

Cables To Go Rebrands as C2G

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Trade shows offer an opportunity to jumpstart any re-branding, so Cables To Go, provider of cabling and connectivity solutions, used InfoComm as their platform to rebrand as C2G.

It's more and more a wireless world these days...not to suggest that wires will disappear...it's just that connectivity today is far **more than just wires**.

This move by Cables To Go is actually overdue: the new **C2G** name will help communicate its broader direction of connectivity products (and it's timed to match up with its European expansion).

At InfoComm 2012, C2G launched upgrades to its RapidRun Multi-Format cable line, TruLink HDMI over Cat5 and TruLink Media Gateway products, and the availability of **ConnectXpress**, a self-service on-line platform for selecting connectivity solutions.

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