

## FOR IMMEDIATE RELEASE

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### **SnapAV Introduces Newly Redesigned HDMI Cables**

*The newly redesigned Binary HDMI cables deliver up to 4K@60Hz and HDR with improved strength & flexibility and zero USB power required.*

**Charlotte, NC – April 16, 2020** – Binary™, SnapAV's exclusive media distribution brand, has released its all-new line of redesigned HDMI cables, designed to deliver up to 4K@60Hz and HDR with unmatched pull and bend strength for the most intricate jobs. With reinforced strength at the cable head, and power independent of a USB source, dealers get a reliable cable that provides unmatched convenience.

Binary offers four versions of its HDMI cable. The B4 cable supports 4K at 10.2 Gbps and 30Hz in 0.3m to 7.5m lengths. The B6 is Premium Certified and supports Ultra HD 4K at 18Gbps and 60Hz in 0.3m to 7.5m lengths. The B6 Active supports 4K Ultra HD with HDR at 18Gbps and 60Hz in 10 to 20m lengths, and 10.2Gbps and 30Hz in 25 and 30m lengths. And lastly, the B8 Active uses fiber optics to support 4K Ultra HD with HDR at 18Gbps and 60Hz, along with full delivery of HDMI 2.0b, at 20-50m lengths.

In addition to these features, Binary B6A and B8 fiber optic active HDMI cables no longer require external USB power. Via an enhanced and more efficient chipset, these cables pull all the power they need through the source, delivering reliable 4K Ultra HD with HDR content at 18Gbps over long distances with ease.

"Today's customers want hi-res video in more places than ever before," said Rob Brunett, Senior Product Manager – Infrastructure Products. "Patios, sunrooms, pool houses, you name it. With our redesigned B6 and B8 active cables, dealers can confidently deliver up to 4K@60Hz and HDR over long distances without the hassle of finding a nearby power source, giving their customer exactly what they want."

Furthermore, Binary HDMI cables now feature reinforced strength at the cable head, which is the most common point of failure in HDMI cables. This allows dealers to work confidently in tight spaces, knowing the demands of the end-users desired media setup can be met.

"The last thing a dealer wants is a service call due to a failed HDMI cable," added Brunett. "This creates a bad user experience and costs the dealer hundreds in an unnecessary truck roll. With our redesigned Binary HDMI cables, dealers can confidently put media players and other equipment where they want with confidence, knowing it will hold up for the long haul."

And to top it all off, Binary now offers a redesigned Truck Pack for its B4 and B6 cables. Thoughtfully designed for standard van shelving, Binary Truck Packs offer a convenient handle, a large opening, and clear labeling, keeping inventory organized and the right cable easily accessible. And with reinforced cardboard, they'll survive the toughest installs.

“Our team has listened to dealer feedback and done everything possible to ensure they have everything they need to grow their business through positive referrals and repeat business,” said Brunett. “And with our Truck Packs, dealers will always have the right cable on hand, easily accessible, clearly labeled, and ready to go.”

For more information on, or to purchase, the newly redesigned Binary HDMI cables, visit [snapav.com/binary](http://snapav.com/binary). And to become a dealer, visit [snapav.com/signup](http://snapav.com/signup).

### **About SnapAV**

*Established in 2005, SnapAV designs, engineers, and manufactures nearly two dozen consumer technology brands and distributes more than 2,750 install-friendly smart home, audio, video, networking, power, and surveillance products for residential and commercial professionals. Control4® is the smart home brand for SnapAV. The award-winning Control4 Smart Home OS has a vast, interoperable ecosystem of nearly 14,000 third-party products. Serving a professional channel that includes residential and commercial integrators, security dealers, and distributors, SnapAV drives business efficiency and profitability through premium products, competitive pricing, best-in-class online ordering, local warehousing, and esteemed customer service. The company has headquarters in Charlotte, North Carolina, and Salt Lake City, Utah, with offices and local facilities around the globe.*

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