



Engineered for Reality™

Media Contacts:

David Salz

david.salz@wirworldcable.com

Wireworld's full line of Category 8 Ethernet Cables will launch at ISE 2017

FORT LAUDERDALE, FL—Dec, 31, 2016—Wireworld Cable Technology, one of the world's most respected brands of high performance audio and video cables, announces the development of two new Category 8 cables for high speed media network applications. These cables feature a patent pending flat design that supports faster transmission speeds to provide lifelike reproduction of streamed music and video. The new cables, called Chroma Cat8 and Platinum Starlight Cat8, join Wireworld's recently introduced Starlight Cat8 to form a complete line of Ethernet cables.



"People are discovering that music streamed over wired Ethernet sounds much better than over wireless," comments Wireworld President and founder David Salz. "The higher speed and lower noise of our cables provides additional improvements in sound and image quality."

Wireless networking is very convenient, but wired Ethernet networks remain the industry standard for speed, security and fidelity. As wired networks evolve, so does the need for cables that support faster transmission. Wireworld Ethernet cables fulfill that requirement. The flat grooved structure and parallel conductors are a radical departure from the round structure and twisted conductors of conventional high speed Ethernet cables. This flat design was developed to improve performance and solve common installation challenges. The performance advantage can be used to overcome length limitations in addition to providing superior reproduction of streamed music and video.

The new Category 8 cabling standard was created to make 40 Gigabit Ethernet possible. Even though media networks now run far below that speed, cables that support higher speeds have been found to improve the quality of audio and video streaming. Those improvements are possible because streamed (UDP/IP) signals suffer from data losses that cannot be repaired by the error correction systems that preserve normal (TCP/IP) file transfers. The losses in normal file transfers are fully corrected as the system automatically resends multiple times to replace missing data. Streamed music and video can only be sent once, so missing data cannot be replaced. That's why the cleaner waveforms delivered by Wireworld Ethernet cables can make substantial gains in imaging and fidelity.

As network speeds have increased, the cables that can keep up have become stiffer and more difficult to install. Wireworld Category 8 Ethernet cables overcome those issues with a

flat flexible design that goes where you want and is also easy to assemble. With next generation performance and versatility, Wireworld Ethernet cables provide consumers and IT professionals with new installation options and superior streaming fidelity.

Approximate Retail Pricing exc sales tax

Chroma Cat8 Ethernet, OFC conductors, \$15/meter + termination

Starlight Cat8 Ethernet, Silver-clad OFC conductors, \$60/meter + termination

Platinum Starlight Cat8 Ethernet, OCC-7N solid silver conductors, \$600/meter + termination

About Wireworld

Wireworld Cable Technology, founded by industrial designer David Salz in 1992, is a premier provider of leading edge digital and analog cable technology for home and professional A/V applications, including HDMI, USB, Ethernet, interconnect, microphone, instrument and speaker cables. Wireworld earned its world-class reputation by producing measurably superior cables optimized through objective perceptual testing, innovative patented designs, premium materials, and exceptional manufacturing quality.

For more information, visit www.wireworldcable.com and www.wireworldproaudio.com.

Visit us at ISE 2017 along with our European Sales partners AV EMEA BV, at stand 5-R128