



POP Merchandise Catalog

2025/26

WIREWORLD®
CABLE TECHNOLOGY
Engineered for Reality™

Engineered for Reality™

Wireworld Merchandise Program

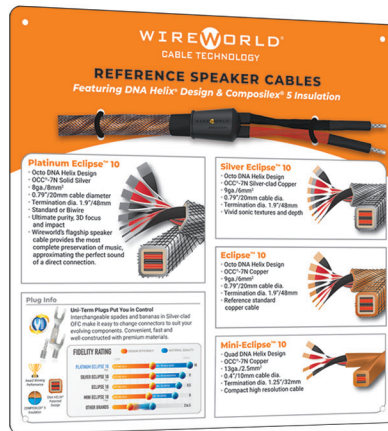
We appreciate your efforts and would like to encourage all Wireworld dealers and distributors to keep your POP materials current. An allowance of **3%** toward the purchase of Wireworld POP material and branded merchandise shown in this catalog will be awarded based on your last six month's purchases. Excludes clearance or special accommodation purchases.

Please contact your sales representative for details.

Cable Boards

- Matte white solid PVC board with 4-color process screen printing
- 13.5" x 13.5" x 0.2" (34cm x 34cm x 4mm)
- Ideal for countertop or wall mounting
- One sample cable will be attached
- Informative effective sales tool

\$30.00 US ea.



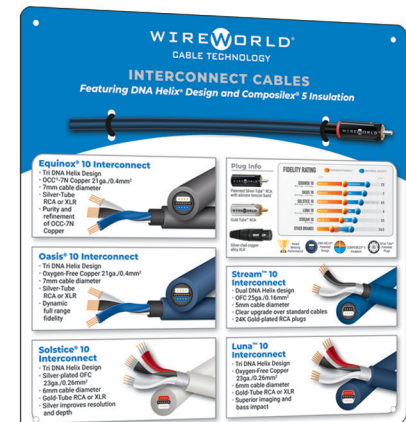
Reference Speaker Cables
 PARTCODE: **BOARDREFSP**



Speaker Cables
 PARTCODE: **BOARDSP**



Reference Interconnect Cables
 PARTCODE: **BOARDREFIC**



Interconnect Cables
 PARTCODE: **BOARDIC**

Cable Boards

WIREWORLD®
CABLE TECHNOLOGY

BALANCED DIGITAL AUDIO CABLES

Featuring 110-Ohm DNA Helix™ Design & Silver-Clad Plugs

Platinum Starlight® 10
100% OFC Solid Star Design
18 strand groups
COMPOSITE™ IV insulation
Silver-clad copper alloy
3.0L plugs

As close as a digital cable can get to the perfect sound of a direct connection.

Micro-Platinum Eclipse™ 10
100% OFC Solid Alloy Design
COMPOSITE™ IV insulation
Silver-clad copper alloy
3.0L plugs
Woven flex conduit conductor in a smart, flexible cable

Micro-Silver Eclipse™ 10
100% OFC Solid Alloy Copper
20ga. 0.13mm²
COMPOSITE™ IV insulation
Silver-clad copper alloy
3.0L plugs
Risky terrain sound with precise imaging

Plating Info
Inner and outer plug contacts: Standard 18K Gold Plated
Inner and outer wire contacts: Standard 18K Gold Plated

FIBER OPTIC RATING

Cable	DIGITAL SIGNAL	ANALOG SIGNAL
WireWorld Platinum Starlight 10	BEST	BEST
AudioQuest Reference	Good	Good
Monocore	Good	Good
Monocore Signature	Good	Good
Monocore Signature II	Good	Good
Monocore Signature III	Good	Good
Monocore Signature IV	Good	Good
Monocore Signature V	Good	Good
Monocore Signature VI	Good	Good
Monocore Signature VII	Good	Good
Monocore Signature VIII	Good	Good
Monocore Signature IX	Good	Good
Monocore Signature X	Good	Good
Monocore Signature XI	Good	Good
Monocore Signature XII	Good	Good
Monocore Signature XIII	Good	Good
Monocore Signature XIV	Good	Good
Monocore Signature XV	Good	Good
Monocore Signature XVI	Good	Good
Monocore Signature XVII	Good	Good
Monocore Signature XVIII	Good	Good
Monocore Signature XIX	Good	Good
Monocore Signature XX	Good	Good
Monocore Signature XXI	Good	Good
Monocore Signature XXII	Good	Good
Monocore Signature XXIII	Good	Good
Monocore Signature XXIV	Good	Good
Monocore Signature XXV	Good	Good
Monocore Signature XXVI	Good	Good
Monocore Signature XXVII	Good	Good
Monocore Signature XXVIII	Good	Good
Monocore Signature XXIX	Good	Good
Monocore Signature XXX	Good	Good

