



Advance Paris annonce LINK

Advance Paris, the award-winning French audio manufacturer known for its remarkable blend of form, function, and value, is pleased to announce **LINK**, a new range of hi-fi cables designed to offer exceptional sound quality for a variety of hi-fi setups. Scheduled to arrive in FRANCE beginning of may 2025, the range includes speaker, RCA, XLR, subwoofer, Toslink optical digital and coaxial cables.

Distinguished by the use of premium materials, **LINK** cables deliver sound quality and performance that surpass their price points, offering exceptional value to even the most discerning audiophiles. Specifically, **LINK** embraces Ohno Continuous Cast (OCC) copper, known for its ultra-high purity and a unique casting process that creates long copper crystals, resulting in clear, faithful sound reproduction with no loss of signal. The metal plugs were carefully selected to ensure solid, durable connections.

In addition to **LINK**'s quality and technical performance, these cables are designed to seamlessly integrate into nearly any audio system—linking preamplifiers to amplifiers, source components to amplifiers, and amplifiers to loudspeakers. True to Advance Paris' brand philosophy, **LINK** captures the elusive balance of aesthetics, performance, and value in the hifi space.