting the *Essential Sound Products*' website at:

**<http://www.essentialsound.com/registration>**

## PRODUCT REGISTRATION

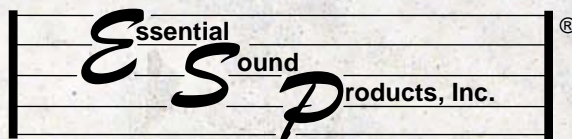
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State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip/Mail Code \_\_\_\_\_  
Tel. \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
May we add you to our e-mail list for future product announcements and promotions? (yes/no) \_\_\_\_\_

Purchase Date \_\_\_\_\_ Dealer \_\_\_\_\_ City \_\_\_\_\_  
Salesperson \_\_\_\_\_  
Comments about Dealer/Salesperson Service \_\_\_\_\_  
Total Cords Purchased \_\_\_\_\_ Number-Length of Cords \_\_\_\_\_  
Cord S/N's \_\_\_\_\_  
Number of Multiple Outlet Strips \_\_\_\_\_ S/N's \_\_\_\_\_  
Comments about Product Features / Performance \_\_\_\_\_

Please Describe your Audio/Video System (Equipment Brand/Model):

CD Trans./Player _____	\$ _____	D to A Converter _____	\$ _____
Other Digital Processor _____	\$ _____	Digital Interconnect _____	\$ _____
Turntable _____	\$ _____	Arm _____	\$ _____
Cartridge _____	\$ _____		
Tuner _____	\$ _____	Tape Deck _____	\$ _____
DVD Player _____	\$ _____	Laser Disc/VCR _____	\$ _____
A/V Pre-Amp/Processor _____	\$ _____		
Pre-Amplifier _____	\$ _____	Amplifier _____	\$ _____
Number of Detachable Power Cords Used _____	Brands / \$ _____		
Do you use a Multiple Outlet / Line Conditioner Strip? (Y/N) _____	Brand _____		\$ _____
Analog Interconnects _____			\$ _____
Speakers (Main) _____	\$ _____	Speaker Cable _____	\$ _____
Subwoofer(s) _____	\$ _____	Active Crossover _____	\$ _____
Accessories _____			\$ _____

**Please return within 30 days from date of purchase to:**

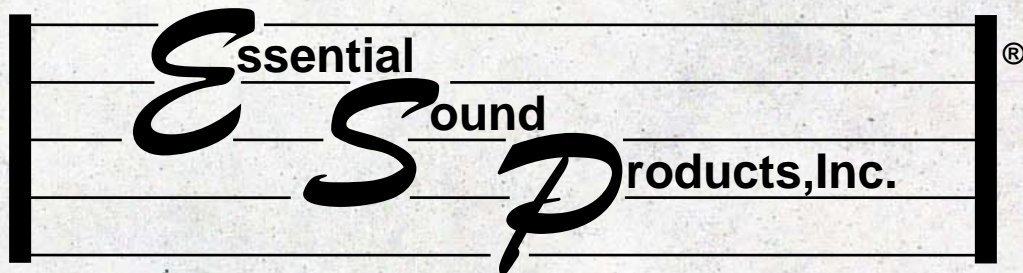


**PO Box 81998  
Rochester, MI 48308-1998 USA**

Your warranty card may be returned by Fax to: (248) 375-2701; Country code 1



**For more information call or write:**



**A/C POWER CORDS & ACCESSORIES**

P.O. Box 81998, Rochester, MI 48308-1998

Tel: 248-375-2655

Fax: 248-375-2701

e-mail: [info@essentialsound.com](mailto:info@essentialsound.com)

web: [www.essentialsound.com](http://www.essentialsound.com)

**Thank you for your purchase!**