



Understanding Your New Morrow Audio Cables

Cable Break-In, Signal Direction, Hook-up



Morrow Audio™

A Sound Decision

SSI Technology
Solid Core Small Gauge Individually Insulated

CABLE DIRECTION:

The Morrow Audio label depicts the direction of the cable and is the "output" end of the cable. The non-label end goes to the source. As an example, if you were hooking up a CD player to a preamp, the label end would be on the preamp. If hooking up a turntable to a phono preamp, the label end would go on the phono preamp. If hooking up speaker cables, the label end would go on the speakers.

SPEAKER CABLE HOOK UP:

On regular speaker cables (non-bi-wired), the red is plus/positive and the black is minus/negative on your speaker cables. This also corresponds with the binding post colors on your amplifier and speakers in most cases.

BI-WIRED SPEAKER CABLE HOOKUP:

<u>Amplifier End:</u>	<u>Speaker End, High Frequencies:</u>	<u>Speaker End, Low Frequencies:</u>
Red is positive	Red is positive	White is positive
Black is negative	Black is negative	Blue is negative

CABLE BREAK-IN:

The breakin process is a normal process. All equipment... speakers, amplifiers, cartridges and cables require time to breakin, or settle into your system. Think of it as you would a new pair of shoes. At first the shoes are stiff. After time, they soften and become easier to walk in.

We recommend that you just hook up the cables and enjoy! This is the natural approach to breaking in your cables, just listening to your system. If you hear any of the anomalies described below, know that they will go away as you continue listening and breaking them in.

Our cables are meant to be hooked up and left alone. If you later move your cables, 1 to 2 days might be required for them to "settle" into their new positions. If you notice a change in the sound, all will return after the 1 to 2 days.

Understanding the break-in process and our cables:

The Morrow Audio line of cables are very different from most others, as well as their break-in temperament. The extreme high quality of these cables require a longer break-in period than most. This **MUST** be understood. If you are used to and believe that all cables require only a few hours or so to break-in, you will be deceived by this and miss out on an exceptional musical experience.

Avoid premature returns:

We receive very few returns during the 60-day audition period. Most of the returns have been from customers who did not complete the break-in process. Let the breakin process run its full course. Don't let a pre-mature return rob you from the sonic beauty that our cables have to offer.

A faster way to break in your cables:

If you would like to speed up the process, follow one of the methods below. Playing at normal listening levels will break-in your cables:

- An electronic device designed for breaking-in cables.
- An FM tuner, tuned to inter-station "hiss". This "hiss" is white noise, covering the full spectrum of frequencies, breaking-in your cables.
- A CD player on repeat can also be effective. Use a CD with a full spectrum of sound like heavy rock music, or a CD designed for breaking in components or cables.

Short Cuts & Helps:

PHONO CABLES: If you have RCA to RCA phono cables to breakin, do not break them in on your turntable. The signal is too small there to provide proper breakin. Instead, put them on a CD player, or other source mentioned above. If your phono has a DIN plug, you will need to break them in on your turntable. We recommend just playing them while you listen, to lesson wear on your needle.

DIGITAL CABLES: Breaking in your digital cables in a position other than from transport to DAC will speed up the breakin process. IE, between a preamp and power amp. Digital signals are typically small and will take longer than usual. Feeding an analog signal through them will speed up the process.

ALL YOUR EQUIPMENT NEED NOT BE TURNED ON: All you need to do is to be sure that your cables are plugged in and the signal is flowing. The input impedance will allow the signal to flow. See the chart below.

Breaking in one pair of interconnects: CD Player (hooked up, on and playing) >>> Preamp (hooked up only, not turned on).

Breaking in 2 pairs of interconnects: CD Player (hooked up, on and playing) >>> Preamp (on and playing) >>> Power Amp (hooked up only, not turned on)

SPEAKER CABLES: Your system must be turned on and the speakers playing.

POWER CORDS: These must be hooked up and the equipment turned on. You can use other devices to break in the power cords, like, a cable TV box that is on all the time, computer, etc.

What you will hear:

With Morrow Audio cable products, we have found that the sound is good at first, then there is a dip in sound quality. This dip quickly rises back to a comfortable listening quality with a steady improvement, rising far above the first listen until the end of the break-in process. This whole process generally occurs over a 50 to 300 hour period, sometimes as long as 600 hours depending on the cable model.

