



## PRESS RELEASE

**\* For Immediate Release \***

### Looking for Reliable HDMI™ Cable Performance? It's a "Snap" Says DPL Labs & SnapAV ***SnapAV's Binary™ Cable B7 Series Receives Very Good–to–Excellent Ratings***

ORMOND BEACH, FL – NOVEMBER 24, 2008 – DPL Laboratories, Inc. (DPL Labs), the industry's leading technical laboratory conducting performance testing and certification of high bandwidth digital signaling solutions such as HDMI™, announced today that manufacturer SnapAV has become a participating member in its Digital Performance Level Certification Program (DPL Program). SnapAV has already submitted products for testing and DPL has tested and released certified rankings on select models of HDMI™ cables from the company's popular Binary™ Cable line.

Established in 2005 by Jay Faison – the owner of Zobo.tv, a custom integration company based in Charlotte, North Carolina – SnapAV is the manufacturer and exclusive distributor of nearly 500 high-quality products for the custom A/V channel including loudspeakers & electronics, film screens, mounts & racks, cables, baluns & bulk wire, cine-cabinets and structured wiring products. The company serves the entire United States and Canada markets. Learn more about SnapAV online at [www.snapav.com](http://www.snapav.com).

SnapAV provided DPL Labs with its highly regarded Binary™ Cable B7 series of HDMI™ cables for testing. Tested models included lengths of 1, 2, 3, 4, and 5 meters and all models were tested in both Class B and the more rigorous Class C testing classifications. After an exhaustive testing regime, the Binary™ Cable products performed very well, earning ratings of between DPL-2 and DPL-4 or "Very Good" to "Excellent."

Continued...

To see the complete model-by-model rankings of all SnapAV Binary™ Cable products, see Class B results at [Class B results here...](#) The Class C results can be found at [Class C results here...](#)

For more details on the DPL Certification Program, see [www.dplrating.org](http://www.dplrating.org).

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#### ABOUT DPL LABORATORIES, INC.

DPL Laboratories, Inc. of Ormond Beach, FL administers the Digital Performance Level Certification Program (the DPL Program) in which their independent laboratory tests advanced digital signaling products, such as HDMI™ cables, against an objective performance standard and determines an accurate ranking based on actual data-backed results. All products are ranked on a simple numeric scale that ranges from “1” to “5” representing “good” to “best” performance. Consumers can then use this ranking to assist them in purchasing the correct product for their application. Look for the DPL performance certification seal as your assurance of quality product performance.

Brands participating in the DPL Program include Acoustic Research, Direct Connect, Ethereal, Honeywell, Next Generation, Phoenix Gold, SR Components, Inc., Signature Wire Corp., and SnapAV. To see a continuously updated list of participating manufacturers, or to get more details on this program, see online at: [www.dplrating.org](http://www.dplrating.org) or call 386/615-2324.

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