

Purelink HDMI Cables Win Design Nomination

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18. 10. 2010

Purelink may be in its first showing at IFA, but the company is well known for connectivity products in the HDMI/DVI sector.



Catching retail interest attention at IFA, one Purelink product recently won a 2011 nomination from the German Design Council award. "Retailers wanted a unique HDMI cable so we designed this in Germany," says Christian Ahrens, MD.

Normally HDMI cables only work well up to 5m to 7.5m and Purelink embedded technology in this cable that extends the distance to 12.5m.

Purelink attracted new distributors at the Reseller Park, showing a full range of connectivity products.

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