In order to help you know what you will hear during this process, we have provided below an explanation and actual customer testimonials for the first hours, mid-way hours and then the sonic glory of a fully broken-in product.

The first 50 hours:

When you first hook up your cables, you will hear about 70% of the sonic potential the cables have to offer. The highs might tend to be a little peaky or in some cases muffled, bass will be lacking and the soundstage shrunk.

- "After receiving the new Morrow cables, I immediately began playing music on them. They sounded thin, no bass."
- "I could hear early on how good the clarity and definition were."
- "At first, they sound rather lean..."
- "The highs were flighty in the beginning, but the promise of something good was there, so I hung in there, and am very, very pleased. Clean as a whistle."

Mid-way through the break-in process 50 to 100 hours:

Between 50 and 100 hours you will begin to experience and notice the sound opening up, as well as more bass content.

- "Things are starting to happen. This morning...what a difference...67-72 hours ...exactly as stated by your users. I am going to China on business for about a week but will be ordering more cables when I return."
- "The soundstage is beginning to open up. I can tell that the bass also is blooming out and increasing."
- "The cable opened up tonight. What a difference a day makes. Dynamic, clear, full and weighty. It is a very musical speaker cable and images very well."

A few 170-hour testimonials:

- "After a good trial and further running in, I have concluded that the MA5's you sent me are excellent, with better bass and treble, clearer midrange, better soundstage and most importantly much improved overall musicality. So I am very pleased and will be keeping them."
- "Changes? Absolutely! I must tell you that I was somewhat skeptical, not necessarily about the actual existence of a break-in process because I have experienced some of it with other cables. However, I must tell you that about 10 days ago, with around 170 hours of playing time on your interconnects, the sound changed dramatically! Even my wife noticed the changes. Both of us are very impressed with the changes that occurred."
- "Suddenly, the soundstage opened up significantly, timbers became fleshier and more realistic; dynamics [micro and macro] are more organic, and articulations [staccatos, pizzicatos, etc.] are more natural. But the most dramatic change occurred with the sense of 'physical space perception', as I can best describe it. My wife nailed it: it sounds like live music now! This perception is more evident in our several recordings from the Mapleshade label, which has wonderful jazz recordings."
- "Mike, I am a professional conductor, so I've been working with college choirs [and occasionally with orchestras as well] for a long time now, so I know a thing or two about musical sounds. I must say that your cables have definitely helped my stereo gear get closer to what real music is!"

After full break-in:

As you reach the end of the break-in process, the frequency extremes fill in and smooth out, the midrange bloom, realism and detail is spectacular and the cable takes on a very natural sound presentation.

- "The MA3 interconnects are awesome in my system!!!! Your 5-day burn-in helped a lot. WOW! Want you to know that your MA3 kicked major butt over the 4 times more expensive interconnects I was using. Now, I am a believer."
- "After this break-in period, I played disc after disc and became a believer in Morrow Audio's hype. The bass was spectacular, the highs were open and nicely extended, but the midrange with female vocals or acoustic instruments, like guitar and piano, became surreal. Whitney Houston and Karen Carpenter came to life. Recordings which were really good became great!"
- "As the cables break-in, the bass and lower midrange fill out, and the cables become much more extended at the frequency extremes."
- "Amazing clarity of sound and deep bass."
- "Clear, precise, great rhythm, deep clear bass, inner detail..."
- "They have great clarity, presence, extension and just sound beautiful! I believe these are quite special."
- "The cables have a very natural sound and do an excellent job of preserving the natural timbre of instruments."
- "The sound stage is huge! I'm very happy."
- "There is substantially more bass with no loss of clarity/ definition. The midrange/ highs sound very natural."
- "Great audio cables Mike! BIG improvement on my audio system... soundstage, focus, tone quality, it is all there."

RETURNS AND TRADEUP CABLES:

RETURNS: Returns for a refund must be approved. Please go to this link: <http://morrowaudio.com/services/returns-and-warranty> Once approved, ship to: **Returns Department, Morrow Audio, 6608 Dixie Hwy, Florence, KY 41042**

TRADE-UP: No approval is needed. Ship your trade in cables to: **Trade Up Department, Morrow Audio, 6608 Dixie Hwy, Florence, KY 41042**