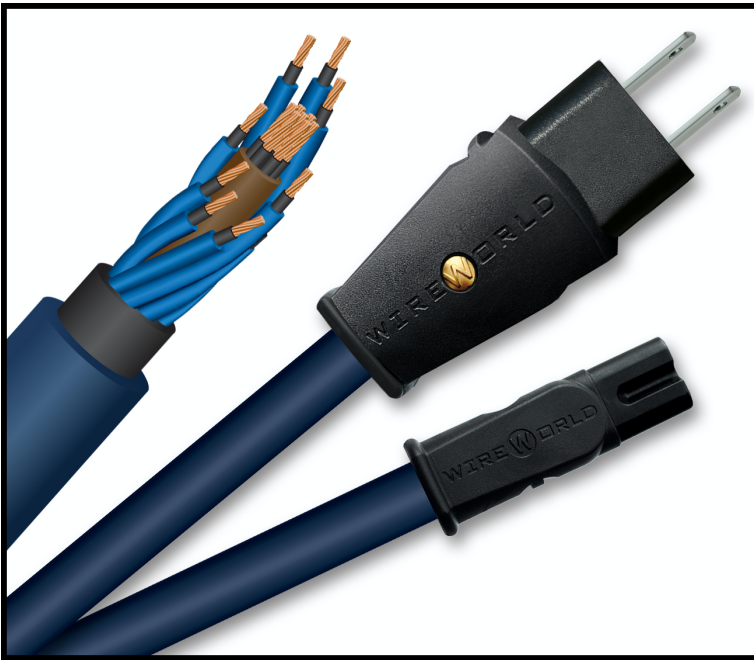


Wireworld Releases Shielded Mini Power Conditioning Cords



FORT LAUDERDALE, FL, June 6, 2023 — Wireworld Cable Technology, one of the world's most respected brands of high-performance audio and video cables, announces the release of their Stratus™ and Electra™ Shielded Mini Power Conditioning Cords. These cords feature a new conductor geometry that provides shielding and isolation from external interference. They're called 'Power Conditioning Cords' because they extend the functions and benefits of power conditioning all the way to the component's power inlet.

"Two-conductor cords power our TVs and many other components, but previous two-conductor power cords have not been effective at rejecting interference," comments Wireworld designer and President David Salz. "In blocking most interference, these cords make surprising audible and visible improvements."

The two cords are the same size and they're flexible enough to use with small components. Their individually insulated conductors add up to 16AWG/(1.25mm²) per polarity. The conductor material in Stratus is oxygen-free copper, while Electra's conductors are made of the Ohno Continuous Cast[®] (OCC-7N) copper. The plugs feature supremely conductive silver-clad contacts for measurably quieter connections than other metals. The filtering effect of the cords is enhanced by Wireworld's ultra-quiet COMPOSITELEX insulation. The new conductor geometry is an extension of Wireworld's exclusive Tite-Shield Technology, which reduces interference to improve image and sound quality.

Retail Pricing

Both cables are available now in lengths of 1m, 1.5m and 2m.

Stratus Shielded Mini Power Cord: \$70/1m, \$80/1.5m, \$90/2m

Electra Shielded Mini Power Cord: \$160/1m, \$200/1.5m, \$240/2m

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, fiber optic, interconnect, power 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