Micro-Platinum Eclipse™ 10
100% OFC Solid Alloy Design
COMPOSITE™ IV insulation
Silver-clad copper alloy
3.0L plugs
Leading edge technology and performance

Micro-Silver Eclipse™ 10
100% OFC Solid Alloy Copper
20ga. 0.13mm²
COMPOSITE™ IV insulation
Silver-clad copper alloy
3.0L plugs
Risky terrain sound with precise imaging

Cable Comparison

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Monocore Signature IX	Good	Good
Monocore Signature X	Good	Good
Monocore Signature XI	Good	Good
Monocore Signature XII	Good	Good
Monocore Signature XIII	Good	Good
Monocore Signature XIV	Good	Good
Monocore Signature XV	Good	Good
Monocore Signature XVI	Good	Good
Monocore Signature XVII	Good	Good
Monocore Signature XVIII	Good	Good
Monocore Signature XIX	Good	Good
Monocore Signature XX	Good	Good
Monocore Signature XXI	Good	Good
Monocore Signature XXII	Good	Good
Monocore Signature XXIII	Good	Good
Monocore Signature XXIV	Good	Good
Monocore Signature XXV	Good	Good
Monocore Signature XXVI	Good	Good
Monocore Signature XXVII	Good	Good
Monocore Signature XXVIII	Good	Good
Monocore Signature XXIX	Good	Good
Monocore Signature XXX	Good	Good

WIREWORLD CABLE TECHNOLOGY

CABLES

WIREWORLD

CABLE TECHNOLOGY

COAXIAL DIGITAL AUDIO CABLES

Featuring 75-Ohm DNA Helix® Design & Patented Plugs

Platinum Starlight® 10

- To DNA Helix design
- 24ga. 10 Strand Silver
- 24ga. 10 Strand
- COMPOSEX® 1's Insulation
- Exclusive Carbon Fiber Plugs
- Clearest sound to a perfect direct connection

Gold Starlight® 10

- To DNA Helix design
- 24ga. 10 Strand Silver
- 24ga. 10 Strand
- COMPOSEX® 1's Insulation
- Patented Silver Tube Plugs
- Richly textured sound with precise imaging

Silver Starlight® 10

- To DNA Helix design
- 24ga. 10 Strand Clear Copper
- 24ga. 10 Strand
- COMPOSEX® 1's Insulation
- Patented Silver Tube Plugs
- Superior clarity, focus and dynamic contrasts

Starlight® 10

- To DNA Helix design
- 24ga. 10 Strand Silver
- 24ga. 10 Strand
- COMPOSEX® 1's Insulation
- Patented Silver Tube Plugs
- Leading edge tech, materials and performance

Plug Info

REALLY HEARING

Model	Frequency Response (Hz)	THD (%)	Impedance (ohms)	Capacitance (pF)
1000 Series	20 - 20,000	< 0.001	100	10
2000 Series	20 - 20,000	< 0.001	100	10
3000 Series	20 - 20,000	< 0.001	100	10
4000 Series	20 - 20,000	< 0.001	100	10
5000 Series	20 - 20,000	< 0.001	100	10
6000 Series	20 - 20,000	< 0.001	100	10

Ultraviolet® 10

- To DNA Helix design
- 24ga. Silver-plated OFC
- 24ga. 10 Strand
- COMPOSEX® 1's Insulation
- Gold Tube Plugs
- A true wonder in smoothness and imaging

Chroma™ 10

- To DNA Helix design
- 24ga. Silver-plated OFC
- 24ga. 10 Strand
- COMPOSEX® 1's Insulation
- Gold Tube Plugs
- DNA Helix® at a budget price

www.wireworld.com

www.wireworld.com

WIREWORLD™

CABLE TECHNOLOGY

TWINAX ETHERNET CABLES

Patented Tite-Shield™ Technology & Compositon® 5 Insulation

Platinum Starlight® 10 Ethernet

Phenomenal 3D Imaging, harmonic purity and dynamic expression

Starlight® 10 Ethernet

Silver-coat Oxygen Free Copper
As beautiful as music in audio and video performance

Chrome® 10 Ethernet

Oxygen Free Copper
An amazing ultra preferred over expensive twisted cables

Groundbreaking design improves sound and image quality

Many have already discovered that wired digital connections provide better audio and video quality than WiFi. The patented design of these cables supports a more true image quality while retaining network noise for the most lifelike reproduction of streamed music and video. These cables are an off-the-art in isolating noise that replacing only the final cable in the network can substantially improve sound and image quality.

Note: The official network cable categories (Cat5/Cat6) only actually transmit raw data, so these network cables are cannot be rated by these test specifications. Since these cables are designed by retaining noise, longer lengths are more effective.

