



THE ULTIMATE CONNECTION®

Celebrating its 15th Anniversary this year, ULTRALINK/XLO has become the knowledgeable specialists' first choice for wire, cable, connectivity, and power management products. In a market crowded with undifferentiated, "me-too", generic products, ULTRALINK/XLO has elevated itself above its competitors with superior engineering and manufacturing that deliver better audio/video performance throughout an entire home entertainment system.

Based in Toronto, Canada and with production, management, and distribution in Ontario, California as well, ULTRALINK/XLO has become an internationally known manufacturer with distribution in over 60 countries. Ultralink is the number one selling brand of premium wire and cable in Canada and among the top few in the United States.

Unlike virtually all competitive products (made in massive, off-shore factories, spitting out miles of generic cable simply stamped with the names and color schemes of many different brands), ULTRALINK continues to be a prime manufacturer, not only manufacturing our own ULTRALINK® and XLO Electric™ brands but many other competitive brands that you would recognize as well. It was just this type of relationship that, in early 2002, enabled Ultralink to acquire XLO Electric Company, Inc. - for which it was a major OEM supplier. XLO™ was and continues to be the source of professional and audiophile cables and interconnects considered and reviewed by many industry experts to be "The Best in the World".

Since its beginnings with but a single product 15 years ago and under the guidance of founder Allen L. Sung, ULTRALINK PRODUCTS, INC. has expanded its catalog to over 2,600 different products - each one of them engineered and manufactured by Ultralink to make a performance difference in your system. In a market where wire and cable remain one of the least understood and most controversial aspects of our industry; where the marketing is mostly re-worded generic snake-oil; ULTRALINK/XLO has firmly and truthfully established itself as THE expert in logical, innovative, and advanced audio and video solutions that can make a performance difference in every system.

ULTRALINK/XLO has become the source for factual, scientific understanding, explanation and product solutions that have helped enable the market's transition from simple two-channel analog stereo (with nothing but an amplifier, turntable, and pair of speakers on milk crates) into the wildly complex, completely digital, multi-channel, multi-room, computer controlled and fully integrated, distributed high resolution home audio and high definition video systems of today.



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As performance improves in both audio and video, the need for high resolution cables that deliver on the promise of high bit-rate audio formats and high definition video is multiplied. Ultralink's HD component video, DVI, and HDMI™ cables are the very best available and will give the customer every bit of the performance that they expect and pay for. Unlike analog signals, digital signals are less tolerant of signal loss and induced noise due to throw distances and EMI/RFI interference. ULTRALINK® and XLO™ are known and respected as being perhaps the most neutral and high resolution cables available. Just one example of our commitment to this is our Patented 75 Ohm Vacuum Spring-lock RCA® connectors, which were specifically designed for gas-tight coaxial digital applications and are now used extensively in our upscale products. We've married our mil-spec connectors, many of which fly in space, to our premium cables - manufactured using proprietary cable designs, geometry, and Laboratory-Grade 99.99998% (6N) pure OFHC and pure silver (where appropriate) to create these best of breed, high-resolution audio and video solutions.

Ultralink SDS Ultralink Signal Delivery System™

This total system approach has led to the development of the ULTRALINK Signal Delivery System™ (SDS), where each cable is optimized by design and manufacture specifically for the type of signal it will carry with the system. Unlike other brands which generally use a generic cable in multiple applications, a complete Ultralink SDS will raise the entire level of system performance - as if each and every component in that system had been upgraded - at a fraction of the cost.

ULTRALINK/XLO is a proud supporting member and industry leader with CEA, CEDIA, and PARA organizations. ULTRALINK/XLO products are manufactured in RoHS certified factories using environmentally friendly materials.



In the end, whether the system is audio, video, or - as in most cases - both audio and video; it is the system's ultimate performance that matters. The cabling solution is vital to both the process and the result. From that single product fifteen years ago to the complete Ultralink Signal Delivery™ system of today, ULTRALINK/XLO is the one-stop source for high quality, high performance Audio, Video, Home Theater, and Custom Installation wire, cable, connectivity, and power management products. An ULTRALINK SDS™ is the best, right way to do it when "**Good Enough**" isn't.

Serving you since 1999

