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## DVIGear Shows Ultra-Long Length DVI and HDMI Cables

### New DVI and HDMI Super High Resolution™ Copper Cables

### Break Distance Limitations for 1080p Capable DVI and HDMI Cables

*Indianapolis, IN – September 9, 2005* – DVIGear, a leading provider of digital connectivity solutions, demonstrated a significant breakthrough in long length DVI and HDMI cables today at the CEDIA Expo. An industry first, DVIGear's new Super High Resolution™ (SHR™) cables deliver full compatibility with all DVI and HDMI performance specifications with cable lengths that exceed 60 meters (200 ft.). These cables represent a major step forward for home theater designers, installers and enthusiasts who need long length DVI and HDMI cable solutions, but have been plagued by the low performance of conventional cables.

"We have spoken with many end users who have purchased inferior grade DVI and HDMI cables that simply did not deliver the performance they claimed to offer," said Steven Barlow, president of DVIGear. "Our new SHR™ DVI and HDMI cables have been engineered for superior performance at resolutions beyond 1080p – and at the longest lengths possible," Barlow continued.

### Super High Resolution™ DVI and HDMI Cables

All cables suffer from a degenerative effect known as "insertion loss" that becomes more severe as cable length and signal frequencies are increased. To extend the range of its SHR™ cables, DVIGear developed a new active cable equalization circuit, which mitigates a substantial amount of these insertion losses. When this circuit is used in conjunction with DVIGear's high performance SHR™ cables, cable lengths can be extended beyond 60 meters (200 ft.). This remarkable distance is only possible due to the SHR™ cables' exceptionally low skew – an essential performance feature that is up to 10 times better than conventional DVI and HDMI cables.

### CEDIA Demonstration

At the CEDIA Expo, DVIGear demonstrated what it believes to be the longest DVI and HDMI 1080p compatible cables on the market today. Two independent 1080p display systems were shown. One system used a single 50 meter (164 ft.) DVI cable, while the second used a single 62 meter (203 ft.) HDMI cable. Each system used a Dell PC running Microsoft Windows Media Video-HD to provide 1080p content with a resolution of 1920x1080/60 Hz. Each long cable was connected to the PC on one end and then into DVIGear's active cable equalization circuit at the other end. A short 20" cable connected this



circuit to a 45" Sharp PN-455 LCD monitor, which is 1080p capable and has a native resolution of 1920x1080. In both cases, the 1080p images displayed on the monitors were breathtaking – even though the cable length was over 200 ft. !

Currently, DVI Gear offers its SHR™ DVI and HDMI cables in pre-terminated lengths up to 20 meters (65.6 ft.). Starting in November, DVI Gear will begin offering its SHR™ DVI and HDMI cables in pre-terminated lengths up to 65 meters (213 ft.). All long length cables will include DVI Gear's new active cable equalization circuit at no additional charge. Additional product information and pricing will be made available in the near future.

To order these products or to get additional information, please go to <http://www.dvigeart.com> or call DVI Gear at 888.463.9927. For marketing support materials, including high-resolution photos, please contact Sara Abrons at 919.969.6681, x121 or [sabrons@kayye.com](mailto:sabrons@kayye.com).

### **About DVI Gear**

DVI Gear has been recognized as the leading expert in digital connectivity solutions since 1999, when DVI and DFP technology first appeared on professional and consumer electronics markets. Originally founded by industry icons Gary Kayye and Jody Thomas, DVI Gear is now under the leadership of 25-year projection veteran Steven Barlow.

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