



**Comprehensive**<sup>®</sup>  
Connectivity Company

**FOR IMMEDIATE RELEASE**

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**Comprehensive Cable Rebrands as Comprehensive Connectivity for 2015**

Fairfield, NJ (February 24, 2015) – Comprehensive Cable and Connectivity Company, the tested and trusted connectivity expert to AV and IT professionals for more than 40 years, announced today that it has re-branded as simply "[Comprehensive Connectivity](#)".

The new company name, [Comprehensive Connectivity](#), communicates a more precise reflection of the company's direction. While famous for their cable products, Comprehensive offers a very broad and diverse array of connectivity solutions including switchers, splitters, converters, plates and panels, bulk cable, adapters, mobile connectivity products and much more.

President Scott Schaefer commented "Comprehensive, as the name implies, has always been about the complete connectivity solution, not just cables. The slightly refined name is a much more accurate reflection of what Comprehensive has been doing for more than 40 years and how we continue to serve our customers everyday".

The launch of the rebrand brings focus to a continued commitment by Comprehensive to being the connectivity leader in the Pro AV and IT markets for many years to come. As part of the re-branding initiative, Comprehensive will soon be launching an all-new website at their new web domain [www.ComprehensiveCo.com](http://www.ComprehensiveCo.com).

For more information about Comprehensive or any Comprehensive products, please visit us at [www.ComprehensiveCo.com](http://www.ComprehensiveCo.com), call toll free at 800-526-0242 or e-mail us at [sales@comprehensiveco.com](mailto:sales@comprehensiveco.com).

***About Comprehensive Cable***

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

