



## FOR IMMEDIATE RELEASE

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## Comprehensive Cable and Connectivity Celebrates 40 Year Anniversary

**FAIRFIELD, NJ (August 20, 2014)** – This September marks the 40<sup>th</sup> year anniversary for [Comprehensive Cable and Connectivity Company](#).

In 1974, the professional audio visual market was just emerging and the new small businesses across the country known then as “audio visual dealers” had a problem: Whom do they go to get the connectivity, accessories and supplies they need for the equipment they are selling to local media, schools and businesses? Lucky for the AV industry, Comprehensive had the solution.

Originally known as Comprehensive Video Supply, Comprehensive began as a single source of accessories and supplies for the then up-and-coming “professional audio-visual” market. Sold exclusively through resellers, Comprehensive products, which included their now world-famous cables and connectivity products, were a must-have for every audio-visual and computer reseller. The same was true for the Comprehensive 200-page product catalog. Dealers could use the Comprehensive catalog as an invaluable resource, and have it custom imprinted with their business name and contact information for distribution to customers. (Keep in mind - popular use of the internet was still more than 20 years away, and it would be another 33 years before the first iPhone was introduced. Even the VCR had yet to be released).

Scott Schaefer, Comprehensive’s current President, commented, “Comprehensive was there at the beginning of both AV and IT. It is Comprehensive’s experience, commitment to reliability, value and service that has kept B2B customers around the world coming back year after year. We are so grateful for the decades of support that our industries, resellers, customers and employees - past and present - have shown Comprehensive. Without them, we would not be here today, and we never forget that. We thank each and every one.”

Over the years, Comprehensive built the business with a strong reputation for “putting its money where its mouth is” service by stepping up and standing behind its resellers and products from the very beginning. One of many enduring legacies that Comprehensive has given the industry is the ‘Lifetime Warranty’ on cable assemblies, connectors and adapters. While a marketing commodity in today’s internet age, Comprehensive takes those words very seriously.

“Comprehensive customers need reliability and service above all else. Customers come to Comprehensive because they know they can count on us; every product, every order, every time.” said General Sales Manager, Martin Fensterstock.



Today, Comprehensive has grown into one of the leading connectivity brands in the U.S. and around the world and their reliability and service have become legendary in the industry. Over the decades, Comprehensive has truly become the “go to” company for B2B audio-visual and I.T. professionals in every industry.

In fact, looking at a partial client list of Comprehensive customers reads like a “who’s who” of technology, business, media, entertainment and government. Clients include: Sony, Panasonic, Disney, Microsoft, Apple, Crestron, NASA, U.S. Army, Columbia University, NBC, ABC, CNN just to name a few. A list of resellers and distributors reads much the same - Ingram Micro, Anixter, AVI-SPL, The Whitlock Group, HB Communications, B&H Photo, New Egg.com, and the list goes on.

Originally located in Northvale NJ, Comprehensive was purchased by VCOM International Media Corporation in 1995 and has continued to expand even during the recent recession. With continuous, growing demand for their cable and connectivity products and services, Comprehensive recently moved into new, larger headquarters in Fairfield NJ. They are also hiring with many positions available.

Listening to customer needs, something Comprehensive has done since the very beginning, has led to many new and innovative products. The most recent being the extremely successful [Pro AV/IT Series HDMI Cable family](#), which are the only HDMI cables specifically designed for systems integrators, corporate, government, medical and other demanding B2B environments. Exclusive features such as ProGrip® Connector Technology, SureLength® Indicators with cable lengths easily visible on all connector heads, as well as color Identification and 4K X 2K support are just a few innovations that customers can expect from Comprehensive products.

In its first 40 years, Comprehensive became synonymous for reliable and innovative connectivity products that the audio-visual and I.T. professional could count on and that at least, is not something Mr. Schaefer thinks will change much over the next 40 years. “We are so excited about where Comprehensive and the market are going - 4K, HDBaseT, collaboration and the cloud, mobile, the opportunities are endless. Technology continues to evolve and advance and so does Comprehensive. We are doubling down on everything our customers have demanded from us in the past and building on it for tomorrow and beyond. The best is yet to come and like all things Comprehensive, you can count on that.”

For more information about Comprehensive or any Comprehensive products, including the Pro AV/IT Series High Speed HDMI Cables, please visit us at [www.comprehensivecable.com](http://www.comprehensivecable.com), call toll free at 800-526-0242 or e-mail [sales@comprehensivecable.com](mailto:sales@comprehensivecable.com)

### **About Comprehensive Cable**

*For 40 years, Comprehensive Cable 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.*

