



Madison Audio Project - MAP
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THE COMPANY

The Madison Audio Project started as a research project to make the world's best audio cables. Unlike the common approach with experimentation as the main tool, the MAP approach required background research within the audio industry, to form a specialist team of people who had the necessary experience and had shown traits of pure genius. Within the audio industry we found those who had the background, experience and scientific knowledge.

THE MAP MISSION

The mission for MAP was simple. To form an elite group of people and find ways to produce the best audio cables, at lower prices to benefit a greater number of audiophiles.

THE DESIGN TEAM

The MAP design team is a select group, each member having a unique background, from audiophile, to audio professional and through the ranks of musicians and electrical engineers.

MORE OF THE STORY

Not one person and no single company produces the best audio cables in the world. Yes, there are spectacular examples of cable design and revealing sound, but at what price? A combination of factors was the only way to give us the audio products we needed. Obviously we would begin with leading edge American design, but the product expectations were demanding. We chose Japanese copper conductors, high purity Oxygen-Free, using Extended Single Crystal technology, and a round conductor of a specific diameter to provide optimal frequency response and high-frequency extension.

The construction design had to remain simple, but the materials would be exotic, including fine Teflon® air tubes and fine Teflon® braid to hold the cable construction together. Production efficiency would be essential to control costs, and yet Quality Control would have to conform with USA 'Zero-Defect' standards.

And so, our formula became this: American design with American parts, using conductors from Japan. The latest and best cable-making equipment from Japan and Europe is employed, with Chinese production for consistent quality and controlled cost, and finally, USA Quality Control standards with American supervision for final QC and testing.