



Engineered for Reality™

Media Contacts:

Sue Toscano / Lucette Nicoll

Nicoll Public Relations

Phone: 781-754-0414

sue@nicollpr.com / lucette@nicollpr.com

Wireworld® Converts Industry Expert

FORT LAUDERDALE, FL—January 2015—Wireworld Cable Technology, a respected manufacturer of high performance audio and video cables, recently became the first brand of high-end audio cables to be recognized as a provider of true upgrades in fidelity by [Bobby Owsinski](#), a producer, engineer, author and educator of audio professionals who has often voiced his criticism of high-priced cables that merely change the sound, rather than improving fidelity.

After testing various Wireworld cables and power cords, Owsinski offered an independent endorsement for the brand, commenting, “I was a major skeptic that high-end cables could offer any sonic improvement, but Wireworld changed my mind in a big way. Yes, you can definitely hear the difference and it can be dramatic too.”

David Salz, Wireworld’s president and founder, said, “I’m thrilled to have my cables recognized as a valuable upgrade in fidelity by a leading educator in pro audio. It’s also highly rewarding to see my objective testing methodology—comparing cable to no cable—being embraced by audio engineers around the world.”



All Wireworld Pro Audio cables employ Wireworld’s patented DNA Helix® design to channel electromagnetic signal energy more efficiently than conventional designs, providing greater detail and dynamics. They also utilize Wireworld’s proprietary Composilex® 2 insulation, which minimizes triboelectric noise for surprisingly quiet backgrounds and lifelike tone color.

Wireworld Pro Audio will be exhibiting and demonstrating their entire line of Pro Audio Cables during NAMM 2015, in Hall A, Booth 6773.

About Bobby Owsinski

Bobby Owsinski is a producer/engineer, music and social coach and consultant. He has authored 23 books on recording, music, the music business and social media. Bobby’s Big Picture music production blog at bobbyowsinski.blogspot.com is one of the most popular in the industry with over 5 million views, while his

Music 3.0 music industry blog at music3point0.blogspot.com is well over the million mark. He also is a contributor to Forbes, writing about the new music business. His website can be found at bobbyowsinski.com.

About Wireworld

Wireworld Cable Technology, founded by industrial designer David Salz in 1992, is the premier provider of leading-edge digital and analog cable technology for home audio speakers and video components, from HDMI and USB audio to state-of-the-art high-end interconnects and speaker cables. Wireworld earned its world-class reputation by producing superior cables based on the use of objective perceptual testing, innovative patented designs, premium materials, and exceptional manufacturing quality. For more information, visit: www.wireworldproaudio.com and www.wireworldcable.com.