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## PRESS RELEASE

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Press Contact: David Salz  
david.salz@wireworldcable.com, 954-474-4464

*For immediate release:*

### Wireworld® Cable Technology Introduces Series 7 Cable Line at CES

FORT LAUDERDALE, FL (1/3/13) – Wireworld Cable Technology, one of the world’s most respected manufacturers of high performance audio and video cables, is introducing their next generation of cable and connector technology at CES2013. The new ‘Series 7’ cables incorporate a number of innovations, including a new composite insulation materials called ‘Composilex® 2’, and HD-Grip™ self-locking HDMI connectors. Many of the new cables include distinctive coins that commemorate the company’s 20-year anniversary.

All of the Series 7 cables feature Composilex 2 insulation technology, which minimizes the triboelectric noise produced by conventional insulation materials. “Many understand that insulation materials influence the performance of a cable,” comments Wireworld President and lead designer David Salz. “What we did to advance the technology of insulation is create unique polymer composites designed specifically to optimize fidelity.” The benefits of Composilex 2 are especially noticeable on Series 7 HDMI cables, audio interconnects and power cords, where the reduced interference greatly improves performance.



Wireworld’s HD-Grip HDMI connectors solve the common problem of cables becoming unplugged. Unlike some competitors, the self-locking function of HD-Grip is as simple to use as a standard cable, while the increased retention force compares favorably to other more complex solutions. In addition to self-locking, HD-Grip plugs also feature upgraded contacts with proprietary silver+gold plating that improves audible and visible clarity. All six levels of Wireworld Series 7 HDMI cables were upgraded with HD-Grip connectors and Composilex 2 insulation to provide superior performance and value.

Series 7 also includes an extensive line of professional and musical instrument cables, featuring what is believed to be the world’s first ¼” phone plugs with silver-clad copper contacts. Developed through the advanced measurement technique of ‘waveform differential analysis,’ these cables promise dramatic improvements in waveform fidelity for both analog and 110-ohm balanced digital applications. With five levels of microphone, instrument and digital cables, musicians and engineers will now have an exciting new way to upgrade the sound quality of their productions.

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 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.wireworldcable.com](http://www.wireworldcable.com).

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