

## **Atlona Flat HDMI Cables are now HDMI 1.3b Certified**

10.05.2007 – San Jose, CA – October 5<sup>th</sup>, 2007 – Atlona Technologies (Lenexpo Electronics Company) is one of the industry's faster growing Audio Video Cable Manufactures in the US has announced that their flat HDMI cables are now HDMI 1.3b Certified.

Atlona Flat HDMI Cables are offered in lengths up to 20 meters (66 ft) and support HDMI 1.3b standards for transferring high resolution video up to 10.2Gbps and high definition audio Dolby® TrueHD and DTS-HD Master Audio(TM), Cables are available in black or white colors and could also be painted.

### **Why is Flat Cable better then Round Cable?**

Technology has reached a point, where every little factor matters when we talk about digital video and audio transmission. The main advantage is that the conductors in the flat cable are much further away from each other than in the round cable; therefore, the *crosstalk* between conductors is greatly reduced. In addition, the cable becomes more flexible and more durable at the same time.

**Definition of Crosstalk** - the unwanted transfer of energy from one coupled signal path to an adjacent or nearby signal path.

### **HDMI 1.3b Bandwidth Requirements:**

General HDMI specification requires enough bandwidth to support all current HDTV formats; however, the HDMI version 1.3b specification increases its bandwidth to 340 MHz (10.2 Gbps) to support future HD display devices that could provide higher resolutions, Deep Color and higher frame rates. HDMI 1.3b provides the highest audio quality as it enables the full, lossless audio data of Dolby TrueHD to be transferred digitally to AV Receiver's. All of Atlona's Flat HDMI cables passed the Compliance Test Specification (CTS) ensuring they meet all bandwidth specifications for current and future HD formats.

*Further more, Atlona HDMI cables were tested and passed an even higher bandwidth (387MHz) than was required (340MHz).*

### **Atlona Flat profile HDMI Cable's features:**

- Pure Oxygen Free Copper conductors (OFC) – to insure high speed signal transmission. OFC conductor has a very high conductivity, low signal loss, minimum degradation and low electric resistance.
- Superior High-Density triple shielding technology - protects conductors from picking up electrical and radio frequency noise.
- Industrial Quality Jacket – protects the cable from being damaged when ran inside the wall or placed under the rug.

- Paintable Jacket – great advantage to those who are unable to install hdmi cable inside the wall, but have to run it on the surface of the wall. Atlona HDMI cable jacket can be painted to match the color of the wall.
- 24K Gold Plated Conductors – will insure full signal transfer from the connectors to the conductors without loss.
- UL CL3 Certified – Atlona Flat HDMI Cables are UL CL3 Certified, therefore can be used for any in-wall applications.

### **About the Company:**

Atlona Technologies is a subdivision of Lenexpo Electronics, and was created as a brand name for our own cables and equipment. Every cable and a piece of equipment manufactured under this brand name meets or exceed the standards set by US, Canadian and European Governments.

All of our equipment and cables are built under the following standards and certifications (if applicable): HDMI, DDWG Rev1.0, CE, UL, C-UL, ISO 9001 and ISO 9002.

[www.atlona.com](http://www.atlona.com) (manufacturing division)  
[www.lenexpo-electronics.com](http://www.lenexpo-electronics.com) (sales division)  
Toll free – 1-877-536-3976 x111

Contact Name: Mike Khain

Title: Product Manager

E-mail: [mkhain@lenexpo-electronics.com](mailto:mkhain@lenexpo-electronics.com)

URL: [www.lenexpo-electronics.com](http://www.lenexpo-electronics.com)