

# FURUTECH

DeMag – The Absolute Sound (USA)  
Golden Ear Award



## Furutech deMag (Disc and Cable) Demagnetizer

If you are a lover of the vinyl long-playing disc, this unit from Furutech will be one of those all-too-rare “must-have” components. There is information in those grooves that is always being obscured, minimized, and dulled by the interaction between the magnetism on the disc and the electronics of a cartridge.

It is also one of the best-looking pieces of audio gear out there. The deMag has a platter that looks just like a turntable (only it doesn't rotate), and the unit is simplicity itself to operate. Just place the side of the disc you are going to play face down on the platter and press two buttons. The disc is demagnetized in ten seconds or so. How? The colored pigment that makes an LP look black contains iron particles that become the source of magnetic interaction when the disc is spinning, inducing unwanted electronic interference with the magnets in the phono cartridge (particularly those in moving-coil designs). It takes all of ten seconds to negate this effect. Drawback: You'll have to deMag the LP each time you want to hear it again. Another step in the process of getting the most from your LPs, and a frustration, but not difficult to do and less messy and expensive than keeping your LPs clean.

So what will you hear? Deep, deeper into the heart of the recording itself. The difference has really shocked members



of my listening panel—it's that obvious, though it's difficult to describe. What it removes is not totally unlike the scrim or veiling I described earlier, but more like you've moved from playback in the control room to the studio where the musicians are playing. One listener likened the effect to removing headphones from your ears. An overall dark coloration disappears, but without taking any of the harmonics, overtones, or “character” of the sound itself with it. You get harmonic subtleties and also a wealth of detail not evident before. There is, more impressively, a widening of the range of dynamics, with an increased gradation of dynamics, particularly at the micro end of the spectrum.

Furutech also emphasizes the fact that the deMag can clean up the sound of any optical disc, from CDs to DVDs, as well as interconnects and cables. With the optical disc, the side to clean is the printed side, where most of the ferrous material is, with minimal amounts in the aluminum on the shiny side. I did not find the deMag's effect on optical discs as impressive as it was with every LP I

tested: Sometimes the improvements in the optical discs were decidedly audible, but to my ears rather subtle. And I haven't (yet) tested it on cables.

The deMag is not inexpensive. But every penny of its \$2448 price is apparent in the high-tech sophistication of its look. And every penny shows up in the revelations it will provide.

I should note that Furutech's technology has become an almost universal standard in the design of connectors in the best electronics, as, say, in the wonderful Silver Circle Audio isolation transformer. It and the deMag are available through Elite Audio/Video distribution in LA.