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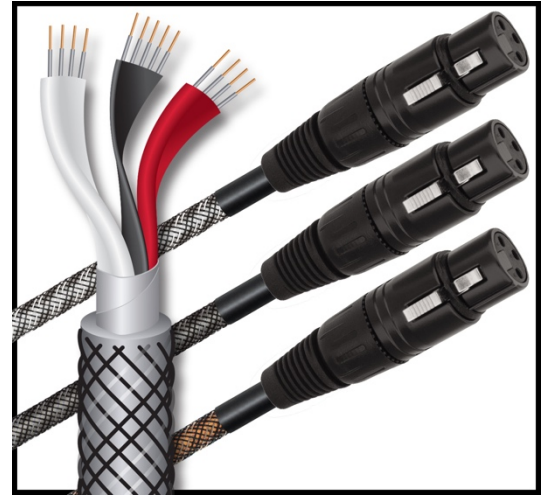
Wireworld Cable Technology

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Wireworld Micro Series 8 balanced analog/digital cables

April 2019 Fort Lauderdale, Florida — Wireworld Cable Technology, one of the world's most respected brands of high-performance audio and video cables, introduces three new cables for 110-ohm digital and analog audio applications. These highly flexible 26-gauge cables utilize Wireworld's patented DNA Helix conductor geometry with 100% shielding and proprietary Composilex 3 insulation to improve the fidelity of consumer and professional audio systems. These advanced design features were developed through listening tests that compared prototype cables to virtually loss-free direct connections between components.

The three cables differ only in their external colors and conductor materials, which are variations of the world's purest Ohno Continuous Cast 7N (99.99999% pure) copper and silver. Micro-Eclipse 8 is a copper-colored cable with OCC-7N copper conductors. Micro-Silver Eclipse 8 is dark silver cable with OCC-7N silver-clad copper conductors. Micro-Platinum Eclipse 8 is silver-colored cable with OCC-7N solid silver conductors. All three cables sound remarkably neutral in listening tests. Variations in their sound are mild, however moving up from copper, to silver-clad copper, to solid silver increases both resolution and dynamics.



The twisted, three-layer internal structure of the cables places thirteen separate strands completely in parallel, avoiding the electromagnetic 'eddy current' losses caused by conventional stranded and solid conductors. This DNA Helix (Delineated Neutralizing Array) conductor geometry is protected by US patents 8,569,627 and 9,620,262. This unique technology reduces timing errors to provide audible and measurable improvements in preserving musical detail, natural tone quality and dynamic expression.

100% coverage shields are very effective at blocking external interference, however audible triboelectric noise is actually generated inside cables. That is the reason why Wireworld has invested over a decade in developing three generations of composite insulations called Composilex. In the Micro Series 8 cables, Composilex 3 insulation materials minimize triboelectric noise to reveal the lifelike harmonic structure and spatiality of the original sound.

Pricing for 1m cables: Micro-Eclipse 8/\$110, Micro-Silver Eclipse 8/\$170, Micro-Platinum Eclipse 8/\$400
Availability: Now

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 and www.wireworldproaudio.com.