

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

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.

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