

NOT ALL USB-C CABLES ARE EQUAL.

Standard vs. Professional

The connector looks identical from the outside. What's inside decides whether an installation runs quietly for years – or fails on the first busy day.

Quality comparison

Category	Standard	Vivolink Pro
Data speed	480 Mbps (USB 2.0)	20 Gbps (USB 3.2 Gen 2x2)
Power (PD)	15-60W - often not enough	100W - charges pro laptop
Video	Often none - charge-only	4K@60Hz - true full-feature
Shielding	1-2 layers - vulnerable to noise	Triple - stable in racks

Standard USB-C cable

- Often just a charging cable – can't carry video, audio and data at the same time.
- Plastic connector housing – works loose and cracks with daily use.
- No e-Marker chip – unstable charging and errors with docks and displays.
- Single or double shielding – power and WiFi noise bleeds onto the line.
- Standard copper conductors – signal loss kicks in beyond 2 metres.
- Little or no warranty – when it fails, you buy another one.

Best for: Occasional use - charging phones and light data transfers. Not built for permanent installations or daily docking.

Professional USB-C - Vivolink Pro

- ✓ **Mini-coax construction** – the same principle as antenna cable, keeping the signal clean over long runs.
- ✓ **Full-featured:** 20 Gbps data, 4K@60Hz video and 100W charging, all in one cable.
- ✓ **Built-in e-Marker chip** – safe power negotiation and full device compatibility.
- ✓ **Triple shielding** – copper foil, 100% tinned copper and 90% braid.
- ✓ **Gold-plated contacts and nickel-plated metal shell** – no corrosion, no contact degradation over time.
- ✓ **Reversible full-metal connector** – plugs in either way and holds contact through thousands of insertions.

Best for: Meeting rooms, docking stations, AV installs, KVM, signage and broadcast – anywhere daily uptime and stability matter.

Built to charge – or built to work.

A standard USB-C cable charges a phone. A Vivolink Pro cable carries 4K video, 100W power and 20 Gbps data at once – no noise, no signal loss, no swap-out six months later.

Choose Vivolink

- ✓ **Reliable** - extensively tested products.
- ✓ **Know-how** - built for installers based on 50+ years of Pro-AV experience.
- ✓ **Customer service** - fast service with guaranteed answer within 24 hours.