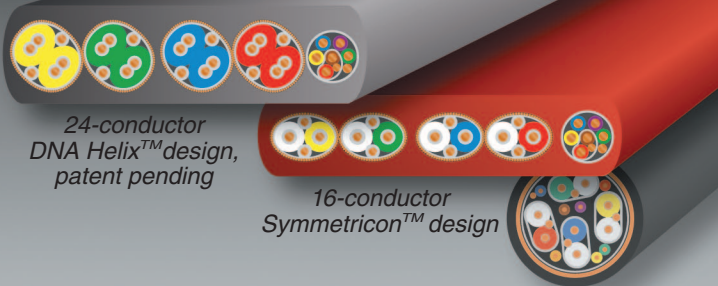
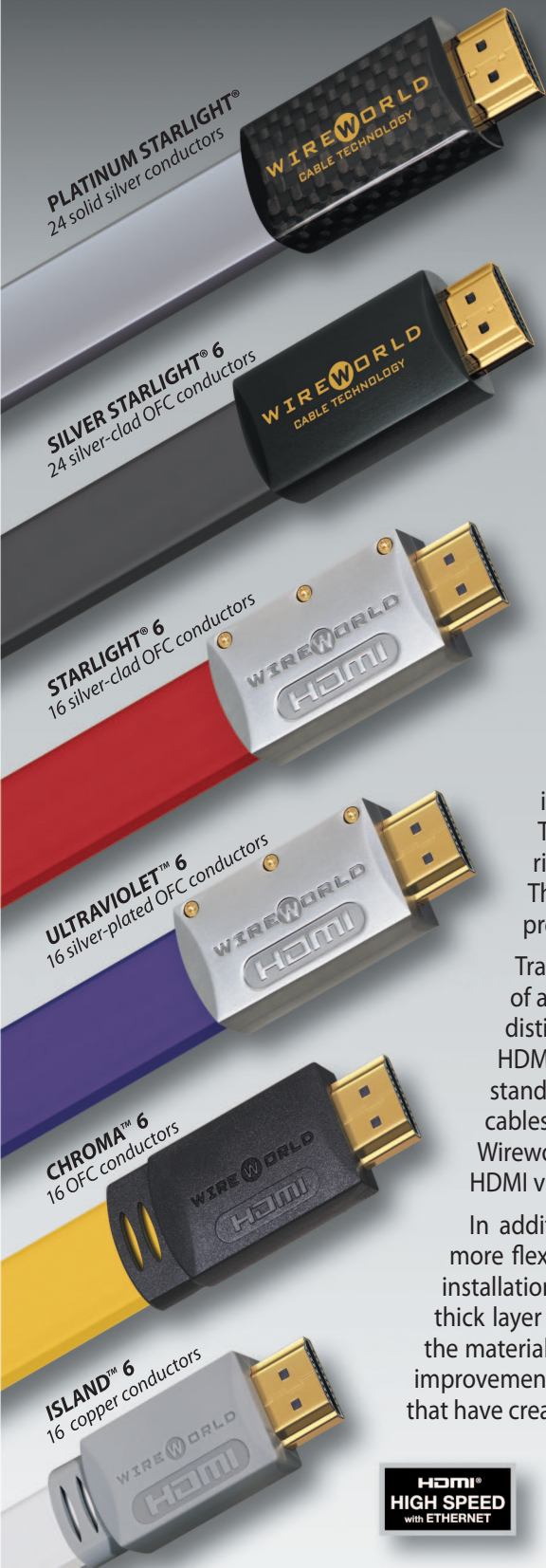


HDMI CABLES

Ultimate HDMI v1.4 capability



24-conductor
DNA Helix™ design,
patent pending

16-conductor
Symmetricon™ design

Round HDMI design
12 signal conductors

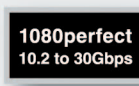
FROM THE LEADER IN HDMI CABLE TECHNOLOGY

In January 2004, Wireworld introduced Starlight 5, the world's first upgrade HDMI cable. Just one year later, the Silver Starlight 5² introduced Wireworld's award-winning flat HDMI cable design that has since become a worldwide reference standard for HDMI cable performance - often imitated, but never equaled. In September 2005, years ahead of competitors, Wireworld became the first brand of HDMI cables with each length labeled according to the official speed ratings of The HDMI Group. A full five years of technological leadership in the HDMI cable field has enabled Wireworld to produce a comprehensive range of cables that provide superior imaging and sound quality at every price level.

New for 2010, the Platinum Starlight and Silver Starlight 6 HDMI reference cables are the first to employ Wireworld's patent-pending DNA Helix™ HDMI cable design, which has 24 signal conductors – double that of conventional HDMI cables – arranged in an innovative symmetrical geometry that maximizes transmission speed and reduces noise. Those advantages minimize the signal timing errors known as digital jitter, to deliver the richest sonic textures and the most tactile images that the finest A/V systems can produce. The Starlight 6, Ultraviolet 6 and Chroma 6 cables contain more silver and copper than the previous series, to provide industry leading transmission speed and value.

Transmission speed is a dominant factor in HDMI cable performance. The transmission speed of a cable is directly related to its length, and the higher speed of very short cables produces distinctly cleaner sound and sharper images. Wireworld's DNA Helix and Symmetricon™ HDMI cables provide faster transmission than conventional HDMI cable designs, thus enabling standard lengths of Wireworld HDMI cables to produce lifelike sound and imaging that other cables can only match if they are made substantially shorter. Even the longest lengths of Wireworld Series 6 HDMI cables exceed the 10.2Gbps transmission speed requirement of the HDMI v1.4 specification and the shorter lengths exceed that speed by very wide margins.

In addition to their superior speed, imaging and sound quality, Wireworld HDMI cables are more flexible and easier to conceal than round cables. They are all rated UL-CL3/FT4 for in-wall installations. Wireworld HDMI cables also feature superior connectors with contacts that have a thick layer of silver under their gold plating, which reduces contact loss by more than half. While the material and design upgrades of the higher models provide real sonic and visual improvements, all of the cables provide the enhanced definition, depth and contrast that have created Wireworld's reputation as the leader in HDMI cable technology.



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