

---

## PRESS RELEASE

---

For immediate release:

Press Contact: David Salz

david.salz@wireworldcable.com, 954-474-4464

### Wireworld® Unveils Stunning New Website



FORT LAUDERDALE, FL (8/14/14) – Wireworld Cable Technology, one of the world's most respected manufacturers of high performance audio and video cables, has just launched a new website at [www.wireworldcable.com](http://www.wireworldcable.com). This new site is extremely intuitive and features comprehensive information about the products, their performance, applications, features, benefits and design philosophy.

Wireworld has received many awards and accolades for its products, and now has a website that better reflects the quality associated with the brand. Customers desiring specifics about any current Wireworld products will find a wealth of information at this site, as will those interested in simply learning more about great audio and video cable. The website redesign is the latest step in Wireworld's ongoing commitment to improve their marketing presence. Additional marketing initiatives have included a new full-line Product Catalog (available as an online flip-book, downloadable pdf, or a physical booklet) and the development of the Wireworld Style Guide to ensure cohesiveness of corporate branding throughout the 50+ countries where Wireworld is marketed.

Wireworld Cable Technology, which was founded by industrial 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: <http://www.wireworldcable.com> or call 954-464-4474.

# # #

**WIREWORLD®**  
CABLE TECHNOLOGY

Engineered for Reality™