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CONTACT:

Merilee Kern, Kern Communications
858-577-0206, merilee@kerncommunications.com

CableOrganizer.com Issues HDTV Buyer's Guidelines in Time for Super Bowl XLIII

Industry-leading purveyor of home theater cable, wire and equipment management solutions helps consumers navigate key HDTV purchase decisions

FORT LAUDERDALE, FL, January 6, 2008 – In time for the anticipated Super Bowl XLIII HDTV retail bonanza, industry leading eTailer CableOrganizer.com, among the world's foremost providers of cable, wire and equipment management-related products for use in business and at home, today announced it has issued [HDTV Buyer's Guidelines](#) to help consumers make smarter high definition television purchases.

This [HDTV Buyer's Guide](#) is now accessible online at <http://www.cableorganizer.com>, and will be available to consumers completely free of charge throughout 2009 and beyond.

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How to Choose Between LCD or Plasma:

When it comes to choosing between [Plasma and LCD](#), it's important to shop in the mindset that one high-def TV is not necessarily better than another – rather, it's a question of which one is right for you. That said, it can be a tough call to make when all that meets the eye are sleek screens and vibrant pictures – are Plasmas and LCDs really that different? The answer is yes, and in order to make your purchase a well-informed one, consider this feature summary for both screen types:

- **LCD:** Known longhand as liquid crystal display, LCD is the same technology used in your flat-screen computer monitor – just on a larger scale. Light streams through liquid crystal-filled cells to form images that have good color saturation levels and can be easily viewed even in rooms with high levels of ambient light. Great for gamers, LCD screens are wall-mountable, and available in sizes up to 46".
- **Plasma:** Plasma display technology uses charged neon and xenon-filled gas cells to form bright, color-saturated images with excellent black levels. Excellent for home theater buffs who want to get the most out of their TV or movie-viewing experience, Plasma screens can be on the pricier side, but are available in screen sizes of up to 60".

Screen Resolutions: The Difference Between 720p, 1080i, and 1080p

Even if you know what size HD screen you're looking for and you've narrowed your choice down to [Plasma](#) or [LCD](#), the decision process isn't over yet as there is still screen resolution to consider. Resolution describes the sharpness and clarity of a TV's picture, and while you're shopping for a high definition television, you'll come across three different formats: 720p, 1080i, and 1080p. Here's how each resolution format can contribute to your HD experience.

- **720p:** Even though 720p is the lowest resolution within the [HDTV](#) standard, it delivers impressive pictures on screens that are less than 40" in size. The "p" stands for progressive scan, a format that's ideal for viewing fast-action movies, sporting events and video games.
- **1080i:** It may not have as fast a frame rate, but since 1080i offers more lines and pixels than 720p, it's a terrific option for people who enjoy watching slower-moving programming with lots of close-ups – think documentaries, non-action movies, and prime-time dramas.
- **1080p:** Otherwise known as "[True HD](#)," 1080p combines a rapid frame rate with high pixel density for the best high-definition pictures available. Even though 1080p is the hottest thing going in HD resolutions, it's important for you to keep in mind that with the exception of Blu-ray, PlayStation 3, Xbox 360™ and a relatively small amount of satellite TV programming, there's not much true 1080p content out there. Although they're backward-compatible with the lower resolutions, 1080p screens can't live up to their full potential unless they're displaying true high definition content.

HDMI Cable Cost Control:

While some will try to convince you that investing in an HDTV justifies shelling out for the best HDMI cable that money can buy, the truth is that a steep price tag isn't always a reliable indicator of a high-quality HDMI connection. For example, the below price comparison between CableOrganizer.com's [HDMI cables](#) and those from 5 leading A/V retailers uncovered some eye-opening results. Of the six cables compared, five are certified for [HDMI 1.3](#), and all are approximately 6 feet long and feature gold-plated connectors – yet there's a \$129.00 price difference between the most and least expensive models.

Some of these cables may be marketed under notable name brands, but ultimately they are no different from others outside of the boutique packaging. Why break the bank when you can receive the same quality of performance and manufacture from a \$7 cable as from one that costs anywhere from 5 to 19 times as much?

Cable	Length	HDMI 1.3	Gold-Plated Connectors	Retailer	Price
Dynex® HDMI Cable	6'	No	Yes	Best Buy®	\$59.99
CableOrganizer 1.3a Certified HDMI Cables	6'	Yes	Yes	CableOrganizer.com®	\$6.99
Monster Cable 1000HD HDMI Cable	6.6'	Yes	Yes	Circuit City®	\$135.99
AudioQuest HDMI-A Cable	6.6'	Yes	Yes	Crutchfield®	\$39.99
Radio Shack HDMI-HDMI Cable	6'	Yes	Yes	Radio Shack®	\$39.99
Philips Gold HDMI Cable	6'	Yes	Yes	Walmart®	\$34.88

[Wire Management](#): How to Hide Unsightly HDTV Cables

While most people purchase HDTVs to enhance their viewing experiences, it can't be denied that a sleek flat-screen display also has a way of improving the overall appearance of a room. To ensure that your high-def screen looks as impressive as it possibly can, don't forget to compliment it with some well-thought-out [wire clutter management](#). Managing HDTV cables not only hides them from view, but also prevents them from becoming tangled and disorganized.

One advisable HDTV cable manager is the [Wiring Solution](#) - a channel that installs vertically below wall-mounted screens to cover equipment-to-TV cable runs, and can be easily painted to disappear into your décor. We also highly recommend [surface raceway](#) - a type of latching channel that can be used in just about any configuration to route cables short distances, or even around an entire room. Like the Wiring Solution, raceway is easily paintable, and thanks to pre-installed self-adhesive backing, it has the added advantage of [tool](#) and screw-free installation.

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CableOrganizer.com's inventory now boasts more than 500 SKUs for HDMI, DVI and [component cables](#) and related HDTV products. The company's full line of HDMI cabling solutions may be accessed online at

<http://cableorganizer.com/hdmi-cable>. Other of the company's HDTV and DVI solutions may be accessed online at <http://cableorganizer.com/cables/audio-video-cables.htm>.

About CableOrganizer.com

Founded in February 2002 and headquartered in Fort Lauderdale, FL, CableOrganizer.com is a premier [cable and wire management](#)-related product vendor. The company provides companies, organizations and individuals around the globe with 24/7/365 access to an extensive array of high-quality products and information resources through its convenient online storefront. In addition to <http://CableOrganizer.com>, the company also owns and operates <http://CableOrganizer.fr>, which is operated out of Rennes, France. CableOrganizer.com also publishes "On the Wire," a free monthly electronic newsletter with a considerable multi-national opt-in circulation base. Among other honors, CableOrganizer.com was named among *Inc. Magazine's* Inc. 500, *Internet Retailer* magazine's 2007 "Top 500" and earned a Stevie® Award as the "Best Overall Company of the Year - Non-Services Businesses - Up To 100 Employees."

Note to Editors: High resolution story artwork and select product review samples available by request. Contact Merilee Kern, Kern Communications, merilee@kerncommunications.com, 858-577-0206.

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