

# WHAT'S NEW 2012

## Platinum Electra™ Power Conditioning Cord

Newly upgraded Composilex™ technology and OCC solid-silver conductors have elevated our proven Fluxfield™ design, providing the most lifelike sound quality ever.



## Gold Starlight™ 6 Balanced Digital Audio

A smaller version of the breakthrough Platinum Starlight design, Gold Starlight 6 reveals more musical information than any competitor's cable at any price.



## Luna™ Multi-Purpose Interconnect

Dead-silent microphone cables, richly-textured instrument cables, surprisingly pure sounding 110-ohm balanced digital cables and superior all-in-one stereo cables can now be made inexpensively with this amazing new cable.



## 3D CAT5e Balun System

This high-quality transmission system supports HDMI High Speed connections over two CAT5e cables.



## Starlight USB 3.0

The world's first high-end cable in the new USB3.0 Superspeed format, Starlight exemplifies Wireworld's commitment to leadership in cable technology.



## New Marketing Materials

We're now in the process of upgrading our look, expanding our magazine and web advertising, and creating a series of white papers and sales training materials to support your sales efforts.



**WIREWORLD®**  
CABLE TECHNOLOGY

Engineered for Reality™



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