

## Press Release

Jan-19-2018

### New Generation of Advanced Optical Fibre Cables

#### FiberX – Update of a Revolution

While formats like 4K Ultra HD and HDR become increasingly popular, future innovations loom on the horizon: technologies like 120Hz refresh rates and 8K will bring the throughput and bandwidth of HDMI cables to their capacity limits. Such performance requires optical signal transmission.

Since 2010, PureLink's comprehensive Fiber X range has been setting high standards, being the leading brand for optical fiber solutions.

Now, PureLink introduces a new generation of AOC cables extending the bounds of possibilities for high-end installations considerably.

#### **PureLink FiberX cable generation 18G+: Active Fiber Optical HDMI 2.0 and DisplayPort**

FiberX uses its active optical cable technology to support the transmission of 4K via compatibility with the HDMI 2.0 standard, as well as its equivalent, the DisplayPort 1.2 range with 21Gbps.

The FiberX AOC cables are self-powered, eliminating the need for an external power supply while maintaining the complete plug-and-play philosophy.

They provide real-time EDID and HDCP handshake without signal attenuation or quality loss. Optical fiber cabling protects the signal against electrical noise and ensures uninterrupted performance.

In addition to high-quality fiber, the Fiber X cables use PureBend technology for enabling narrower bend radiuses than with traditional fiber products. They can easily be pulled through conduits and sustain difficult turns for quick, versatile installations providing ultimate reliability and convenience to the installer.

#### **The new FiberX UltraPro 4K cables 18Gbps transmissions undergo an internal certification process**

"The true cost of this next wave of video media innovation is bandwidth," says Robin Cullen, Quality Manager at PureLink. "It is visually superior to anything we've had previously, with color-rich images and stunning clarity."

"After seeing deficiencies in the field, we realized the need for certification. Professional installers and all users deserve the confidence to know that they are working with reliable products that can support the current demanding standards. Our certification process involves

robust field-testing in addition to lab tests. We are confident that the products we certify remain reliable through rigorous field conditions.”

“Our new 4K-AOC HDMI cables provide a reliable, effective solution featuring the expanded bandwidth up to 18 Gbps necessary for full 4K/60 (4:4:4) signal management. With support for HDR content, as well as HDCP 2.2 and CEC compliance, it provides a truly rugged, plug-and-play HDMI over fiber extension solution designed to finally go beyond the limitations of copper cables.”

The FiberX HDMI cables are available at lengths of 10 to 100 metres.

They are built to safely and reliably deliver the 18Gbps bandwidth necessary for today’s 4K and HDR content. The new PureLink AOC cable products are highly reliable, meet the highest fire protection requirements and provide high installation convenience.



New generation of the tried-and-tested FiberX AOC cables

## 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.



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