

KLEI™zPurity8 AC power cable

A good few months, to a year ago, Keith from KLEInnovations asked if I would like to review his new entry level powercord, [KLEI™gPower2 AC power cable](#), my thoughts on that powercord can be found on the KLEI website. Moving forward in time Keith informs me he has a new range of powercords, which I purchased not given to. At that time in my review I clearly stated how I felt about power cords once you get over a certain price. But the thing is today some of the prices companies are charging for their cables including powercables really is quite eye watering, and their prices make the KLEI™zPurity8 AC power cable seem quite sane even though in most people eyes they'd think you were insane for paying so much for a piece of wire with plugs on the end. Mind you though, most people think if you're spending over €100 for a pair of speakers you'd need to see a doctor.

So where does that leave me? I originally liked the KLEI™gPower2 AC power cable very much, but now here we are looking at a cable three times that price, so things start to get trickier in what is an already over saturated market place. Every Tom, Dick and Harry making cables are claiming theirs are the best. So to start off I thought to myself, let's push the price of the KLEI™zPurity8 AC power cable to one side for one minute and let's just listen to it as another power cable.

But like all things one needs to consider what the power cable is connected to and how it works in that system. Here we have another dilemma and a big one at that, the cable is pricier than most of the system it is being used in minus the speakers. Just like the last time I am connecting the powercord to the superb AUNE S16 €699 DAC, there are no €20,000 DAC's in my system. The most expensive part of my current setup is the Ophidian Audio Prophet 1 floor standing loudspeakers, at just over €6,000, and again I'm sorry there are no €60,000 speakers here. The amplifiers are provided by another British manufacture, Edwards Audio, who make some really great sounding affordable HiFi gear, and again there are no €100,000 Euro amplifiers here. Are you getting the picture I'm trying to paint?

Moving on to the cables, I mainly use a lot of (Japanese) Acoustic Revive PCOCC-A copper power cords with Oyaide plugs, Oyaide MTS6e mains block, a Oyaide Pure silver USD cable, a Microsoft Pro4 surface with the excellent audio app MusicBee, all my files are stored on a WD Mycloud.



As I said lets ignore the price and concentrate on how I, yes me the listener, thinks this cable sounds. I actually think it has quite a distinctive sonic character and the more you turn the wick up on your amplifier the more that sonic character shines through and I find the sound to be extremely focused. Sometimes when we listen to our favourite music the sonic picture can sound a bit fuzzy or blurred, but with the KLEI™zPurity8 AC power cable it's very well defined and everything sounds very well focused. It's just like when you take a photo, if you don't set your camera up correctly, such as the focus point is in the wrong place or the shutter speed is wrong or the camera and lenses are not stable, you get a blurry image. Here the KLEI™zPurity8 AC power cable, to me, sounds beautifully in focus, crisp, sharp, you couldn't ask for more in this area. Listen to the 'Art of Noise' and their single 'Close to the Edge' you really can hear each individual instrument in its own space. Moving on the 'The Selector' and 'Cool blue Lady', you can clearly hear the lead guitar to the left, rhythm in the middle, and bass to the right, with Pauline Blacks vocals dead bang in the centre, it's a great listen! Vocals are extremely easy to pinpoint and realistic with again great clarity and definition.

For me where this cable excels, is from the midrange upwards, because it is just so clean and pure. I said in my previous review that Keith's KLEI™gPower2 power cables doesn't have the bass weight of say PCCOC-A copper cables, such as the Oyaide or Acoustic Revive, and these KLEI™zPurity8 AC power cables don't sound as if the bass goes down as deep as those cables. The OCC copper as used by MPS in their power cable would be a cable you would chose to use if you appreciate deep bass that really goes down low and you prefer this kind of sonic balance.

