

Why does a professional USB-C cable cost more?

The key differences between a standard and a professional USB-C cable — and why it matters.

DATA SPEED	POWER (PD)	VIDEO	SHIELDING
STANDARD 480 Mbps USB 2.0	STANDARD 15-60W Often not enough	STANDARD Often none Charge-only	STANDARD 1-2 layers Vulnerable to noise
VIVOLINK PRO 20 Gbps USB 3.2 Gen 2x2	VIVOLINK PRO 100W Charges pro laptop	VIVOLINK PRO 4K@60Hz True full-feature	VIVOLINK PRO Triple Stable in racks

STANDARD
Standard USB-C cable

- ♦ Often only a "USB charge cable" — CANNOT carry video, audio and data at the same time.
- ♦ Plastic housing on the connector — breaks and works loose with daily use.
- ♦ No e-Marker chip — risk of unstable charging and errors with docks and displays.
- ♦ Single or double shielding — noise from power and WiFi propagates onto the line.
- ♦ Standard copper conductor construction — signal loss already over 2 metres.
- ♦ Limited or no warranty — a new cable must be purchased on failure.

TYPICAL USE
 Short-term use, charging mobile phones, light data transfers. Not designed for permanent installations or daily docking.

VIVOLINK PRO
Professional USB-C

- ♦ Mini Coax construction — the same principle as antenna cables, keeping the signal clean over long distances.
- ♦ Full Featured: 20 Gbps data, 4K@60Hz video and 100W charging — ALL in a single cable.
- ♦ Built-in e-Marker chip — safe power negotiation and full device compatibility.
- ♦ Triple shielding (copper foil + 100% tinned copper + 90% braid).
- ♦ Gold-plated contacts + nickel-plated metal shell — no corrosion, no degraded contact over time.
- ♦ Reversible connector in full metal housing — plugs in either way, won't corrode, holds the contact through thousands of insertions.

TYPICAL USE
 Meeting rooms, docking stations, AV installation, KVM, signage, broadcast — wherever stability and uptime matter every day.

THE SHORT ANSWER

The difference between a charger and a working tool

A standard USB-C cable is built to charge a phone. A Vivolink Pro cable is built to carry 4K video, 100W of power and 20 Gbps of data simultaneously — without noise, without signal loss, and without needing replacement after 6 months. That's the difference when USB-C is used daily in a dock, a meeting room or a permanent installation.

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