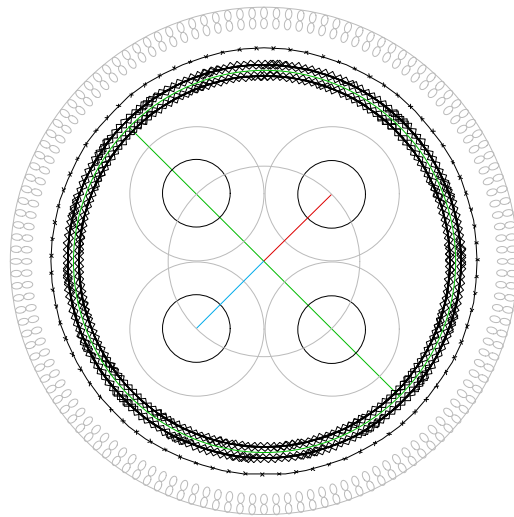


MISSION PHONO

[Mk.II]



AD COPY + SPECIFICATIONS

1 | 2017



MISSION PHONO Mk.II PHOTOS

ZU AUDIO MISSION PHONO Mk.II PHONO-LEVEL ANALOG INTERCONNECT





MISSION PHONO Mk.II PHOTOS

ZU AUDIO MISSION PHONO Mk.II PHONO-LEVEL ANALOG INTERCONNECT





MISSION PHONO Mk.II AD COPY

ZU AUDIO MISSION PHONO Mk.II PHONO-LEVEL ANALOG INTERCONNECT

INTRODUCTION OF THE Mk.II MISSION RCA CABLE

Zu Mission interconnecting cables are all about maximum hi-fi value and are designed to challenge the state-of-the-art but at reasonable prices. Mission Phono Mark-Two [Mk.II] will improve the sound of your system by lowering noise and improving top to bottom transient and tonal resolution, with the biggest area of improvement is in stereophonic imaging—few if any other cable will be as convincing as Zu Mission Mk.II for stereophonic magic.

Mission Phono Mk.II is developed specifically for phono-level balanced two-channel stereo signal transmission and gives you the best possible protection from RF noise, the widest bandwidth, and the most convincing transmission of stereophonic content—left and right channels being perfectly matched and propagate in the same exact dielectric space. Ground is not tied or referenced to either end of signal or signal's mate.

Turntable phono-level signals are much smaller and different from standard RCA-type line-level signal. Line-level RCA-type signal is transmitted and received within a high-impedance single-ended system and needs to support up to five volts. Phono-level signals operated in the millivolts, may have as low as a 2 ohm source impedance, and experience as high as 75dB of gain at the phono preamp. Mission Phono is designed for this application and addressed the unique features of phono-level signal. The result is a state-of-the-art performing cable but within the Mission line's high value proposition. Combining a low reactance Zu/Gore® two-channel balanced stereo geometry with an overall high conductance and high magnitude shield ensures pristine interconnection and transmission for your very low level phono signals.

Performance goals are realized through Zu and Gore® cable technologies, which bond the 2-channel stereo circuits in the same dielectric space providing identical left/right interconnect conditions and performance, an advantage that is not possible with traditional white/red co-ax cables. Zu Mission also use innovative material technologies such as Teflon® (PTFE) dielectric and pure silver deposit over pure copper core.

ABOUT THE WBT NEXTGEN PHONO PLUG

While the hollow pin SwitchCraft are still one of the best RCA-type connectors out, we believe the WBT® nextgen™ plugs to be the best. These plugs contribute to Mission Mk.II cables performance in the following ways. Both signal and ground contacts are made from pure copper and not turned from brass. The pure copper, single piece contacts are then directly gold plated to ensure a lifetime of consistent maintenance free performance. This single piece pure material methodology yields higher conductance measures and lower noise, improving detail without any spectral imbalances or treble forwardness. Also, the bulk of the dielectric material used in supporting the contacts is Teflon for the lowest possible signal loss through the plug section of the connector interface. The connector, like all WBT designs, is extremely well engineered and designed to last. And combined with our precision equally well engineered termination and full epoxy/graphite matrix potting the connector and connector/cable termination perform even better and will last your lifetime without giving you a single problem. We have tried about every top-level RCA on the market for fitment on the new Mission Mk.II (including making



MISSION PHONO Mk.II AD COPY

ZU AUDIO MISSION PHONO Mk.II PHONO-LEVEL ANALOG INTERCONNECT

several of our own) and the WBT nextgen has stood out as the most natural sounding and most fully engineered. Added to the termination of the WBT nextgen RCA is a external rubber strain relief, a detail that safeguards the lead-in cable from excessive bend radius and breakage and allows for full potting of the connector housing assembly.

