



## For Immediate Release

Press Contact: Scott Schaefer  
Phone 800-526-0242 x1036  
Fax: 201-814-0510  
e-mail: [marketing@comprehensivecable.com](mailto:marketing@comprehensivecable.com)  
Fairfield, New Jersey

### **Comprehensive Introduces New ACTIVE Pro AV/IT HDMI Cables with ProGrip connectors, Redmere® Technology and SureLength Indicators.**

Comprehensive just introduced a new ACTIVE version of their extremely popular Pro AV/IT HDMI cable line featuring commercial grade construction, ProGrip® HDMI connectors and SureLength® length indicators.

Active Pro AV/IT HDMI Cables feature a proprietary construction and Redmere® chip technology to deliver Full HD 10.2 Gbps performance up to 50ft. Active Pro AV/IT HDMI cables are the only Active HDMI cable on the market that feature both ProGrip technology and SureLength indicators specifically for commercial and residential systems integrators and installers.

Active Pro AV/IT HDMI cables are the latest addition to the Pro AV/IT HDMI family of connectivity solutions which also includes, Full Size HDMI, MicroFlex for racks and surface access boxes and CL2P Plenum as well.

Just like all Comprehensive's new Pro AV/IT series HDMI cables feature Comprehensive's exclusive **ProGrip® HDMI connector** which helps secure the connection with just enough resistance (up to 16lbs of retention force) to prevent the cable from being unintentionally disconnected. This solves a major native issue with the HDMI connectivity format.

Another exclusive feature is Comprehensive's **Sure Length® cable length indicators** that clearly indicate the length of each cable on the connector mold itself. This simple feature is a huge time saver for installers who constantly have to sort out and manage large groups of cables-long after the packaging is gone.

What makes all of these features count is the fact that they are **applied to Comprehensive's Pro AV/IT construction** which includes a **true professional grade** 99.9% High Purity copper, a robust 24 gauge center-conductor that is significantly more capable and durable than traditional HDMI cables. Triple shielding including professional grade tinned copper braiding, a heavy duty yet flexible jacket and a Lifetime Warranty all come standard.



Active Pro AV/IT HDMI cables deliver the latest HDMI performance including Ultra HD 4k x 2k resolution support, Ethernet capability, up to 32 audio channels and wide angle theatrical 21:9 aspect ratio as well as true commercial grade construction with professional features not found anywhere else.

## Features Summary

- Full HD 10.2Gbps up to 50ft
- Commercial grade heavy-duty 24 gauge, triple shielded, O.F.C. construction
- Exclusive ProGrip® connector helps secure the connection to prevent accidental removal
- Exclusive SureLength® cable length indicators clearly indicate length of each cable
- Ethernet Capability
- Up to 32 Audio Channel Support
- Wide Angle 21:9 Aspect Ratio
- Up to 1536kHz audio sample frequency for the highest audio fidelity
- 3D capable
- Lifetime Warranty

For more information about this product, please visit us at [www.comprehensivecable.com/gopro](http://www.comprehensivecable.com/gopro), call toll free at 800-526-0242 or e-mail [sales@comprehensivecable.com](mailto:sales@comprehensivecable.com)

## About Comprehensive

For nearly 40 years, Comprehensive has been the Pro A/V industry standard for professional connectivity performance, reliability and value. That's why millions of Comprehensive cables and connectivity products are in use at stadiums, in broadcast and recording studios, stages, boardrooms, classrooms, government installations and now living rooms around the world. Comprehensive Cable and Connectivity Company is a division of New Jersey based VCOM International Multimedia Corporation.

###

Comprehensive Cable and Connectivity Company  
Phone: 800-526-0242; Fax: 201-814-0510  
80 Little Falls Rd, Fairfield NJ 07004  
[www.comprehensivecable.com](http://www.comprehensivecable.com)

Visit Comprehensive's Facebook page: <http://www.facebook.com/comprehensivecable>

Follow Us on Twitter: @CompCable