

SAME PLUG. VERY DIFFERENT PICTURE.

Standard vs. Professional

Why a professional HDMI cable costs more – and what it means for what ends up on screen.



Quality comparison

Category	Standard	Vivolink Pro
Copper purity	30–60% - mixed metal	99.9% - pure copper
Gold on plug	1–2 µm - wears fast	15 µm - thousands of plugs
Shielding	1–2 layers - picks up noise	Triple - stable picture
Connector	Plastic - can crack	Full metal - won't crack

Standard HDMI cable

- 30–60% copper mixed with cheaper metals
– higher resistance and signal loss.
- Just 1–2 µm of gold on the contacts
– wears down after a few insertions.
- Single or double shielding
– picks up interference from power cables and WiFi.
- Plastic connector housing
– cracks or works loose under cable strain.
- Rarely true 4K@60Hz 4:4:4
– the picture “looks fine,” but it’s quietly compressed.
- No lock spike or strain relief
– works loose in racks that move.

Best for:

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

Professional HDMI - Vivolink Pro

- ✓ **99.9% pure copper** conductors – minimal signal loss, even over long runs.
- ✓ **15 µm of gold** on the contacts – thousands of insertions with no wear.
- ✓ **Triple shielding** in the cable, plus extra shielding in the connector – a clean, stable signal.
- ✓ **Full-metal housing** – a fully enclosed build that can't crack.
- ✓ **True 4K@60Hz 4:4:4** with HDR and HDCP 2.2
– the picture exactly as intended.
- ✓ **Lock spikes** rated to 2 kg pull – cables stay seated, even where things move.

Best for:

Meeting rooms, signage, broadcast, racks and permanent installs – anywhere the picture has to work, every time.

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.

Choose Vivolink

- ✓ **Reliable** - extensively tested products.
- ✓ **Know-how** - built for installers based on 50+ years of Pro-AV experience.
- ✓ **Simplicity** - a curated range, easy to choose and easy to use.
- ✓ **Customer service** - fast service with guaranteed answer within 24 hours.