ZU MISSION MK.II KEY FEATURES AND BENEFITS

- Zu/Gore®-Quad shared dielectric dual signal bonded cable geometry for low electromagnetic interference susceptibility and guaranteed near perfect left/right measures and behavior. This ensures the highest level of stereophonic realism.
- Dense electric and magnetic signature, as well as the cables physical dimensions, further guard against RF and audiogenic noise and allow for small and easy handling quality.
- The very low, uniform and square reactance [Cp and Ls] of Mission Phono Mk.II facilitates very long runs without bandwidth loss or phase issues.
- Uniform impedance characteristics of Mission Phono Mk.II reduce standing waves and contribute to the stable propagation of intelligence in short or long runs.
- Zu Mission Phono has no DC offset like in coax designs and features perfect symmetry between left and right channels. As mentioned, this identical relationship between channels guarantees the highest possible recreation of dimension, stereo, density, and tone.
- Mission Phono also has a reduction of the critical Cp measures, 40% less compared to coax with the same conductance measures.
- Graphite loaded epoxy potting hermetically seals the termination of wire and connector and improves ESD performance and reduces the unavoidable EM reflections lowering the standing-wave ratio [SWR].
- Virgin white Teflon® insulation with identical electrodynamic relationships provide a very low dielectric constant and exceptionally low dissipation factor—features that improve bandwidth, phase relations, and overall musical resolution. (Our competition uses wires insulated with different colors and usually PE or PVC, products which are a much greater impediment to fidelity compared to Teflon. While you wouldn't think so, each color and pigment has it's own influence on sound which brings about subtle shading and differences in net tone as well as tone between left and right channels.
- Made by us in Ogden, Utah, U.S.A.

BURN-IN

Zu Mission Phono Mk.II cable will require a fair amount of use before it's fully burned in, roughly 400 hours. We do offer a burn-in service but know this adds three weeks minimum to delivery and there is a charge. If you are burning the cable in yourself we do not recommend any burn-in devices or special recordings. We do recommend music you enjoy, preferably upbeat full spectrum recordings: rock, roots, full orchestra, big band....

For the possible hows and whys about burn-in please see the Answers section of our website.