US Patent Nos. 10,328,871

Design Features:

- Shielding: 100% shield coverage (shields braidable)
- Shielding: 100% coverage (shields braidable)
- Conductors: 21ga / 28awg
- Insulation: 1mm x 12mm

QUALITY RATING

100% Shielding, 100% Coverage, 100% Braidability, 100% Conductor Purity, 100% Insulation Purity

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WIREWORLD

CABLE TECHNOLOGY

USB AUDIO CABLES

Featuring Uni-Path™ Design & COMPOSEX™ S Insulation

Platinum Starlight® 3 (S, R)

The Reference Standard for USB Audio Cables

- Solid silver conductors illuminate
- Uni-Path design for superior dimensionality
- COMPOSEX™ S insulation improves clarity & dynamics
- Exclusive Fiber phase
- Two plug options (A to B, C to A)

Starlight options (A to B, C to A)

Ridiculously textured three-dimensional sound

Defies the reference standard reference fidelity

COMPOSEX™ S Insulation improves clarity & dynamics

Exclusive Fiber phase improves sonic purity

2.0 (A to B), 2.0 (C to B)
3.1 (C to C)

Chrome™ 8 (S, R, 3, R)

Musically beyond expensive sound cables

Oxygen free Copper conductors

COMPOSEX™ S Insulation improves clarity & dynamics

Insulated power improves sonic purity

2.0 (A to B), 2.0 (C to B)
3.1 (C to C)

Groundbreaking design improves sound and image quality

Wireworld's Uni-Path technology improves the natural tone quality, spatial imaging and powerful dynamics of live music. They exclude both high-frequency parasitic energy, provide inherent immunity to interference while it minimizes signal loss and compresses within the cable. The cables' superior shielding and balanced design also help to ensure they will provide the quietest sonic background for the most flexible musical experiences available from USB audio converters.

"Platinum Starlight 3 USB has been a soundstage size, tempo tracking, dynamics, bass punch, timbral realism and feel of gram."

THE ABSOLUTE SOUND REPORT OCTOBER 2013

Plug Info

Plug A: 2.0mm (A to B), 3.1mm (C to C)

Plug B: 2.0mm (A to B), 3.1mm (C to C)

Plug C: 2.0mm (A to B), 3.1mm (C to C)

FEATURES

FEATURE	PLATINUM STARLIGHT 3	STARLIGHT	CHROME 8	PLATINUM STARLIGHT 3
CONDUCTORS	SILVER	COPPER	COPPER	SILVER
INSULATION	COMPOSEX S	COMPOSEX S	COMPOSEX S	COMPOSEX S
SHIELDING	EXCLUSIVE FIBER PHASE	EXCLUSIVE FIBER PHASE	EXCLUSIVE FIBER PHASE	EXCLUSIVE FIBER PHASE
PLUG TYPE	2.0mm (A to B), 3.1mm (C to C)	2.0mm (A to B), 3.1mm (C to C)	2.0mm (A to B), 3.1mm (C to C)	2.0mm (A to B), 3.1mm (C to C)

WIREWORLD
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WWW.WIREWORLD.COM

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WIREWORLD™

CABLE TECHNOLOGY


POWER CONNECTION CORDS

Fluxified™ Technology - Longer Lengths Increase Performance




Platinum Electro™ 30

- Fluxified Design/COMPLEX™ X
- ODC™ 70 Silver 12ga./2mm
- Cable 7x2mm, 30mm dia. plug
- Notably tonality and expression




Silver Electro™ 30

- Fluxified Design/COMPLEX™ X
- ODC™ 70 Silver-plated Copper 12ga./2mm
- Cable 6x2mm, 30mm dia. plug
- Very tonality and dimensionality




Electro™ 30

- Fluxified Design/COMPLEX™ X
- ODC™ Copper 12ga./2mm
- Cable 6x2mm, 30mm dia. plug
- Superior purity and depth




Aurora™ 30

- Fluxified Design/COMPLEX™ X
- Silver clad ODC™ 12ga./2mm
- Cable 6x2mm, 30mm dia. plug
- Great contrast and focus




Stratus™ 30

- Fluxified Design/COMPLEX™ X
- Dryness-free Copper 12ga./2mm
- Cable 6x2mm, 30mm dia. plug
- Improved clarity and imaging







Plug Info




PLUGGY INFO

COMPONENT	PLUGGY INFO
CONDUCTOR	100% SHIELDED
SHIELDING	100% SHIELDED
INSULATION	100% SHIELDED
TERMINATION	100% SHIELDED
PLUG TYPE	100% SHIELDED


Electro™ 100 shielded Mini




- Fluxified 100% shielded design
- Ultra-quiet Copper/COMPLEX™ X insulation
- ODC™ 70 Copper 16ga./1.5mm
- Superior purity and depth
- Wounds fine body imaging
- 2 conductor power and design






