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Peerless revolutionizes A/V connectors industry with launch of new cables range

Four-tier product line provides superior performance for all A/V needs

LAS VEGAS (January 6, 2011) – Peerless Industries has teamed up with industry guru Ray Phillips to design and launch a full range of A/V cables to the global marketplace. Offered in four quality tiers – ‘Ultimate’/Omega, ‘Best’/Sigma, ‘Better’/Delta and ‘Good’/Alpha – including an ultra-thin Slimline HDMI, the range is set to revolutionize the A/V connectors industry.

Each tier is intended to offer a connection solution to multiple end-users. Starting with the ‘Ultimate’ Omega series heading up an HDMI range which uniquely provides HDMI 1.4 specification, the range goes all the way down to the ‘Better’ Delta series. This is the very latest HDMI standard which is vital for true 3D viewing, features high speed with Ethernet connection and effectively future-proofs far beyond 1080p.

Omega has been designed to offer the best performing high-end home cinema equipment, in particular the 3D Blu-ray and HDTVs coming from companies such as Panasonic and Samsung. As well as being HDMI 1.4-ready and high-speed with Ethernet, it includes twin RFI/EFI filters with an additional filter supplied for use on TV power cables.

Looking the part with a solid brass head-shell with black mirror finish and chrome inlay, it’s electrically insulated to the highest standards, has 24k ‘hard’ gold cable contacts, and boasts oversized silver plated PCOFC copper conductors, which provide the digital signal with more headroom. Omega is available in 1 and 2 meter (3'-3" and 6'-6") lengths.

Sigma (‘Best’) is a high-end solution with HDMI, stereo RCA, digital coaxial, digital optical and Scart. The Sigma HDMI boasts silver-plated OFC conductors for exceptional signal transfer, is also HDMI 1.4 and high speed with Ethernet with twin RFI/EFI filters, and is designed with chrome and gun-metal plated solid metal head-shell and braided cable sheath – with nitrogen-injected PE foam for electrical insulation and 24k hard gold.

The ultra-thin, 2 meter (6'-6") Slimline (‘Better’) is intended to connect to wall-mounted ultra-thin LCD, LED TVs. It features a 90-degree connector at one end that only projects 14mm (.55") from the rear of the screen once fitted and has a low profile 3mm (.12") flat cable. This is the perfect product to complement the Peerless Slimline TV wall mounts product line, enabling displays to be positioned closer to the wall than ever before, is also HDMI 1.4 and high speed with Ethernet.

The Delta ('Better') series is a mid-range cable that provides superior performance at an economical price. HDMI 1.4 and high speed with Ethernet, Delta is available in 1, 2 and 5 meter (3'-3", 6'-6" and 16'-4") lengths across nine different cable options, including HDMI - also available in 3 meter (9'-10" lengths), component, Scart, digital coaxial and digital optical – 17 product options in total.

Alpha ('Good') is the ideal 'first upgrade' cable and represents a significant improvement from cabling generally supplied with A/V equipment. There are 25 cable options in total, including HDMI, component, Scart, digital coaxial and digital optical, at 1, 2 and 5 meter (3'-3", 6'-6" and 16'-4") lengths. All cables are double-shielded with OFC copper conductors.

All Peerless A/V cables make extensive use of easy-to-understand icons to allow the consumer to choose the right cable for them, showing clearly which A/V component can be connected to another.

About Peerless Industries, Inc.

Peerless Industries is a 69-year old designer, manufacturer and distributor of A/V solutions including flat panel mounts, projector mounts, carts/stands, furniture, cables, screen cleaners and a full assortment of accessories. Peerless manufactures over 3,600 products that serve original equipment manufacturers, retailers and commercial installers in 25 vertical markets through direct salespeople and authorized distribution. For more information, visit www.peerlessmounts.com or follow @PeerlessMounts on Twitter www.twitter.com.

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