

# WHY USE A GOOD HDMI CABLE



By 2020, 1 in two household owners are predicted to own at least one 4K TV.

4K TV shipments have more than quadrupled in 2016 compared to 2014. With content providers like Netflix, Blu-ray, YouTube and Stan all offering 4K options, it is becoming even more important to offer 4K solutions to end-users.

## 48M

In 2016, more than 48 million 4K TVs shipped worldwide with that number expected to double by 2018.

## 4K IS JUST THE START

The term "4K" is borderline misleading, with many manufacturers of equipment and cables claiming their products will do 4K. The fact is, to be able to support 4K requires higher quality components and cables in it's maximum capacity.

## IMPORTANT FACTS

There are a bunch of acronyms associated with 4K but here are the important ones:

**HDMI 1.4 vs 2.0:** HDMI 1.4 is the old, previous technology. 2.0 is the current HDMI specification.

**Bitrate/Data rate** - to do 4K, the cable needs to be able to transmit a minimum of 10.2 GB.

## SPECS ~~DON'T~~ TELL THE WHOLE STORY

Unlike with automobiles, specifications tell you the story. Inferior quality cables won't have the fire rating specification, the quality of the connector pins, the 3k pull-force required on the connector to pull the cable out, the pin gauges, the active signal technology and 4K compliance information that Kordz do.

Just visit their website and see the transparency they offer on the engineering behind their cables - that shows **confidence in their product**.

## WHY USE KORDZ

### Quality Australian Manufacturer

When the transmission of HDMI is already a complicated area, don't cut corners by using an inferior product.

### Limited Lifetime Warranty

If any of the Kordz cables fail due to a manufacturing fault or quality defect, it's a straight swapover.

### Local Team, Local Support

Kordz can test components, supply and support locally, with a local Australian team and warehouse.

**kordz**<sup>®</sup>

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WITH

