

HDanywhere ActiveWire HDMI Cables – Ideal for long runs of HDMI cable when quality is paramount.

4th October 2011 - Malvern, Worcestershire - It is well documented that standard HDMI cables only have an effective range of up to 8 meters. Anything over this and picture and sound quality starts to degrade. To maintain performance for longer runs of HDMI cable, HDanywhere launches ActiveWire – the HDMI cable with a range of up to 45 meters without any loss of signal quality.

ActiveWire's in-line equalisation chipset filters electrical noise and interference from the HDMI transmission that normally reduces cable bandwidth - effectively boosting the transmission distance. This enables ActiveWire to pass the same data rates as a short cable, ensuring the best possible performance for cable runs of up to 45 meters.



ActiveWire features in-line signal boosting electronics

ActiveWire by HDanywhere is **fully compatible with every HDMI device on the market**, delivering high-definition pixel-for-pixel digital video and multi-channel digital audio over this single cable. **The entire HDMI v.1.4a feature set is supported** including full-HD video (1080p video resolutions and beyond), 3D content, 4K resolutions and Audio Return Channel (ARC). The dedicated data channel, known as the HDMI Ethernet Channel for device networking, is also supported.

Features:

- Compatible with all HDMI devices inc. v.1.4a HDMI specification
- Delivers up to 1080p HD video and lossless multi-channel audio through a single cable
- High Speed with Ethernet
- 3D, 4K, ARC supported
- In-line signal boost chipset
- Carries higher data rates than normal long HDMI cables
- Lightweight aluminium headshell construction
- 24K Gold Contacts
- High density shielding layer
- Lifetime Warranty

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ActiveWire HDMI Cables by HDanywhere are available now with the following SRP's:

8m	£39.99
10m	£49.99
15m	£59.99
20m	£69.99
25m	£79.99
45m	£129.99

HDanywhere™ is distributed in the UK by HD Cable:

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Notes for Editors

HD Cable Ltd is a UK company based in Malvern, Worcestershire that develops, sells and supports High Definition Multimedia Interface (HDMI) connectivity technologies and products for both the home and commercial environments. Launched in 2008, HD Cable Ltd has become one of the UK's largest internet retailers of HDMI products attracting over 60,000 customers in 40 countries across the globe.

For press enquiries, images and review product requests, please contact Andy Naphine of Naphine Porter Ltd on 07920 425166 / andy@naphineporter.com or Alan Porter on 07922 073208 / alan@naphineporter.com