

C A B L E  
**ZEN**™



*Your Connection to the Convergence Market*

### Cable ZEN ends cable clutter and confusion.

**Convergence**  
Cables for HTPCs,  
projectors &  
LCD monitors.



**Home Theater**  
Cables to create  
the ultimate  
A/V system.



## Cable Zen Performance

### *Superior construction = Superior performance*

A well designed cable can reproduce amazing picture and sound quality as it was meant to be seen and heard from your high end home theater systems. Cable ZEN cables are well constructed to give you the best performance from today's high resolution video displays and high performance audio systems.

#### **Triple/Quad\* Shielding**

Any video connection is potentially subject to electrical noise which enters from a variety of sources like television, radio, computers, etc. The composition of shielding in A/V cables will determine how effective it is at preventing interference from outside sources. Cable Zen's triple shielding and Quad shielding construction greatly reduces EM/RF Interference and maintains precise picture and sound direct from the source (as it was meant to be seen and heard)

#### **Medical grade nitrogen gas injected polyethylene insulation**

A dielectric insulation material surrounds the conductor inside the jacket to maintain a 75/100 ohm resistance load within the cable. To keep a perfect load, there must be equal distance between the conductor and outer shield. Our cables are injected with thousands of tiny nitrogen bubbles inside the dielectric that provides a wall between the conductor and shield. Maintaining this resistance is paramount for receiving a clear and precise picture.

#### **24K gold plated connector**

Connectors are extremely important to cable quality. Cable Zen 8-cut connectors provide constant, high-pressure contact with your components' jacks, and are gold-plated to prevent corrosion. This end results is a high-quality signal transfer that won't cut out intermittently or degrade over time.

#### **Non-slip rubber grip**

All cables are ergonomically designed with a soft rubber grip that is comfortable to grasp and won't slip even when installing cables in hard to reach areas.

#### **Highly flexible jacket**

First to be considered are the trade-offs between the electrical protection that shielding provides and the cable flexibility. More shielding = less flexibility. With extensive R&D contributions, we have found the right balance between shielding and cable flexibility. Our cables offer the best electrical protection and are more flexible than competing cables.

### *Quality you can see*



With other cables



With Cable ZEN

Experience the ultimate in picture resolution with Cable Zen cables. Precision impedance matching and heavy duty shielding eliminates fuzzy color and interference to give you true life-like picture quality and sound

\* All DVI, HDMI & HDMI-DVI cables are constructed with 4 layer shielding

## Cable Zen Organization



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" ensures your home theater systems will always be neat and makes it easy to connect your equipment.

Cable ZEN cables come with the following tools to help you organize your home theater.

- **2 x cable ties**
- **2 x cable clips**
- **1 x set Identification stickers**

### After connecting your Cable ZEN cables to your equipment...



1 Wrap the velcro strips around the cables at even intervals between your equipment so they are bound securely.



2 Place the appropriate stickers on the cable clips for easy identification.



3 Use the clips to provide additional support and organization by joining cable groups together. For ease of identification, you may wish to place the clips near your television, receiver, or other A/V input device.



4 Using the unique Cable ZEN cable management solution, your cables will be organized and easy to identify if you need to reconnect your equipment.

## Cable Zen will benefit you in the following ways:

### Differentiation

- No comparable product on the market
- 2 products for the price of 1
- Cable with Organizer Kit



### New Revenue Stream

- Cable Zen connects you with the fast-growing convergence market

### Superior Packaging

- Color-coded, easy-to-read packaging allows customers and reps to quickly find the right product

### Optimize Retail Space

- Space efficient packaging maximizes revenue per square foot

### Premium Margins

- High quality products with competitive pricing increases profitability

### Enhance Consumer Electronic Offerings

- StarTech.com brand reputation adds credibility



### Reduce Return Costs

- All cables are 100% tested and come in re-sealable packaging to reduce return expenses

### Best Value

- Increase customer satisfaction by offering the best value, premium quality cables on the market