

Jorma Design no. 1

By Jan Nielsen HIGH FIDELITY 6/03

Being successful with his power cords Jorma Koski has started to produce interconnect and loudspeaker cables.

Unlike JPC 2.5 power cord, the interconnect cable and the loudspeaker cable is in the absolute top class concerning quality and price. (There is probably a new power cord cable in pipe line).

Jorma Design No1. is available in both balanced and unbalanced version. The last one, which we here take a closer look at, has Eichman Silver Bullet Plugs and inside the cable is 2 of the special Bybee Quantum Purifiers (see <http://bybee.langtech.com>). The cable itself consists of many fine copper/Teflon threads.

The cable is covered with the typical black braided sleeve, which we have seen before and the cable is market with the golden plate with "Jorma Design No 1" on it.

The cable is delivered in a black, hard plastic case and even the case is marked with the golden name plate.

Really impressive

We were equipped with a big portion of scepticism when Jorma was telling us about his new cable. Soon the scepticism would change into amazement, astonishment and wondering What is happening?

What makes this cable so good? Shortly, there is integration, consistency, neutrality, and "correction" in the sound. If we would like to point out any special quality we would say integration in the sound and the micro dynamic aspects as well.

Just imagine, the three ways -loudspeaker, which suddenly starts to sound like an integrated integrity, without forming any links between the different elements. The cable works like a kind of phase correction.

We have used Jorma Design no. 1 with four different set ups and even tried them on set ups which are in reasonable price level, and we could not miss the difference.

Even people who normally do not work with cables and these who totally dismiss such "nonsense" had to admit that something happened!

At the time of writing, the cable has been connected in a couple of weeks between the CD player and the amplifier, and we still can hear nuances and new details have appeared, which were not there before.

We were suspecting that a big part of the difference was caused by the special Bybee Quantum Purifiers. And you can always ask: why do the other cable makers not use them too?

According to Jorma, the Purifiers make a part of the improvement. The wire itself which are used on the cable, have a big influence too.

During the whole test we have used the Jorma Design no.1 as reference cables.

Every time that we were focusing on something special – positive or negative – the Jorma no.1 cables brought the sound back to the pure and neutral level.

Many times we could establish the fact that the different faults or imperfections in the sound, which we first thought were caused by the loudspeakers, amplifiers or the CD, suddenly were much reduced or have completely disappeared. At the same time no other sound was missing and no special tone was dominating.

This is amazing.

Still, you can find the cables, which are slightly better in some aspects, but it is the general picture that counts as you know.

Of course, it is very expensive for one meter of an interconnect cable. But if the cable gives us a subjective improvement of the sound, which otherwise only an expensive upgrade of the set up could give, we have to reconsider the price question of the cable.
We strongly recommend The Jorma Design no.1 cable to the lucky people who can afford it.

Comments from Jorma Design:

The Bullet Plugs in the RCA interconnects are from. 2004 changed to the outstanding RCA connectors WBT-0110 Ag nextgen silver Signature.

The power cords mentioned in the article are not for sale in USA.