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## Wireworld Introduces Second Generation Flat Ethernet Cables

**Munich—May 9, 2019**—Wireworld Cable Technology, one of the world's most respected brands of high performance audio and video cables, announces the release of their second generation Ethernet patch cables. Their patented flat design was developed through listening tests that compared network cables to a local USB stick. These new "Series 8" cables utilize higher density triple-layer shields and quieter Composilex<sup>®</sup> 3 insulation to maximize audible and visible performance.



"People don't realize how much musical detail is being lost by their Ethernet connections until they compare their network sound to an internal drive or USB stick," states Wireworld designer David Salz. "These cables isolate network noise to minimize that loss and provide sound quality that approaches the clarity of a local solid-state drive."

The official network cable categories (ie. Cat5/6/7/8) only include twisted pair cables, so these non-twisted twinax cables cannot be rated by those test specifications. However, it is interesting to note that the 100Gb/s (QSFP+) Ethernet cables used in internet server installations are also twinax designs. The patented "Tite-Shield™" design utilized in these cables places the conductors in parallel, with each of the four pairs isolated from the others by dense triple-layer shields. This radical flat design is so effective at isolating noise that replacing only the final cable in the network can substantially improve sound quality.

The Series 8 upgrades of these cables involved two critical areas of performance. The density of the triple-layer shields was increased, which reduced both cross-talk and external interference. However, the controlled listening tests also revealed that internally generated 'Triboelectric noise' was still masking too much quiet musical information. Upgrading from Wireworld's proprietary "Composilex 2" composite insulation, used in the original versions, to the newly developed and much quieter "Composilex 3," enabled even finer musical details to be preserved.

The three cables differ only in their conductor materials. The Chroma 8 is yellow with Oxygen-free copper conductors. Starlight 8 is red with silver-clad OFC conductors and Platinum Starlight 8 is silver with conductors made of the most conductive metal available, Ohno Continuous Cast solid silver of 7N (99.99999%) purity. With next generation performance and versatility, Wireworld Series 8 Ethernet cables provide audio/video consumers and professionals with objectively superior network fidelity.

**Pricing**

Chroma 8 Ethernet, OFC conductors, \$15/meter + termination

Starlight 8 Ethernet, Silver-clad OFC conductors, \$60/meter + termination

Platinum Starlight 8 Ethernet, OCC-7N solid silver conductors, \$600/meter + termination

**About Wireworld**

Wireworld Cable Technology, founded by industrial designer David Salz in 1992, is a premier provider of leading edge digital and analog cable technology for home and professional A/V applications, including HDMI, USB, Ethernet, interconnect, microphone, instrument and speaker cables. Wireworld earned its world-class reputation by producing measurably superior cables optimized through objective perceptual testing, innovative patented designs, premium materials, and exceptional manufacturing quality. For more information, visit [www.wireworldcable.com](http://www.wireworldcable.com)