

PRESS RELEASE – 4 December 2009

Silver-line HDMI Interconnect

Launch date – 7 December 2009

UK Retail Prices:

0.5m – £80.00

0.75m - £90.00

1m - £100.00

1.25m - £110.00

1.5m – £120.00

2m – £130.00

3m – £145.00

5m – £175.00

8m – £220.00

After 5 years of research, design and development we are pleased to announce the launch of the long awaited Silver-line HDMI Interconnect. Featuring a truly high-end design and specification with an innovative multi-layered copper shielding system, the result is a cable that offers superlative audio-visual performance.

In order to achieve new levels of performance the first conceptual design for the Silver-line HDMI Interconnect was ambitious. The shielding system in particular highlighted many new challenges that needed to be overcome in order for the cable to be realised.

The conductors used in the Silver-line HDMI Interconnect utilise our Ultra High Purity Oxygen Free Copper (99.9997%) conductor material. Due to the additional refining techniques utilised, this conductor material is considerably better than standard Oxygen Free Copper in terms of purity and crystal size. To increase performance each multi-strand conductor is directly plated with 50 microns of Pure Silver. The result is a very high silver-to-copper ratio which offers considerably better performance with improved wide bandwidth characteristics. Careful consideration has also been given to the conductor geometries to ensure optimal performance with minimal interactions. To ensure exceptionally low losses all of the internal conductors – including non-critical lines - are insulated in the best quality Foamed Polyethylene (FPE). This ensures minimal signal loss and the best signal propagation.

The innovative shielding system developed for the Silver-line HDMI Interconnect is unrivalled. Many challenges had to be overcome to realise the dense multi-layer copper shielding that makes the Silver-line HDMI Interconnect practically immune to any airborne noise or electro-magnetic interference. Each critical TMDS data line is individually protected by two dual-layer copper foils with individual drain wires to ensure any noise pick up is drained away from the conductors. The entire cable assembly is then protected by another dual-layer copper foil and an Ultra High Purity Silver-plated Oxygen Free Copper Braid.

Other key aspects of the Silver-line HDMI include the carefully selected lead and halogen free high content silver (3%) solder. Each conductor and respective pin is precisely silver soldered to tight tolerances to ensure the best data transfer. In addition, the critical connector shell and pins are made from high purity copper alloy with all components directly plated with 24k gold. Inferior conducting alloy metals such as nickel are eliminated from the 24k gold – this gives the gold the matt lusterless appearance – to ensure optimal connectivity.

The Silver-line HDMI Interconnect is HDMI 1.3b compliant with a single link bandwidth of 340MHz (10.2GB/s) and therefore supports higher resolutions (up to 1600p) and frame rates (up to 120Hz). It also supports Deep Color™ up to depths of 48-bit allowing billions of colours, and a broader colour space. Lossless audio formats such as Dolby TrueHD and DTS-HD are also fully supported.

Like all of our products the Silver-line HDMI Interconnect comes with our 60 Day Money Back Guarantee, Limited Lifetime Warranty and Free UK Mainland Delivery.