Stratus™ 100 shielded Mini

- Fluxified 100% shielded design
- Ultra-quiet Copper/COMPLEX™ X insulation
- Dryness-free copper 16ga./1.5mm
- Cable 15mm, 30mm dia. plug
- Improved clarity and imaging
- Heat optimized 99.99% anoxerous, anoxerous
- Optimates and promotes



Balanced Digital Audio Cables
PARTCODE: **BOARDDV**

USB Audio Cables
PARTCODE: **BOARDUSB**

Coaxial Digital Audio Cables
PARTCODE: **BOARDCOAX**

HDMI Cables
PARTCODE: **BOARDHDMI**

TwinaX Ethernet Cables
PARTCODE: **BOARDETH**

Power Conditioning Cords
PARTCODE: **BOARDPC**

\$30.00 US ea.

Wireworld Literature

Wireworld's RESOURCES website features many useful tools to help you sell our products. Review and download info sheets, technical papers, price sheets and more to assist you in better communication with your customers. Download and print out the high resolution pdf files and use them as customer handouts.

- 8.5" x 11"
- Customer-friendly information
- Great sales tools

<https://wireworldaudio.com/category/literature/>

Free to Download

Professional Reviews

Wireworld's RESOURCES website features many useful tools to help you sell our products. Read and download professional product reviews for the Wireworld cables that your customers are most interested in. Download and print out the high resolution pdf files and use them as customer handouts.

- 8.5" x 11"
- Excellent audiophile information
- Great sales tools

<https://wireworldaudio.com/category/reviews/>



Free to Download

Trade Show Banners

- 78 1/2" x 31 1/2" plus 6" of whitespace at bottom (200cm x 80cm)

Free to Download

Wireworld's RESOURCES website features many useful tools to help you sell our products. Review the options and choose which standing banners will help you best promote Wireworld in stores or at trade shows. Request the high resolution files and have them printed and mounted with your local vendors.



<https://wireworldaudio.com/category/advertising/large-banners/>

Order by Email:
sales@wireworldcable.com

WIREWORLD®
CABLE TECHNOLOGY
Engineered for Reality™

PVC Flexi-Signs

- High resolution printed Wireworld logo
- Durable and flexible for multi-location usage
- Perfect for easy slat-wall mounting



Small Flexi-Sign PARTCODE: **WWSIGN**

15" x 7.5" (19cm x 38cm)

\$7.00 US ea.

Large Flexi-Sign PARTCODE: **WWSIGN32**

32" x 13.75" (81cm x 35cm)

\$20.00 US ea.

Type-C USB Flash Drive

- 16 Gigs of storage
- USB A and USB C Plug
- Full color logo printing
- Small, convenient data storage
- Makes a great giveaway

Universal USB Flash Drive PARTCODE: **FLASHDRIVE**

\$10.00 US ea.



Wireworld Polishing Cloth

- 100% lint-free microfiber
- Non abrasive and non toxic
 - Washable
- Perfect for gold and silver plug touchup

Polishing Cloth PARTCODE: **PCLOTH**

\$7.00 US ea.



Clear Window Decal

- 20cm x 8.5cm (7.874" x 3.3465")
 - Full color logo
- Install from inside of window
- Clings to glass without any adhesive

Clear Window Decal PARTCODE: **DECALWINDOW**

\$5.00 US ea.



Order by Email:
sales@wireworldcable.com

25-in-1 Screwdriver Kit

- 165mm x 65mm x 16mm
- 24 high strength alloy batch heads
- Strong magnetic head attachment
- Pocket sized hard-sided case

25-in-1 Screwdriver Set PARTCODE: **DRIVERKIT**

\$7.00 US ea.



PVC Table Tent

- Durable, lightweight plastic
- POP & trade show silent salesman
- 6" x 8" (15cm x 20cm)
- QR Code directs to Wireworld About Us page

Table Tent PARTCODE: **TENTCARD**

\$7.00 US ea.



Wireworld Polo Shirt

- Port Authority 65% Poly 35% Cotton
- Limited quantity available in **Medium** and **Large** only. Please specify size when ordering.
 - Embroidered logo and slogan
 - Comfortable and durable

WHILE
SUPPLIES
LAST

Wireworld Polo Shirt PARTCODE: **POLOSHIRT**
\$15.00 US ea.



Wireworld T-Shirt

- 100% Cotton Next Level Apparel brand T
- Size S to 3XL Available - Please specify size
 - Logo on front, slogan on sleeve
- Super soft and comfortable high quality shirt

Wireworld T-Shirt PARTCODE: **TSHIRT**
\$12.00 US ea.



Order by Email:
sales@wireworldcable.com

Thank You

We appreciate your business.



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WCTPOPCAT2025