

The logo for Analysis Plus Inc. features a large, bold, black square with a white square cutout in the center. The word "ANALYSIS" is written in a bold, black, sans-serif font across the white cutout. Below the cutout, the words "PLUS INC." are written in a bold, white, sans-serif font on a black rectangular background.

ANALYSIS

PLUS INC.

Analysis Plus New Cable

The old saying, "You get what you pay for," is often the truth and especially so with musical equipment. Whether you are a professional or novice, the quality of your sound is as much of your identity as your licks. Inconsistency in my sound and tone are huge factors to having a bad gig or a hard time in the studio. That's why I have decided that regardless of the price, I will find and use the best products available in the market.

The first place I started with my new resolution was my cable. To challenge their company slogan, "Make me prove it," I was going to put Analysis Plus to the test.

Everything about Analysis Plus screams quality from the clean packaging to the sturdiness and feel of the cable. The cable I tested was the new DARK CHOCOLATE Instrument Cable, which features 20-gauge conductors, a conductive sheath to eliminate microphonics, and an oval center conductor with a hollow oval return. That all sounds very impressive, but the true test was plugging in and hearing the difference.

When I used a nylon-string Godin guitar, the cable added a new dynamic range and touch that was not previously there. Not wanting to psychologically convince myself of what I was hearing, I recorded the single on Pro Tools with the Analysis Plus cable and then with my old cable. The difference was obvious.

I then proceeded to wire my entire pedal board, which includes a Radial PZ pre 2 channel acoustic preamp made by Tonebone, Electro Harmonix Black Finger, and a TC Electronics Nova Delay with Analysis Plus patch cables. I played for a while and found that the new cables allowed my effect units to work to their full potential, which in turn allowed my playing to flow with ease. I can't imagine using any other cable at this point.

This award-winning cable company has won the *Bass Players* editors' award, *Guitar Players* editors' pick and *Keyboard Magazine's* editors' pick. Some of the top players from the music industry, including John Mayer, Johnny Hiland Band, Marty Friedman, Keith Urban's Band and Jake Shimabukuro, all sing the praise of the Analysis Plus cable.

Musicians are not the only ones falling in love with Analysis Plus; the cable company has been winning praise from *Hi Fi Review*, *Stereo Times*, *Soundstage*, *Stereophile*, *Hi Fi Cafe* and *The Absolute Sound* Golden Ear award in 2011. With all its cables, connectors, packaging and paper printed in the USA, Analysis Plus stands proudly behind its products.