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**For IMMEDIATE RELEASE  
April 10, 2015**

## **LEMO and Northwire, Inc. Announcing New SMPTE and ARIB Cable to the Broadcast Market**

**Ecublens, Switzerland and Osceola, WI** — LEMO ([www.lemo.com](http://www.lemo.com)), a global leader in the design and manufacture of precision custom connection solutions, and Northwire, Inc., a LEMO Group Company and manufacturer of wire and cable, will be introducing their new HDTV SMPTE and ARIB cable offerings to the Broadcast Market during NAB, April 13-16, 2015, in Booth C9012. Working collectively with LEMO's worldwide expert specialists, Northwire has extensively designed, tested and validated their newest product to provide a full solution to the market. This cable offering meets or exceeds SMPTE (311-M) and ARIB (BTA S-1005B) standards.

LEMO continues to serve the broadcast marketplace with their high-quality connection solutions for outdoors (harsh environments) and studio (indoor-use) applications. LEMO's products include the well established 3K.93C HDTV Connection System (SMPTE 304 compatible), Audio/Video Connectors, Digital Media Converters, Portable Fusion Splicing, Cable Assemblies, Fiber Optic Maintenance, Inspection and Cleaning Tools.

LEMO will have a live demonstration using RED Digital's Epic Dragon® 4K Broadcast module linked to LEMO's Serbal™ fiber optic converter. This configuration demonstrates the performance of LEMO's connections, media converters, terminations and NEW SMPTE Cable.

LEMO's HD Z-Link™ fiber optic camera link system provides multi-channel camera-style video and audio connections, and control for studio cameras and camcorders over a single hybrid cable using LEMO's well established high-quality 3K.93C connectors. The use of high bandwidth fiber optics and the multiplexing of numerous forward and return video, audio, talkback and data channels provide full communication with any camera position.

LEMO's media converters make it possible to send TV signals long distance over fiber optic cable, even when the camera is fitted with a Triax connector. Coupled with the LEMO 3K.93C connection system, the media converter allows HD television transmission over much longer distances and higher levels of definition.

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The LEMO 3K.93C hybrid connector has a compact design with two single-mode fiber contacts, two power contacts and two signal contacts for HD camera interconnection systems and is 4K ready. The LEMO 3K.93C is fully ANSI/SMPTE (304 & 311 USA), ARIB (BTA-S1005B Japan) and EBU (R100-1999 Europe) compliant. For copper broadcast solutions, LEMO continues to offer its wide range of high-performance, high-quality SD and HD triax connectors which will also be on display in the booth.

### **About LEMO**

LEMO is a global leader in the design and manufacture of precision custom connection solutions. LEMO's high quality connectors are found in a variety of challenging application environments including medical, industrial control, test and measurement, audio-video, broadcast and telecommunications. LEMO now offers cable & wire as well as cable assembly services.

### **About Northwire, Inc.**

Founded in 1972, Northwire Technical Cable ([www.Northwire.com](http://www.Northwire.com)) is privately-held company headquartered in Osceola, WI, USA. Northwire markets, designs and manufactures technical and retractile cable and assemblies for diverse applications including broadcast, energy, life sciences, government, industrial, machine vision, architectural lighting, underwater and more.

For more information about LEMO connectors, please call LEMO USA at (800) 444-5366 or visit [www.lemo.com](http://www.lemo.com). For editorial contact Julie Carlson, Marketing Communications, 707-206-3776 or [jcarlson@lemo.com](mailto:jcarlson@lemo.com).

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