

# **Obonok Introduces Cat6 Cable Ideal for HDMI Signal Extension over Single UTP**

*HD Primer 0668 High-Performance Data Communications Cable delivers 2,000-foot HDMI extension when used with Obonok Technologies' Blu-Wire™ Series*

Danbury, Connecticut, June 15, 2009 – Obonok Technologies, manufacturer of the Blu-Wire™ Series HDMI-over-single UTP product line, has announced their new Cat6 unshielded twisted pair data cable specially designed for HDMI over UTP. Known as the HD Primer 0668, the high-performance data cable is available in 1,000-ft. pull boxes at \$195.

What makes this cable extremely effective for HDMI-over-Cat6 are its excellent attenuation and cross-talk characteristics enabled by its core twisted-pair separator. Used in combination with Obonok's Blu-Wire Series, HDMI v1.3 plus HDCP can be extended up to 2,000 ft. (610m) at 720p/1080i and 1,200 ft. (367m) at 1080p. This industry-leading HDMI extension over single UTP is accomplished by linking successive "daisy-chain" Blu-Wire receivers at 150 to 200-ft. intervals, or whatever distance is required by the installation.

Suitable for 550MHz high-speed data applications, Gigabit Ethernet, Fast Ethernet and 155 Mbps TP-PMD/CDDI, the cable exceeds EIA/TIA 568B.2-1, is 23 AWG, has solid bare copper conductors, is UL listed and features sequential length markings.

For further information, please contact Obonok Technologies' representative, InteractAV Management LLC, at (203) 788-5147 or see [www.interactav.net](http://www.interactav.net).

## **LINK TO PRODUCT PAGE**

[http://interactav.net/utp\\_cable](http://interactav.net/utp_cable)

## **OBONOK BACKGROUND**

Obonok Technologies is a four-year old engineering firm based in the Ningbo Free Trade Zone outside Shanghai. Since mid-2008, Obonok has been shipping several Blu-Wire Series models that revolutionize the way signals are delivered to high-definition televisions and displays in a variety of commercial and "prosumer" applications. These applications include retail HDTV display, digital signage, broadcasting, conferencing and residential.

The Blu-Wire™ Series is the product of extensive R&D, resulting in the unique ability to connect a high-definition source, such as a Blu-Ray disc player, to hundreds of HDTV's within a 350-meter radius using only singular CatX (network-type) cables. The signal format utilized is HDMI, for High-Definition Multimedia Interface. The Blu-Wire Series improves HDTV picture quality in showroom displays and greatly simplifies many other types of HDTV installations where the display is further away than the standard lengths of HDMI hookup cables.

Obonok's proprietary developments manifest themselves in multiple U.S. patents-pending, industry-leading HDMI signal extension distance, reliable performance, plug-and-play user-friendliness, compatibility with HDCP content protection and application adaptability. Obonok has made highly innovative technical advancements in the areas of matching networks, encryption and clock jitter removal that limits the performance and applicability of conventional HDMI extension transmitters and receivers.

Individual Blu-Wire Series models include:

- T4 HDMI Transmitter – featuring four outputs to extend signals in multiple directions
- RD3-XP HDMI Daisy-Chain Receiver – connects to up to three HDTV displays, can be linked to downstream receivers and is adaptable to a wide range of Cat5e/6/7 cables.
- RD1-XP HDMI Daisy-Chain Receiver – can also be linked to downstream receivers, and only every 3<sup>rd</sup> receiver needs to be powered. Features an AUX RJ-45 connector for future control signal extension, such as USB, IR or RS-232.
- T1/R1 Transmitter/Receiver pair – used to cost-effectively connect in a point-to-point fashion, with only the transmitter requiring power.
- SP4 HDMI 1x4 Splitter – used to split incoming HDMI signals and feed multiple transmitters, improving adaptability.

For additional product and ordering information on the Blu-Wire Series, please visit [www.interactav.net](http://www.interactav.net), the website of InteractAV Management LLC, an authorized manufacturer's representative for Obonok Technologies based in Danbury, Connecticut.

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