

## Advanced Coaxial Digital Cables from Wireworld

**September, 2019 Fort Lauderdale, FL** — Wireworld Cable Technology, one of the world's most respected brands of high-performance audio and video cables, announces the release of four new 75-ohm cables for coaxial digital applications. These cables utilize Wireworld's patented DNA Helix conductor geometry and ultra-quiet Composilex<sup>®</sup> 3 insulation to improve the preservation of musical detail and dynamic expression. These advanced design features were developed through listening tests that compared prototype cables to virtually perfect direct connections.

"The only way to fully hear what cables do to the sound is to compare them to direct connections between components," states Wireworld designer David Salz. "These controlled listening tests helped us create cables that truly maximize fidelity, rather than simply changing the sound."



The four cables cover a wide range of prices that vary according to the gauge and quality of their conductor materials and plugs. Chroma 8, the lowest cost model, has 25-gauge oxygen-free copper conductors. Ultraviolet 8 is the same design with conductors upgraded to silver-plated OFC. Silver Starlight 8 features patented Silver-Tube™ plugs and 24-gauge Ohno Continuous Cast<sup>®</sup> silver-clad copper conductors. Gold Starlight also utilizes the patented Silver-Tube plugs and has 24-gauge conductors made of solid silver. The cables are available in both standard and custom lengths with any combination of RCA and BNC plugs.

Wireworld's controlled listening tests led to the discovery that the audible masking and coloration caused by digital audio cables is mostly the result of a high inductive Q factor, eddy current resistance and internally generated triboelectric noise. Replacing the conventional coaxial conductor geometry with their patented DNA Helix structure reduced the inductive Q, while effectively eliminating non-linear eddy current losses. The cables also utilize Wireworld's proprietary Composilex 3 insulation to minimize triboelectric noise. These innovations substantially improve the preservation of musical detail, dynamics and dimensionality.

### Retail Price (1m)

Chroma 8 – \$30  
Ultraviolet 8 – \$45  
Silver Starlight 8 – \$250  
Gold Starlight 8 – \$500

### 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)