

# FURUTECH

## HiFi-World UK DeMag Review November 2008



### SOUNDBITES

#### FURUTECH DEMAG £1,245

In my column in September's *Hi-Fi World*, I covered a range of gadgets that claimed to demagnetise both your vinyl and CDs. Magnetic effects on both black vinyl and CD media have now proven to be a factor in degrading sound quality. Certainly, when I made comparative tests with 'The Talisman' from US-based Walker Audio, priced at £200 ([www.audiophilecandy.com](http://www.audiophilecandy.com)) and Bedini's 'Ultra Clarifier Quadri Beam', priced at £225

press the Erase button once, wait the sixteen seconds or so for it to do its job and you're done.

Comparisons were made with both the Talisman and Bedini. Compared to standard unprocessed black vinyl, the Demag treated disc displayed an increase in soundstage width and height. Instrumental separation was also superior, accompanied with a tightening in bass frequencies. Significantly, there

become tiresome, however!

On the CD test, without any treatment, a typical CD sound stage and stereo image resembles a box of frogs: it might set certain boundaries but within those, it's still a bit of a jumble. The Talisman fixes the stereo image and adds clarity to the music. The Furutech has all that but it widens the sound stage further, fixes the stereo image further



([sales@virtuososound.com](mailto:sales@virtuososound.com)), the improvements in sound quality for standard vinyl and CD, after using both products, was discernible and often startling...

Now, a third contender has entered the fray. Furutech, the high quality cabling outfit, also produces the Demag, priced at a rather weighty £1,245. Looking like a cross between a flying saucer and a large turntable, complete with a central spindle, the Demag is beautifully made. Weighing in at a hefty 25lbs, the unit is finished in both brushed and shiny chromatic metal with rounded edges and a trademark, heavy duty power cable. To decouple the unit from the surface, the Demag features a batch of screw-in spikes, with surface-friendly rounded tips. A sealed case, the only moving parts on the entire chassis are two buttons – 'power' and 'Erase'.

Installation is simple. Screw in the spikes under the unit, plug in the power cable and you're ready to go. The Demag is a flexible device because it can demagnetise vinyl, CD and cabling. In action, you can either place a vinyl record over the spindle or place a CD, label downwards, onto the flat surface or curl a length of cable around the surface. Then you

was a substantial removal of bass/mid bloom on all acoustic instruments including the voice. Finally, the Demag produced a substantial improvement of the stereo image. This effect was the result of pressing the Erase button once. In fact, pressing the button between three and ten times produced continual if diminishing improvements. This has to be balanced with the wait however, and if your patience will last in excess of two and a half minutes for a ten-times processing.

The Demag was superior to the Talisman, which admittedly did a great job for what it is. This may be because the Demag's processing is more consistent with the use of more powerful magnets. The Talisman, after all, consists of a single magnet which you wave over a rotating record as its spinning on the turntable. Demagnetising cables produced further improvements in sound by subtle degrees. However, I do wonder how often users will perform this particular job. Any demagnetisation is a temporary improvement. The effect will wear off over time. I would recommend 'demag'-ing your discs before every play. Plugging/unplugging cables every time you play your records may

and improves dynamics. The Bedini extends dynamics still further, tightening and extending bass frequencies and providing a grander, broader sound overall. On the CD head-to-head, the CD under review was processed three times on the Demag and just once on the Bedini. Processing the CD ten times on the Demag improved the sound again and brought its final performance a lot closer to the Bedini with the Bedini still having a slight edge.

Despite the obvious build quality, the price of the Demag is an issue. Over £1,200 is simply too much - £400-£500 would be a more reasonable asking price. I'd also like to see a variable timer for the Demag. It can become tedious having to press that Erase button ten times for every CD. Also, the cable option will be useful for some but a little used bonus for most people. On sound terms, the Bedini is still the king for the CD format with the Demag making a good fist of it. However, for the ultimate in vinyl demagnetisation, the Furutech Demag wins hands-down over the Talisman (still great value) and is the undoubted market leader. **PR**  
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