



## PRESS RELEASE

**\*For Immediate Release\***

### First Results are In: DPL Labs Awards Highest Performance Rating on DirectConnect Cable

*Several Direct Connect models rate highly; one model achieves DPL program's highest rating*

ORMOND BEACH, FL – June 13, 2008 – DPL Laboratories, Inc. (DPL Labs), the industry's leading technical laboratory engaged in testing and certifying the performance of advanced digital technologies such as HDMI™, today released its first set of performance ratings for HDMI™ cable products. The first cables tested by [DPL Labs](#) as part of its Digital Performance Level Program were submitted by DirectConnect, a Houston, TX-based manufacturer of high quality custom integration products. DirectConnect submitted several HDMI™ cables for testing, with one of their submissions – a one-half meter HDMI™ cable – achieving DPL's highest performance rating of 5 on a scale of 1-to-5 from good-to-best.

DirectConnect, launched in 1996, manufactures a wide variety of products and solutions for the custom installer including bulk wire & cables, a/v transceivers, cameras, wall plates, splitters, punch blocks, distribution panels, interconnect cables, HDMI™ cables & accessories, and more.

Eight individual models of DirectConnect branded HDMI™ cables were submitted for testing and rating against a standardized set of performance parameters developed by DPL Labs. In this case, all submitted models were tested in the 1080p/60Hz/165MHz category and earned scores ranging from 1-5 with most products earning a ranking of 3 or 4, which is considered very good. One model, the HDMI-A-0.5MB, earned DPL's highest performance rating of 5.

Michael F. Jorewicz, Product Manager at DirectConnect, in commenting on the release of these ratings said, *"We are thrilled that DirectConnect HDMI cables tested, in most cases, between the*

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*mid- and high-end of DPL's challenging performance scale. And we are as proud as can be to have earned DPL's first 5 rating on our popular HDMI-A-.05MB cable."*

*Jorewicz went on to say, "As one of the first participants in the DPL program, DirectConnect firmly believes that the industry needs this type of performance-based system to 'level the playing field' and provide assurance to consumers and installers that the products they purchase meet significant standards."*

*Adds DPL Labs President, Jeffrey Boccaccio, "The DPL program exists to clear away the smoke and mirrors common in the HDMI cable business by creating a fair comparative standard against which all products are tested. With the results we are announcing today, DirectConnect has demonstrated that they are truly committed to producing a high-grade digital connection for their customers."*

The full results of DPL Labs' test of DirectConnect's eight HDMI™ cable models can be found on the DPL website at [http://www.dplrating.org/DPLWebsite7/Direct\\_Connect\\_1080P.html](http://www.dplrating.org/DPLWebsite7/Direct_Connect_1080P.html).

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#### ABOUT DIRECTCONNECT

Since 1996, DirectConnect has been a leading manufacturer of products and solutions designed specifically for the custom integration industry, especially as it relates to the installation of sophisticated audio, video, security, telecom, and data networking systems. Offering a wide-range of products such as bulk wire & cable, connectors, installation hardware, interconnect cables, baluns, mounts, distribution panels, a/v transceivers, cameras, punch blocks, splitters, tools and wall plates...installers can find the perfect solution to whatever installation challenge they may encounter on the job site.

Get more information about DirectConnect on the web at [www.directconnecthome.com](http://www.directconnecthome.com) or call 800/531-3224.

**ABOUT DPL LABORATORIES, INC.**

DPL Laboratories, Inc. of Ormond Beach, FL administers the DPL HD Performance Testing & Certification Program in which their independent laboratory tests advanced digital products, such as HDMI™ cables, against an objective performance standard and determines an accurate rating based on actual data-backed results...not marketing hype. Consumers can then use this rating 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.

Manufacturers participating in the DPL program are dedicated to providing their customers with the highest possible level of performance. They are equally committed to helping reduce the level of confusion that consumers face as they try to select the proper HDMI™ product for their needs. Participating brands include Acoustic Research, Next Generation, Honeywell, Ethereal, Direct Connect, SR Components, Inc., Signature Wire Corp., Phoenix Gold, and VizionWare.

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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