MISSION PHONO Mk.II SPEC'S

ZU AUDIO MISSION PHONO Mk.II PHONO-LEVEL ANALOG INTERCONNECT

Design	Zu Mission Mk.II combines Zu and W.L. Gore® stereo transmission technologies and marries them with cutting edge manufacturing and regulated shielding within a copper core / silver skin / PTFE platform. The result is a 2-channel phono-level signal transmission that is virtually immune to RF and realizes less noise from your system than other cables.
Device Under Test	Zu Mission Phono Mk.II 39" [1.0m]
Connectors	WBT-0114 nextgen™ RCA plugs, fully epoxy potted.
Production	Q3 2013—
Cable Format	2-channel stereo within discrete RF cage with discrete ground and channel leadouts
Signal Conductor Metallurgy	Pure U.S. refined, drawn and processed copper core with direct deposit pure silver skin
Ground Conductor Metallurgy	Pure U.S. refined, drawn and processed copper core with direct deposit pure silver skin
Shield	95% high magnitude braid screen is fully discrete
Cable Geometry	Zu/Gore™ two-channel balanced transmission
Signal Wire Geometry	Low strand count, perfect lay
Ground Wire Geometry	Low strand count, perfect lay
Dielectrics	Virgin white PTFE, air, all circuits
Cable Sheath	PET
Leadout Sheath	PET
Connector Metallurgy	[note optional connector specifications]
Connector Termination	Silver bearing solder
Y-out Metallurgy & Makeup	100% diamagnetic.
Directional	Yes, direction arrows printed on both y-out barrels.
Crosstalk	Nil, channels are separated by virtual ground.
Bandwidth	DC - 1GHz
RF Shielding	high magnitude, tinned copper braid + Zu/Gore geometry
Rs Signal	0.06 Ω
Rs Signal'	0.06 Ω
Cp pin / shield	128 pF
Cp Signal ch. 1 / Ground ch. 2	128 pF
Cp ch. 1 / ch. 2	45 pF
Ls Signal	1.6 uH
Ls Ground	1.6 uH
Bend Radius	Main cable body 1" [25mm]
Cable Diameter	Main cable body 0.165" [4.2mm]
Leadout Bend Radius	1/2" [12.7mm]
Leadout Cable Diameter	0.145" [3.7mm]
L / R Leadout Span	12" [31cm] standard, custom options available
Tolerance	greater than 0.01% on all intra-channel measures
Weight	3.63 oz [103g] connector dependant
RoHS	compliant
Design	Zu Audio & W.L. Gore®
Manufacturer	Zu Cable Inc. Ogden, Utah
Manufacturers Country Of Origin	U.S.A. cable and termination. Germany for connectors.
Connector Manufacturer	WBT=Germany, SwitchCraft=Mexico, Cardas 5-pin=U.S.A.
Life Expectancy	100 years+
Warranty & Service	limited lifetime, does not cover misuse or abuse



MISSION PHONO Mk.II WARRANTY

ZU AUDIO MISSION PHONO Mk.II PHONO-LEVEL ANALOG INTERCONNECT

Zu products are designed and manufactured to the highest quality. However, if something does go wrong Zu will fix or replace the product free of charge. Mission Phono Mk.II have a limited lifetime warranty to original owner. If under normal home use you have any problems we will fix or replace the product.

While every effort is made to ensure a perfect finish that will last a lifetime, this warranty does not cover damage from impact and abrasion.

If in the highly unlikely event that a Zu product arrives to you dead on arrival (D.O.A.), and after discussing it with a Zu tech, we will ship another of the same product at our expense and arrange for the D.O.A. product to be collected. If after inspection we find that you have misrepresented a returned product's condition, and that it was improperly handled or used, Zu will charge you for all damaged parts, labor, shipping and handling of the product.

Warranty does not apply to damage caused by operating the product outside the intended use, accident, another product, misuse, abuse, flood, fire, earthquake or any other external causes. Warranty does not cover loss of parts or damage caused by modification or service performed by anyone other than a Zu representative. Cosmetic damage is also excluded from warranty.

When a product or part is exchanged the replacement becomes your property and the suspect or damaged part becomes Zu's property. Product or parts provided by Zu must be used in products for which the warranty service is claimed.

WHAT YOU CAN EXPECT IF WARRANTY SERVICE IS NEEDED

If warranty becomes necessary, you must call or email for a return of material authorization (R.M.A.) number, or to arrange for user serviceable parts. This provides opportunity to assist in diagnosing the problem and helps us to schedule for rapid turnaround in the event that parts, service or repair is needed. Upon factory inspection of parts or product, warranty eligibility will be determined. While service options, parts availability and response times will vary, we do our best to keep you happy. International customers should know that Zu will comply with all applicable export / import laws and regulations, you may be responsible for custom duties, taxes, broker fees, freight, and other charges. When shipping of product or part is required, repackage the complete product, or part, in its original packaging. If you have any questions about packaging please call or email. Product damage caused from incorrect repackaging is not eligible for refund or warranty and the freight company may also reject your insurance claim. Until we have the product back in the shop and sign-off that it is eligible, the product is still your property, we recommend you insure or declare the full value when shipping. We also recommend that you only ship with a freight company that has a good reputation and offers tracking and insurance for the full amount.



ZU AUDIO

Ogden Commercial Industrial Park
3350 S. 1500 W.
OGDEN, UTAH — U.S.A.

[DESIGNED AND MADE BY US]