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FOR IMMEDIATE RELEASE

Binary Pushes 8K Video Into the Mainstream with New BX Line of High-Value 8K, 60Hz HDMI Cables

SnapAV's leading brand of CI cables reasserts industry dominance with cables that deliver maximum performance, value and longevity.

CHARLOTTE, NC, December 3, 2020 – [Binary](#), long considered the best HDMI cable maker in the custom installation industry, today announced its new line of **BX 8K HDMI Cables**, giving integrators a future-proof solution to satisfy the most demanding media and AV distribution needs of today and tomorrow.

According to Binary Product Manager Rob Brunett, the new BX 8K HDMI cables combine class-leading capabilities with industry-proven reliability to ensure every integrator can tackle any job.

“When a job calls for sophisticated video and media delivery, integrators know Binary has the cables to provide worry-free performance and helpful features not found on any store-bought brand,” Brunett said. “With the new BX 8K HDMI cables now available to dealers everywhere, projects can ensure the highest quality 8K picture available, with high-quality construction that assures long-term performance and reduces service calls.”



The new BX 8K HDMI line is designed specifically for custom installers, featuring premium zinc alloy connector heads for added strength and durability, plus GripTek connections that eliminate accidental disconnections by requiring 8 pounds of force to remove the cable from its HDMI port. Each BX cable delivers 8K, 60Hz video transmission at speeds up to 48Gbps, with the ability to transmit up to 10K at 30Hz. The cables are CL2 rated for in-wall use, and feature HDMI Arc and CEC for two-way communication.

“As gaming and video systems continue to push the envelope in terms of graphics and refresh rates, Binary will continue to develop cabling solutions to ensure optimal performance and user experience for custom integration projects,” Brunett added. “Our promise is to provide integrators with value, profit margin and class-leading quality, and BX 8K cables are the latest realization of that promise.”

One of the greatest benefits for dealers is that Binary cables are not sold in stores, so there is no possibility of getting outshopped by clients. As of today, dealers can purchase 0.3m to 3m passive cables, with 4m to 20m active cables becoming available in early 2021.

Binary is a member of the SnapAV family, providing integrators with consolidated access to many of the world’s leading custom integration brands under one roof. The full line of BX 8K cables is available for immediate delivery to all U.S., Europe, Australia and New Zealand SnapAV integrators.

About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, surveillance, control, networking and remote management products for professional integrators. An industry leader in the custom install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today’s most popular brands, SnapAV is the premier choice for custom installers across the globe. With 22 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at www.snapav.com.

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