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WORLD'S ONLY "FLAT" HDMI CABLE SET TO UNLOCK HIDDEN DECORATING AND INSTALLATION POTENTIAL →

FlatWire Announces It Will Begin Accepting HDMI FlatWire Pre-Orders

ATLANTA (December 15, 2008) — FlatWire, the Invisible Wire Solution®, announced it will begin taking pre-orders for the world's only "flat" variable length termination high-definition multimedia interface (HDMI) emulation cable. Consumers looking for a better way to enhance home design by hiding wires around the house and professional installers searching for technological advances to increase installation efficiency now have the opportunity to do so with the new defacto industry standard HDMI cables.

The American home entertainment center is in the midst of a technological upgrade. Sales of flat-screen televisions are up 40 percent in 2008 and are projected to continue climbing through February in anticipation of the High Definition TV (HDTV) transition. Many of the televisions purchased are HDTVs; 33 percent of HDTV owners have more than one HDTV set, and 25 percent are likely to get another HDTV set in the next year. By the end of 2008, industry analysts predict nearly 200 million consumer electronic devices featuring HDMI will have shipped to retailers. While electronics retailers may carry a dizzying array of items designed to enhance the viewing experience, the technology consumers really need when it comes to creating the best at-home flat screen viewing experience has not been available – till now.

"Americans are aggressive when it comes to home improvement and renovation projects, and the media center is no exception," said Robb Sexton, president of FlatWire Technologies Division of Southwire. "We developed HDMI FlatWire with those folks in mind. We want to shift the perception of wiring problems and afford consumers the opportunity to install HDMI cables without sacrificing budget or design. We want to empower our customers to put their home theater including the flat-screen TV where they want it, not where the builder decided to place an electrical or cable outlet."

FlatWire is "invisible" wiring that "disappears" into a wall's surface using standard drywall finishing methods. The do-it-yourself easy products attach to any wall surface via adhesives, connecting lights, televisions and speakers to its source without sacrificing budget or design. FlatWire has even addressed the 120vac market with a Concealable Nonmetallic Extension ("CNE")

wiring system that features an Active Safety Device in a variety of applications. CNE has been approved under Article 382 of the 2008 National Electric Code, the governing entity that establishes requirements for electrical wiring and other systems. Aside from its purely visual appeal, FlatWire by Southwire is safer than traditional round wiring given its hidden aspect and safety features; in fact, it is the safest form of electrical wire ever created.

The industry shift to HDMI cable to maximize HD video as well as audio has created many new installation issues. These issues are being addressed by many new technologies and options, further confusing consumers and installers alike. "Wireless HDMI is a compromise," continued Sexton. "With HDMI FlatWire consumers can have the look of wireless with the reliability, performance and cost of a hard wired system."

Consumers can pre-order HDMI FlatWire online at www.flatwireready.com beginning today. Professional installers should contact Liberty Wire & Cable www.libertycable.com for ordering information. Deliveries will be scheduled for the third quarter of 2009. Initially, FlatWire will be able to accommodate orders for HDMI FlatWire up to 20 feet in length, with additional lengths to be offered at a future date. HDMI FlatWire is compatible with all HDMI applications. This new product offering is the next step in the expansion of FlatWire's product line and is especially complementary of FlatWire's surround sound kit.

About FlatWire →

FlatWire by Southwire is the safe, high performance, easy to install and low cost replacement for conventional wiring compromises. This patented paper-thin wiring makes it possible to put audio, video, data, lighting, and even electrical exactly where you desire without the visible/unsightly wires. FlatWire Technologies is a division of Southwire Company, the largest manufacturer of electrical wiring in the North America based in Carrollton, GA. For more information, visit www.flatwireready.com.

About Southwire Company →

A technology leader for over 55 years, Southwire Company is the leading wire and cable producer in North America. Southwire manufactures utility cable products including overhead and underground transmission and distribution cable, building wire and cable, industrial power cable, copper and aluminum rod, and continuous-casting rod technology. For more information about Southwire products, services, and technical resources please visit www.southwire.com.