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SERENADE 3 SPEAKER CABLE

--Improving A Classic--

February 16, 2021 Hollywood, FL Straight Wire proudly introduces Serenade 3 “Ultra-Premium” Speaker Cable. The third generation of our legendary reference cable, Serenade 3 (“S3”) builds upon the recognized strengths of its predecessor and adds technical advancements including higher-compression CCT (Compressed Conductor Technology) conductors and dual insulators of “Soft” PTFE surrounded by an outer layer of “Hard” Foam Polypropylene. The use of two-layer insulation prevents deformation of the soft inner layer of PTFE when the cable is bent and twisted in normal use, thereby maintaining S3’s superior electrical and mechanical performance over the broadest possible range of installations.

Originally introduced in 1999, Serenade quickly became known as “Baby Crescendo,” as it evoked the design and performance of Straight Wire’s flagship cable product but at a reduced size and lower price. Straight Wire pioneered the use of Compressed Conductor Technology (CCT) in Crescendo and this advanced manufacturing technology “trickled-down” to Serenade. In CCT, the stranded conductors are passed through a series of dies which compress the individual copper strands, thereby eliminating “Strand Jumping” and combining all the benefits of “Stranded” and “Solid Core” conductors in a single cable.

With Serenade 3, the latest CCT production technology provides an even higher—and more desirable—level of conductor compression. In the new S3, eight 15 AWG conductors are arrayed in an Advanced Helix Geometry. With four conductors each per positive and negative “Leg,” S3 now boasts a massive 9 AWG per polarity. Like Straight Wire’s state-of-the-art Crescendo 3, S3 uses CDA (Copper Development Association) Grade 101 copper: the highest purity recognized by the CDA.

As described above, Serenade 3 continues the two-layer insulation design developed for its predecessor; however, cutting-edge materials technology enabled a fine-tuning of the insulators, with an inner layer of PTFE tape and a new, Foamed-Polypropylene outer layer that improves performance while reducing thickness. A new outer jacket of Foamed Thermoplastic Elastomer (TPE) decreases insulation thickness from .068” for S2 to .050” for S3.

The cumulative result of these new materials and manufacturing technologies is an improved cable with heavier-gauge conductors and superior insulation while simultaneously decreasing overall cable diameter from .85” for S2 to .81” for S3!

Cosmetically, Serenade 3 features a white anti-static fiber sheath under our famous “Water-Clear” outer jacket, as consumers have stated a preference for décor-friendly monochrome aesthetic. The combination of smaller diameter and white jacket enable S3 to deliver standards-setting performance in the most domestically-acceptable cable possible. The sonic strengths of Serenade 3 are immediately apparent, from the vast soundstage, laser-focused images, authoritative bass and pure, extended trebles to the most thunderous and effortless dynamics ever achieved at this price range.

As with all of Straight Wire’s premium cables, Serenade 3 is entirely manufactured in the USA and hand-terminated in the company’s Florida factory. Given our domestic, handcrafted production, custom lengths and terminations are easily accommodated. Straight Wire invites you to experience the quality, performance and musical beauty of Serenade 3 Speaker Cable for yourself. Please contact us for more details.

About Straight Wire: Since 1983, Straight Wire has produced premium audio/video cables for more than 40 markets worldwide and also designs and manufactures OEM products for many High-End companies. They are recognized for extensive product selection, proven materials science and the ability to produce custom lengths and termination on demand. Straight Wire has won numerous awards for performance, quality and value.