

**PROFIGOLD®**

## PROFIGOLD PROFESSIONAL THE E-TAIL EXPERIENCE.

[profigold.com](http://profigold.com)

### PROFIGOLD PROFESSIONAL INTERCONNECTS

**Paris, XX November, 2008** - Bandridge, the European connectivity specialist, is pleased to announce the launch of its new line of high quality Professional interconnects, which adds to its existing award-winning retail product lines. These new audio, video, antenna and multimedia cables have been designed to fulfil the specific requirements of the demanding, quality oriented, internet consumer.

### THE TRUE CHOICE FOR VISIBLE QUALITY

The new Profigold line offers an optimal installation experience and guarantees the best quality / price ratio. The resealable, transparent heavy duty poly bag packaging not only ensures easy recognition of connector types, but also reduces unpacking time and waste and is therefore more environmentally friendly. What's more, the product is ideal for logistics departments: handling is easier, space efficient and saves expensive shipment costs.



### CABLE SPECIFICATIONS

Only the best possible components and manufacturing methods are used to offer customers leading features such as cellular PE insulation for the lowest possible signal attenuation, which results in crystal clear high frequencies for both audio and digital signals. The extra thickness of the conductors, as well as the Double Braided Spiral and additional foil screening, also safeguard against signal loss even at lengths of up to 20 metres. Profigold comes equipped with highly **effective IAT** (Interference Absorption Technique) filters placed on all analogue video and most audio interconnects, minimising the effect of Radio Frequency Interference. Furthermore, all Profigold Professional Conductors use High Grade 99,996% Oxygen Free Copper and 24k hard gold plated plugs to prevent corrosion, guaranteeing long lasting installation.



# PRESS RELEASE

The Profigold logo is a yellow pill-shaped button with a black border and the word "PROFIGOLD" in white capital letters with a registered trademark symbol.

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### UNIQUE PLUG DESIGN

Profigold Professional plugs are colour coded for easy installation and their unique Flexible Strain Relief design guarantees maximum flexibility without damaging the interconnect. The addition of internal silver soldering minimises transition resistance.

### HDMI 1.3b CAT 2 CERTIFIED

All Profigold Professional HDMI interconnects are HDMI 1.3b cat 2 certified - they support up to 1440p picture resolutions, thereby making them effectively "Future Proof", handling data speeds of 10.2 Gbps and up to 48Bit colour for ultimate resolution and frame rates. They also support Dolby® TruHD and DTS-HD Master Audio™ multi channel audio, and are compatible with Blu-Ray, PS3® and Xbox® for true life gaming, delivering the ultimate sound and vision experience even with longer length cables of up to 20 metres.

"The next step in our global expansion, Profigold Professional is our complete new solution for the e-tail market," stated Marco Pastoor, Marketing Manager at Bandridge. "Profigold Professional is not just another product line, but is specially geared towards the demanding consumer who insists on award-winning quality and reliability, combined with installation friendly packaging and low shipping costs" he added.

### AVAILABILITY

The Profigold Professional range will be available from dedicated online stores by the end of November 2008. Further information can be found on [profigoldprofessional.com](http://profigoldprofessional.com)

### ABOUT BANDRIDGE

A leading provider of connectivity solutions, Bandridge is a 100% privately owned European company based in Leiden, the Netherlands. Present in over 55 countries throughout the world, Bandridge is renowned for creating products which are appealing, desirable and market leading, designed exclusively within the company's own European Research & Development department. With strong retail expertise in the sectors of sound, vision and media, Bandridge sets the benchmark for consumer electronic connectivity. Through a unique multi-branding solution, an extensive range of connections and accessories are marketed under the company's brand names, Bandridge and Profigold.