



Ultralink :: Ultra Value :: Ultra Performance

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For Immediate Release

HDMI 1.4 Or... They're At It Again!

Ontario, California • 7/7/2009 • Ultralink/XLO Products, Inc., an innovative and prolific manufacturer of award-winning audio and video interconnects, cables and AC power products, brings you everything you always wanted to know about HDMI 1.4. We know it's keeping you up at night...

The Keepers of the Flame decree new HDMI standards every, what... six months? How will you express yourself when you learn the thousand-dollar HDMI cable you just snaked through the wall is now obsolete! That's where our 1.3b specification Ultralink Platinum MkII and HDMI-XL come in; they meet or exceed 1.3c and 1.4 specifications right now at very competitive prices.

1.4 • Features, Features, Features...

- HDMI Ethernet Channel
- Audio Return Channel
- High Resolution 3D TV over HDMI
- 4k x 2k Resolution
- Expanded Color Space
- Micro HDMI Connector (Type D)
- Automotive Connection System (Type E)

The chatter around the water cooler is the Ethernet channel, but it's a bit of a canard. HDMI 1.4"E" requires a new cable for Standard or High Speed transmission depending on maximum resolution. Automotive gets a new locking cable design as well.

The real news is that except for Ethernet capability, *all Ultralink HDMI cables meet or exceed 1.4 standards right now!* We know, it's exciting. Ultralink is ready for HDMI 1.4 certification once HDMI Licensing, LLC announces the CTS (Compliance Test Specifications).

HDMI 1.4 is backward compatible and talks to all existing HDMI devices, and all features common to both are fully functional. Audio Return Channel-enabled displays can send and receive audio via the HDMI link allowing greater home theater setup flexibility. It's backward compatible as well.

Stepping down the list, 3DTV soaks up *substantial* bandwidth so you'll need a High Speed HDMI cable with or without Ethernet. All Ultralink's current 1.3b HDMI cables have the bandwidth to get the job done.

Next, 4k x 2k refers to display resolution essentially four times that of a 1080p device—roughly 4,000 lines wide by 2,000 lines high. HDMI 1.4 supports multiple 4k x 2k formats, the most popular found in digital cinemas are:

- 3840 pixels wide by 2160 pixels high @ 24Hz | 25Hz | 30Hz
- 4096 pixels wide by 2160 pixels high @ 24Hz

And, you guessed it, all our 1.3b spec High Speed HDMI cables, with or without Ethernet, pass the signal without breaking a sweat.

What's a Micro HDMI Connector we hear you ask? It's for mobile phones, portable media players, digital cameras... Ultralink is connected! The Micro connector does everything the standard connector does, just in a smaller package. The only limitation is topping out at 1080p video resolution.

Yes, it's a jungle out there, and that's why we know you'll sigh with contentment knowing you've invested wisely.

About Ultralink Products, Inc.

Ultralink/XLO Products Inc., headquartered in Ontario, California is an industry-leading manufacturer of high-performance audio and video cables and UltraPower™ AC power products, Canada's market share leader in the field. In early 2002 Ultralink Products Inc. acquired XLO Electric Co., Inc. a well-known brand of audiophile reference cables and interconnects. Ultralink also introduced the elegant "Engineering Truth" Argentum Acoustics™ line of cables and accessories. Ultralink is a member of PARA, CEDIA and the CEA. For more information on Ultralink/XLO and their product brands call (909) 947-6960 or find them at www.ultralinkproducts.com or learn more about XLO at www.xloelectric.com and Argentum Acoustics at www.argentumacoustics.com.

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