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DVIgear Shipping Next-generation DVI and HDMI Cables New Super High Resolution® Cables Break All Known Performance and Length Limits

Chapel Hill, NC – July 22, 2005 – DVIgear, a leading manufacturer of digital connectivity products, has started shipping its new range of Super High Resolution® (SHR) DVI and HDMI cables, which debuted last month at the InfoComm trade show in Las Vegas. These cables offer system integrators greater performance and flexibility when designing digital display systems.

DVIgear's next generation SHR DVI and HDMI cables offer the highest level of performance on the market today. "Unlike our competitors, this claim is not based on hype and a slew of techno adjectives that no one understands," said Steven Barlow, president of DVIgear. "Rather, it is based on disciplined engineering and DVIgear's unrelenting commitment to manufacture the highest performance products through meticulous design, analysis and testing," Barlow continued. "To build the best DVI and HDMI cables, one must understand all the weaknesses of conventional cables. This requires a high level of engineering skill, expensive test equipment and total absence of compromise," explained Barlow.

DVIgear's SHR Cables have been engineered from the ground up for superior performance and reliability. These SHR cables use premium grade silver plated 22AWG wire, the thickest in the industry, which minimizes insertion loss (high frequency attenuation). These cables also offer the lowest intra-pair skew (by a factor of up to 1/10th) of any DVI or HDMI cables on the market today. The exceptional performance in these crucial parameters translates into one simple result – beautiful, crystal-clear digital images with cable lengths up to 20 meters (65.6 ft.).

DVIgear's SHR Cables offer several unique features:

- Support HDTV resolutions up to 1080p
- Support PC resolutions to 1920x1200 / 60 Hz
- Dual UL ratings (CL2 and AWM20276)
- Triple shielded for superior noise immunity
- RoHS compliant (green friendly)
- Ultra-low insertion loss (attenuation)
- Ultra-low differential skew and crosstalk
- Rugged, yet pliable construction
- Gold plated connectors



DVIGear's new SHR cables are available in wide range of pre-terminated lengths from 0.5 meters (1.6 ft). to 20 meters (65.6 ft.). Suggested list prices range from \$49.95 to \$299.95. In the near future, lengths up to 50 meters (164 ft.) will also be possible. The following cable types are available for immediate delivery:

HDMI Male to HDMI Male

HDMI Male to DVI-D Male (Single-link)

DVI-D Male to DVI-D Male (Single-link)

To order these products or to get additional information, please go to <http://www.dvigeart.com> or call DVIGear 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.

About DVI Gear:

DVIGear 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 Gary Kayye and Jody Thomas, DVI Gear is now under the leadership of 25-year projection veteran Steven Barlow.

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