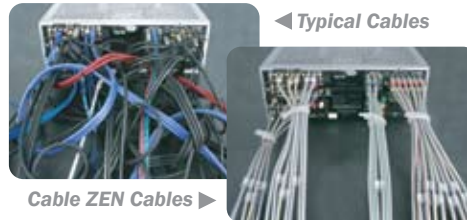


## Connect ...to the growing convergence market

- The digital lifestyle market was \$104 Billion in 2004 and is growing rapidly. <sup>1</sup>

## Bring order ...to cable chaos

Cable Zen puts an end to the confusion and clutter of A/V cables. A *unique color-coded stripe* and the *“Easy Cable Organizer Kit”* ensure your customers' A/V / multimedia system will always be neat and makes it easy to connect equipment.



## Benefits for the Reseller

### Increased ROI

- New revenue stream** - Cable ZEN connects resellers with the fast-growing convergence market
- Premium margins** - High quality cables with competitive pricing increases profitability
- Reduce return costs** - All cables are 100% tested and come in re-sealable packaging to reduce return costs
- Best value** - Increase customer satisfaction by offering the best value, premium quality cables on the market

### Differentiation

- No comparable product on the market
- 2 products for the price of one
- Cable with Organizer kit

### Complete selection

The Cable ZEN line includes the industry's most popular cables including audio, video, digital, iPod and more.

### Optimal performance

Cable ZEN cables are designed to deliver optimum performance for premium video and audio quality.

## More Than Just a Cable

Cable Zen ends the clutter and confusion of A/V / multimedia equipment by including the Easy Cable Organizer Kit, which consists of the following:

### Cable Ties

Securely groups multiple cables for improved aesthetics

### Cable Clips

Joins cables and provides an adhesive mounting surface to avoid tangles

### Color-Coded Stripe

Identifies cable type at a glance, simplifying installation

### Identification Labels

Makes it easy to troubleshoot and reconnect equipment if it is moved



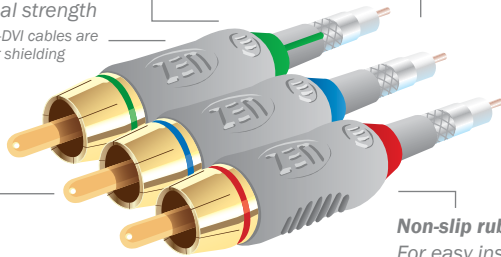
<sup>1</sup> Source: Ingram Micro

## Superior Construction = Superior Performance

**Medical grade nitrogen gas injected polyethylene insulation**  
For superior color accuracy and clarity

**Pure copper conductor**  
Delivers highest frequency response for optimal resolution and the ultimate visual experience

**Triple/Quad\* shielding**  
Reduces EM/RF interference for maximum signal strength  
\* All DVI, HDMI & HDMI-DVI cables are constructed with 4 layer shielding



**Non-slip rubber grip**  
For easy installation in tight spaces

**Split tip center pin**  
Increases contact pressure

**24K gold plated 8-cut connector**  
Ensures corrosion resistance

## One of the most useful products I saw at CES was the new Cable Zen line from StarTech.com.

"The Monthly Computer Chronicle"

## Cable ZEN Merchandising

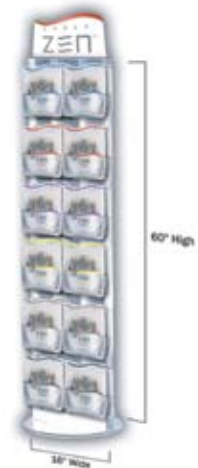
Cable ZEN packaging was created to appeal to the consumer and retailer.

- Clearly labelled lengths lets customers quickly find which cable they need
- Easy-to-identify color-coding on the cable and packaging
- Unique, resealable blister design gets noticed!



Cable ZEN merchandising display is compact to maximize valuable retail space and profitability

- Attractive, space-saving revolving racks
- Planograms for wall displays and end caps



## A/V Cables Comparison Chart

	Cable ZEN	Monster Video 2 Series	Acoustic Research PRO II	Pure AV Silver Series	Ultralink Advanced Performance
Cable Management Clip	2 Clips	None	None	None	None
Velcro Strap	2 Straps	None	None	None	None
Identification Stripe	Yes	No	No	No	No
RCA Connectors	8 Cut	8 Cut	8 Cut	8 Cut	6 Cut
Shielding	Triple Shielding	Double Shielding	Triple Shielding	Quad Shielding	Double Shielding
Foil	100% Mylar Dual Aluminum Foil	Foil	100% Mylar Aluminum Foil	100% Mylar Dual Aluminum Foil	100% Mylar Aluminum Foil
Braid	95%	85%	95%	Not Available	95%
Connector Construction	24 Karat Gold	24 Karat Gold	24 Karat Gold	24 Karat Gold	24 Karat Gold
Nitrogen Gas Insulation	Yes	No	Yes	Yes	Yes
Oxygen Free Copper Conductor	Yes	Yes	Yes	Yes	Yes
Impedance	75 Ohm	75 Ohm	75 Ohm	75 Ohm	75 Ohm
Split Tip Center Pin	Yes	Yes	Yes	Yes	Not Available
Rubber Grip	Yes	No	Yes	Yes	No

Featured in:



Best of CES  
Nominee:

