

# Premium HDMI Cables on Display at Computex Taipei

## HDMI Computex Show Update

### *Premium HDMI Cable Certification Program Adds More Participating Companies*

Taipei, Taiwan, May 30, 2016 - HDMI Licensing, LLC today announced that several of its Adopters participating in the Premium HDMI Cable Certification Program will be displaying Premium HDMI Cables at Computex Taipei. HDMI cables certified under this program are designed and tested to ensure performance at the full 18Gbps required for the latest HDMI-enabled features.

Certified cables also display an anti-counterfeit authentication label that can be scanned by an HDMI smartphone app available in various app stores, which ensures manufacturers, retailers and consumers that the cables are authentic.

The newest consumer electronics products in the market have advanced features such as 4K/UltraHD at higher 60Hz frame rates, high dynamic range (HDR), expanded color space, and 10 bit color. HDMI cables are a critical component in a 4K/Ultra HD system, and consumers using Premium HDMI cables to connect their equipment can be assured they will enjoy the full potential of their products and the feature-rich content of the 4K/UltraHD experience.

"We now have almost 50 Adopters participating in this program," said Brad Bramy, marketing director of HDMI Licensing, LLC. "They are making sure their Premium HDMI Cables are ready for today's new 4K/UltraHD products and we are thrilled to see the program growing and involving so many manufacturers"

Premium HDMI Cables Will Be On Display from the Following Companies

GLORY MARK ELECTRONICS LTD. TAIWAN BRANCH (B.V.I); SHENZHEN EAST-TOPTech ELECTRONIC TECHNOLOGY CO., LTD.; SURE-FIRE ELECTRICAL CORPORATION; TRANS ELECTRIC CO., LTD.; TSAY-E (B.V.I.) INTERNATIONAL INC.; WIRETEK INTERNATIONAL INVESTMENT LTD.

For more information while attending the show please contact our HDMI Licensing team members who will be in attendance:

**Mike Ma 馬銘倫**  
Marketing and Business Development Manager,  
Taiwan Region  
mike.ma@hdmi.org  
Mobile number: +886 910 180871

**Maggie Wang 王 夏**  
Marketing and Business Development Manager,  
China Region  
maggie.wang@hdmi.org  
Mobile number: +86 186 6432 9601

### **About HDMI Licensing, LLC**

HDMI Licensing, LLC is the agent that licenses the HDMI Specification. The HDMI Specification combines uncompressed high-definition video, multi-channel audio, and data in a single digital interface to provide crystal-clear digital quality over a single cable. HDMI Licensing, LLC provides marketing, promotional, licensing and administrative services, as well as education on the benefits of the HDMI Specification to adopters, retailers, and consumers. For more information about the HDMI Specification, please visit [www.hdmi.org](http://www.hdmi.org).

The terms HDMI, HDMI High-Definition Multimedia Interface, Premium HDMI Cable Certification Program, Premium High Speed HDMI Cable, Premium High Speed HDMI Cable with Ethernet, the Premium HDMI Cable label, Premium HDMI Cable Logo, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing, LLC in the United States and other countries.

# # #

---