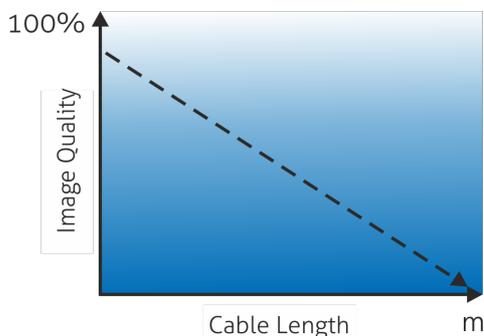


Avoid the Cliff Effect - With an Active HDMI 2.0 Cable

NEW: PI2010 The 18 Gbps High Speed HDMI 2.0 Cable

When transmitting AV signals, the transmission distance is decisive for the quality of image and sound. Even with excellent cable quality, signal attenuation increases with cable lengths of more than 5 metres until audio and video signals cease to be transmitted sufficiently. This is why the signal range is usually extended with extenders or repeaters. Evade the cliff edge - with an active HDMI cable.



Linear Signal Attenuation

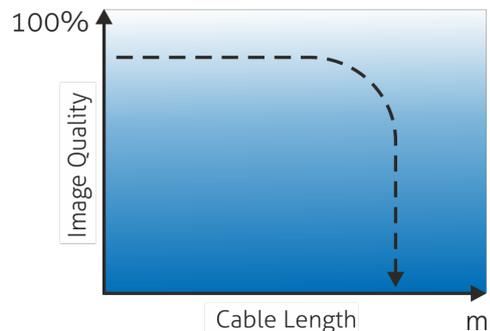
Analogue signals are transmitted in the form of a sine wave and are heavily effected by noise and signal degradation over increasing cable length.

Cliff Effect

Digital signals avoid the problems of noise and interference by transmitting binary pulses, however all signals are eventually degraded over distance. The problem with a digital signal is that when the breaking point is reached, the effect is immediate – no signal.

This is called the cliff effect; an immediate fall in signal.

Combatting this problem involves boosting voltages, protecting signal integrity and ensuring highest quality conductors. Without these safe guards in place, your signal will be lost for good.



Long Range at 18 Gbps High Speed Due to Technical Innovation

PureLink presents the new cable generation from the PureInstall series at **ISE 2019**. PI-2010 are active HDMI cables: They are equipped with a new generation of signal amplification electronics.

The new cable grade supports high speed, maximum range and bandwidth. The transmission speeds are 18 Gbps for distances up to 20 metres, and 10.2 Gbps for transmission distances up to 30 metres. In addition, their full 4K@60Hz, 4:4:4, HDCP 2.2 performance and HDR PI2010 compatibility make them ideal for use in state-of-the-art professional installations.

The high quality of PureInstall cables provides the best conditions for an optimal signal transmission. They are manufactured from triple shielded, high-purity OFC copper cables. High-precision, 24 carat gold-plated plugs with a special design ensure durable, stable connections.

Mechanical stability makes these cables particularly suitable for applications where fiber cables are not suitable, e.g. for installations on small footprint, where the narrowest bending radius is required, or possible friction with other cables can not be avoided.

Effective and dependable technologies developed by PureLink make PI2010 unique.

PureLink APO™ Technology

The unique APO™ technology is a signal amplifier for optimized, lossless signal transmission over long distances.

The Active Performance Optimizer ensures a crystal-clear sound and a pin sharp picture with no dropouts or pixel errors.



PureLink SLST™ Secure Lock System

The special design of the HDMI connector with Secure Lock System™ developed by PureLink is unique in the market.

The specific connector design increases the maximum retention force of cable connections to a pull load of more than 8 kg and ensures a secure, stable connection even under high loads.



The PL2010 Innovations at a Glance

Avoid the Cliff Effect

- 18 Gbps on Distances up to 20 m | 10.2 up to 30 m
- Full 4K@60Hz, 4:4:4, HDCP 2.2 and HDR Compatibility
- 24 Carat gold plated Plugs
- High-purity tinned OFC Copper Conductors, triple shielding
- SLS™ Secure Lock System for HDMI Connections
- APO™ Active Performance Optimizer Technology
- HDMI 2.0 - All in one Cable
- Integrated Ethernet channel for 100 MBit Network transmission via HDMI
- For professional Installations



Brands



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