

Press Release

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Future-orientated and powerful AV Connectivity – The Quality is in the Details

PureLink HDMI™ certified cables with patented connectors and connectivity solutions

When building, or expanding digital architectures, high-quality solutions ensure permanent performance and capacity for future requirements. Dealers, planners, installers and integrators are always in need of faster, more powerful and more multifunctional AV products that ensure signal transmission over long distances and in the best possible quality.

The certified high-speed cables from the PureInstall series consist of high-purity OFC copper cables with high-quality gold-plated plug connectors. Certified quality supports the modern standards for consistently reliable top performance in professional applications.

APO™ Technology - Active Performance Optimizer

To avoid signal losses and errors in transmission lengths exceeding 15 meters, PureLink equips its cables with amplifiers on the display side signal. The APO™ technology ensures always sharp images and crystal clear sound.

SLS™ - Secure-Lock-System

The unique design of the HDMI connector with Secure-Lock System™ developed by PureLink has no equivalent in the market. The increase in the maximum pulling force to 6.8 kg thus achieved guarantees a steadily secure and stable connection even under heavy loads. If this load limit is exceeded, the cable will automatically disconnect from the socket to prevent damage to the cable or to expensive equipment.

ULS™ - Ultra-Lock System

The patented Ultra Lock System™ ensures secure HDMI connections mechanically by locking the HDMI connector in the socket. The innovative 360° safety lock is currently the safest system on the market and ensures permanently uninterrupted connections. It can be used universally with any HDMI socket and can be switched between the positions "locked" and "unlocked" with only one hand.



PureLink HDMI Cable Quality



Unique, patented Features

Company Information

PureLink GmbH develops, produces and markets products for professional presentation and media technology.

Since 2006 PureLink has been one of the international branch leaders for digital connectivity solutions, e.g. HDMI cables and adapters, wireless HD, or optical glass fiber products.

As manufacturer and distributor, PureLink is partner of wholesalers, mail order companies, industry, electronics stores, and installers. The product portfolio comprises consumer equipment, as well as individual customer solutions. Professional products from leading international manufacturers complete the wide range of own-brand products.

At present, PureLink has 25 employees who take care of customers' demands worldwide. The company's distribution and logistics centre is located at Rheine, Germany.

Press Contact

Contact person	Barbara Tsihlis
Company	PureLink GmbH
Address	Von-Liebig-Str. 10 48432 Rheine / Germany
Email address	tsihlis@purelink.de
Telephone	0049 5971 800 299 25
Website	https://www.purelink.de/