As I say the KLEI™zPurity8 AC power cable focus is more on the mids and top end. For that reason I think Keith may have chosen to use Gold and Rhodium plating on the schuko plugs, as the Gold will add a bit more body and weight to the sound, where as I find Rhodium plating offers a smoother silkier like tone. This helps achieve in giving the gPower a warmer more smoother tone overall then if the plugs had gone for silver plating which may have messed up the well judged balance. You have to balance the metals you chose to use in your cables to get the balance you want, and even though some may scoff and giggle at such a thought, in my experience, the metals you chose to use in your cables and contacts will affect the balance and sonic character of the cable.

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Now, I don't know if you are like me and get sick and tired of reading a cable review where the reviewer says, ' Hey, these cables have totally transformed my system, these are the best I've ever heard'. It makes you rather suspicious right? I mean come on, have they really remembered the sound of cables they heard before? Oh come on, are you kidding me, a case of the emperor's new clothes. Put it this way the difference in cables sound on a scale of 1 to 10 is probably about 3-4, it's like when you go to the doctor and he asks you the same question regarding pain, if you feel a small slight pain you'll say 2 or 3 and that's my experience with cables. Many years ago there was once a speaker cable that I thought sounded bright, but I really can't remember ever thinking to myself that I found a cable that so drastically changed the sound of my HiFi I wanted to rip it out and throw it in the bin. I have done this with speakers, amplifiers, turntables, room acoustics, but cables that sound so hugely different I can't bear the sound of them? Nope, sorry, never.

So am I going to say these are the best cables I've ever heard? Again nope, so ask me, what are the best cables you've ever heard? And I'm going to tell you the truth, I have no idea, because each cable has a slightly different character that I can quite easily live with, maybe I don't have a golden ear, or I'm not super fussy, and I prefer to listen to music than worry to the extreme about a different a cable makes. However I do like the sound of these cables for the reason I've explained above. I'm trying to put in words what I hear and while writing this now I'm listening to some Acid Jazz from Incognito and it sounds very pleasing indeed. Yet again the sound is extremely focused, I can hear a deep soundstage coming from the Ophidian speakers, bass has nice punch and control, and what I really like is the holographic sound coming from the speakers. The Ophidians completely disappear and in front of you is a ball of sound where you can discern what each instrument is doing. You can concentrate on the drums, or the trumpet, if you prefer, or maybe the bass line takes your fancy, but whatever instrument you chose, you can follow what it is playing with great clarity.

Next up I decided to listen to Armik who plays the Spanish guitar in a way that I like and it really is wonderful to listen to, he's great player and the music is superb to listen to. The purity in the sound is just super, I really can see how Keith came up with the name, zPurity, because to me the strength in his power cable is its pure tone. Armiks playing is so crystal clear to follow and enjoy, and to me, the KLEI™zPurity8 AC power cable definitely sounds mid focused.

Another artist in a similar Spanish style is Vincente Amigo, and yet again we are greeted by that mid focus but just where it should be with the Spanish guitar. You can see why so many people love the sound. It is if he is playing right in front of me and I'm in the front row of the crowd. I really do recommend checking out these two musicians.

Another good CD/File for testing your system out is Hadouk Trio and Utopies. This a cracker of a CD and we yet again get to enjoy how good this set up sounds.



So in conclusion, I like this cable, but there are some butts as I mentioned in the beginning, the price. Now this is an expensive cable no matter what type of spin you want to put on it. You could say, well some companies are charging over €3000 for their power cables, and I'd say good luck to them, but there is no getting over the fact that this is an expensive cable that doesn't look or feel expensive, in fact, it looks quite a plain in the looks department. I believe many when spending this kind of money want something that looks a bit more substantial.

For the price, perhaps a buyer might expect to see Furutech, Oyaide or IeGO plugs connected and a nice heat shrink with the KLEI logo instead of a sticker. Perhaps, on that basis value for money may not seem high, but from purely a **Sonic perspective**, I have really enjoyed the KLEI™zPurity8 AC power cable's sonic performance and presentation.

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Custom made KLEI EU/AU plugs & IEC socket, to any length

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