

## Lightware strengthens cable product line with Cable-PopUp and newly launched USB-C cables

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[Lightware](#) has expanded its popular cable product line with three innovative offerings: a [Cable-PopUp](#) and two newly launched [USB-C cables](#).

Lightware's Cable-PopUp offers the ultimate solution for managing cables in conference rooms and workspaces, particularly in environments where BYOD devices need to be connected temporarily. Tangled cables and messy desks are a thing of the past thanks to this built-in cable management tool. It provides an organised way to access connections when needed and hide them away when not in use, with an easy-to-use "Push to Open" mechanism. Caps labelled USB-C, HDMI and Ethernet are provided, along with an additional blank cap which can be customised.

The two newly launched active optical USB-C cables are a result of Lightware's dedication to providing customers with new and innovative solutions. "During the COVID-19 pandemic, we recognised that there were many poor-quality cables on the market, especially USB-C," explains Gergely Vida, Lightware CEO "A reliable cable was also essential for our [Taurus UCX](#) device. To resolve the problem, we formed a new cable team in just six months, working to become experts in the field."

Tailored for professional AV environments, Lightware's new full-featured USB-C cables are designed to handle both high-speed data and power delivery over longer distances. The [CAB-USBC-AOC800E](#) is 8 metres long, whilst the [CAB-USBC-AOC1000E](#) measures 9.8 metres. Both cables support USB 3.2 Gen 1x1, with data transfer speeds up to 5Gbps, 2-lane HBR3 DisplayPort Alternate Mode, and 60W charging. Additionally, they both feature a screw lock USB-C connector, providing a reliable connection to

Lightware's [Taurus](#) products as well as preventing accidental disconnections during use.

What began as a somewhat experimental direction for Lightware has since evolved into one of the most significant business pillars for the company. Now with over 30 different [cables](#) available, from [HDMI](#) to [USB-C](#), they have become synonymous with the Lightware name. Furthermore, the cables are optimised to work seamlessly with Lightware products, so when utilised as a complete system, users can enjoy full functionality, reliability and performance.

“We are proud of our team’s ability to adapt to the needs of the AV market. Becoming experts in cables was vital to offering our customers high-quality products that they can rely on. We recognise that whilst high-performance products are important, the power of a solid connection cannot be underestimated in achieving fantastic results,” says Vida “As the division grows and strengthens, we look forward to continuing to develop and deliver premium cables throughout the market.”