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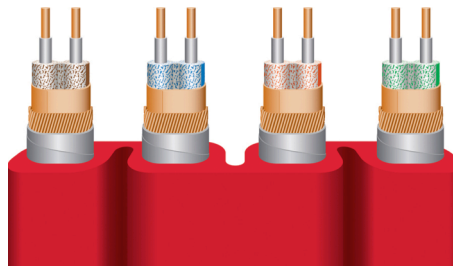
Wireworld Previews Cat 8 Ethernet Cable at CES 2016

Starlight's unique flat design utilizes new conductor geometry

FORT LAUDERDALE, FL—Dec, 31, 2015—Wireworld Cable Technology, one of the world's most respected brands of high performance audio and video cables, announces the development of its Starlight[®] Category 8 cables for high speed media network applications. Unlike Category 7 cables, these innovative cables utilize a new conductor geometry developed by Wireworld to support higher transmission speed for the most lifelike reproduction of streamed music and video.

“Media networks have become the backbone of modern home entertainment systems,” comments Wireworld President and founder David Salz. “Starlight's superior transmission speed and reduced noise provide clear improvements in sound and image quality.”

Starlight Ethernet is the first production cable that meets the proposed requirements for Category 8. This cable is also the first to incorporate Wireworld's patent-pending Tite-Shield™ Technology, a radical new structure that overcomes limitations of previous network cable designs. With twelve tightly-spaced shields replacing the six unevenly-spaced shields in Category 7 cables, the Tite-Shield design improves the most critical parameters of digital signal transmission. Starlight Ethernet sets new benchmarks for speed and fidelity in high-resolution media streaming applications.



Category 7 cabling was created to satisfy the demands of 10 Gigabit Ethernet. Even though most media networks now run below that speed, cables that support higher speeds have been found to improve the quality of audio and video streaming. Those improvements are possible because streamed signals suffer from data errors that cannot be repaired by the error correction systems that preserve file transfers. The proposed standard for future networks is Category 8, which extends network speeds to the staggering rate of 40 Gigabits per second.

One of the reasons why CAT7 cables do not meet the proposed CAT8 specifications is that they allow too much crosstalk (mixing) between the four signal channels. To control crosstalk, conventional cables use four twisted pairs of conductors with one foil shield on each pair. An overall two-layer shield reduces outside interference. The problem with twisting is that it makes lengths of the conductors uneven, which causes timing errors called skew. Tite-Shield technology isolates the four channels with a three-layer shield on each conductor pair. Those shields are so effective that twisting is no longer needed and conductor length differences are eliminated.

Starlight's unique flat design provides greater separation between the four conductor pairs to provide lower crosstalk, supporting higher transmission speeds than conventional designs. The cable also utilizes Wireworld's proprietary Composilex® 2 insulation to minimize triboelectric noise. The refined transmission properties afforded by these technologies ensure uncompromised performance in the next generation of streaming applications.

Visit us at CES 2016 to hear more about Starlight, the industry's first CAT8 Ethernet cable. We are located in Venetian Tower Suite 30-201.

Availability: TBA

Pricing: TBA

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.wireworldcable.com.