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Wireworld Introduces Upgrade *DisplayPort* Video Cables for Pioneer Kuro, High-end PCs and Gaming

LAS VEGAS (1/8/09) – Wireworld today introduced its first upgrade cable to support the burgeoning DisplayPort video connectivity standard used in Pioneer’s new Kuro HD displays as well as high-end PC displays for video, graphics and gaming. Capable of 10.2 Gigabit-per-second transfer rates, and available in lengths from 1 meter to 12 meters, Wireworld Ultraviolet DisplayPort delivers improved signal purity, and allows for longer connection runs, when compared with generic or OEM DisplayPort cables.

DisplayPort, which was developed by the Video Electronics Standards Association (VESA), is a royalty-free digital video transmission standard that serves as an alternative to the DVI and HDMI video standards. It has become increasingly prevalent in computer displays and video cards, and is also seeing increased use in consumer electronics equipment. The most recent example is the use of a DisplayPort connection between the outboard media box and monitor in Pioneer’s recently introduced Kuro KRP-500A and KRP-600A HD video displays.

The Wireworld Ultraviolet DisplayPort cable is composed of Silver Plated OFC (Oxygen Free Copper) conductors encased in high-density polyethylene shielding. It is available in lengths of up to 12 meters, at prices beginning at \$114.95 for a 2 meter cable.

About Wireworld

Wireworld Cable Technology, which was founded by renowned designer David Salz in 1992, is the premier provider of leading edge digital and analog cable technology for home audio and video, from HDMI and Displayport technologies to state of the art high-end interconnects and speaker cables. The company has an unmatched reputation for 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.wireworldcable.com or call 954-680-3848.

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