



Tributaries[®] Launches HEC HDMI with Ethernet

New modes offer improved signal transfer over long distance with key upgrades

Orlando, FL—August 2010—Tributaries is pleased to introduce its new HEC HDMI with Ethernet cables. The new models not only conform to the performance requirements consistent with all new HDMI v1.4 upgrades, but additional improvements on the connectors and the cables provide easier installation and improved signal transfer in long distance. The new HEC cable has one extra pair of conductors in the number 14-pin position, previously unused on the HDMI connector for the dedicated Ethernet Channel.

Shorter Connectors

Tributaries' has decreased the overall length of the HDMI connector body by approximately a quarter of an inch. This space-savings is critical for installers who must to fit these cables into tight limited spaces and where hiding the cable behind flat panels is getting increasingly difficult.

Go! Technology

To provide improved performance, Tributaries has engineered the longer length cables with Go! Technology. With an onboard miniature passive network built into the receiving connector, Go! ensures proper signal transmission at long lengths. Go! Technology is directional therefore arrows on the connector will indicate direction. Connection and operation is that simple—no extra parts or power, this is truly a “plug and Go! play solution”.

Lastly, based on dealer feedback, Tributaries has added longer lengths for all series of HDMI cable for selection as well as darker jackets in the two top lines; the Series 7 and Series 9.

Each cable length has been certified to pass eye pattern tests as follows:

Series 3 are **High Speed with Ethernet** with lengths to 6 meter.

Series 5 are **High Speed with Ethernet** to 8m and **Standard Speed with Ethernet** to 15m.

Series 7 are **High Speed with Ethernet** to 10m and **Standard Speed with Ethernet** to 20m.

Series 9 are **High Speed with Ethernet** to 12m and **Standard Speed with Ethernet** to 25m.

Tributaries HEC HDMI Cables will be available at the end of August, in four series: Series 3 model 3HEC, Series 5 model 5HEC, Series 7 model 7HEC and Series 9 9HEC.

2 meter suggested retail pricing below – all pricing available from Tributaries:

3HEC – 2 meter = \$50.00

5HEC – 2 meter = \$80.00

7HEC – 2 meter = \$125.00

9HEC – 2 meter = \$200.00

About Tributaries[®]

Established in 1991 in Orlando, Florida, Tributaries[®] is an acknowledged leader in the design, production, and distribution of high-quality audio and video interconnect cables, speaker wires, accessories, and electronics. The company prides itself on its customer service, and has won the CE industry magazine *Inside Track* Supplier Loyalty Awards a total of 11 times in the past 13 years.

For more information, please visit www.tributariescable.com.

Please direct media inquires to:

Sue Toscano

Nicoll Public Relations, Inc.

Sue@nicollpr.com or (781) 762-9300