

To: Lifestyle, Home and Technology Editors

Home Theater Cable Confusion

MAY 13, 2008, FORT LAUDERDALE, FL – Those investing in a home theater system want the best performance possible, and cable quality is fundamental in how well - or poorly - a system will produce audio and video outputs. But, buyer beware: often the cables boxed with home theater components are not the best for optimal system performance.

“Those who desire peak audio and video performance from their home theater system should separately purchase top-quality cables and wires to ensure they are getting the most bang for their equipment buck,” said Paul Holstein, COO of CableOrganizer.com - an online storefront offering more than 17,000 cable, wire and equipment management solutions.

“And, while it’s tempting to re-use old cables to hook up new equipment, this is one sure-fire way to degrade a home theater system’s performance.”

So, what’s a less than cable-savvy home entertainment buff to do? Below Holstein offers some quick tips regarding home theater audio, video and speaker cabling and wire:

S-Video Cable: This cable determines the quality of video provided. Those with 24 karat gold contact connectors are best, as they allow the signal transferred to be optimized and also resist corrosion better than other connector metals.

Look for s-video cables that have heavy-duty strain relief to keep the cable connected properly. Also be sure to choose an s-video cable that has a high quality, flexible jacket so that flexing the wire around furniture or other components will not result in internal wiring breaks.

HDMI Cable: HDMI is a high-bandwidth digital connection that offers superior digital video and multi-channel audio in a single cable, reducing the maze and clutter of home theater connections.

The high-definition digital standard for both audio and video, HDMI delivers a picture with resolution that is five times better than conventional TV. Consumers should seek "Type A" HDMI cables for use with home theater electronics such as televisions, set-top boxes and DVD players.

Component Video Cables: These cables connect to DVD players, satellite receivers and televisions with other video components, and should be of the finest quality.

“Low-loss” component video cables are best for a high quality picture to be delivered to your output device. Component video cables should also be multi-stranded and copper constructed for optimal performance, with 24 karat gold RCA connectors on the ends of the component video cables for the best possible conductivity.

Speaker Wire Cables: The speaker cable you choose will determine the clarity of sound and how natural music reproduction sounds to your ear.

Avoid the temptation to use old speaker cable because you need to have high-performance cable with large copper conductor areas for proper power transfer, and to allow the full dynamic range, including the bass response of sound, to transfer.

Quality speaker cable that is constructed with Linear Polyethylene (LPE) insulation will reduce signal loss so that even the true audiophile will be satisfied with the sound reproduction.

“It’s also important to conceal and protect audio, video and speaker cables using a conduit or transit cover if not wiring in-wall,” adds Holstein. “This will help you route the cables and generally ensure they don’t become unsightly household hazards.”

Consumers may order a wide selection of home theater audio, video and speaker cables online at <http://CableOrganizer.com> or via toll-free telephone at 1-866-222-0030.

Note to Editors: Hi-res product artwork available upon request. Contact: Merilee Kern, merilee@kerncommunications.com, 858-577-0206