

Why does a professional HDMI cable cost more?

The key differences between a standard and a professional HDMI cable — and what it means for the picture.

COPPER PURITY	GOLD IN PLUG	SHIELDING	CONNECTOR BUILD
STANDARD 30-60% Mixed metal	STANDARD 1-2 µm Wears out fast	STANDARD 1-2 layers Vulnerable to noise	STANDARD Plastic Can break
VIVOLINK PRO 99.9% Pure copper	VIVOLINK PRO 15 µm Withstands thousands of plugs	VIVOLINK PRO Triple Stable picture	VIVOLINK PRO Full metal Won't crack

STANDARD
Standard HDMI cable

- Typically 30-60% copper mixed with cheaper metals — increases resistance and causes signal loss.
- Only 1-2 microns of gold in the contact area — wears down after a few insertions, poor contact over time.
- Single or double shielding — vulnerable to interference from power cables and WiFi.
- Plastic housing around the connector — can crack or work loose under cable strain.
- Often no real 4K@60Hz 4:4:4 — the picture "looks fine" but is actually compressed.
- No lock-spike or strain relief — cables come loose easily in racks subject to movement.

TYPICAL USE
Short-term home use. Not designed for permanent installations, long runs or daily handling.

VIVOLINK PRO
Professional HDMI

- 99.9% pure copper conductors — minimal signal loss, also over long distances.
- 15 microns of gold in the contact area — withstands thousands of insertions without wear.
- Triple shielding in cable + extra shielding in the connector — clean, stable signal.
- Full metal housing on the connector — cannot crack, because it's a fully enclosed construction.
- True 4K@60Hz 4:4:4 + HDR + HDCP 2.2 — the picture is exactly as the producer intended.
- Lock spikes available with 2 kg pull strength — cables stay seated even in installations with movement.

TYPICAL USE
Meeting rooms, signage, broadcast, permanent installations, racks — where the picture just has to work, every time.

THE SHORT ANSWER
A cheap cable often costs more in the end

When an HDMI cable starts dropping the picture in a meeting room or on a signage display, it always ends with a replacement. With 99.9% copper, 15 µm gold and a full metal housing, Vivolink Pro is built for 10+ years of stable operation. A lifetime warranty on passive cables means the same cable doesn't have to be bought twice.

3X
Tested 3 times
before leaving the factory

∞
Lifetime warranty
on passive cables

12
12-year warranty
on active cables

⚡
Free Swap
no waiting time on faults