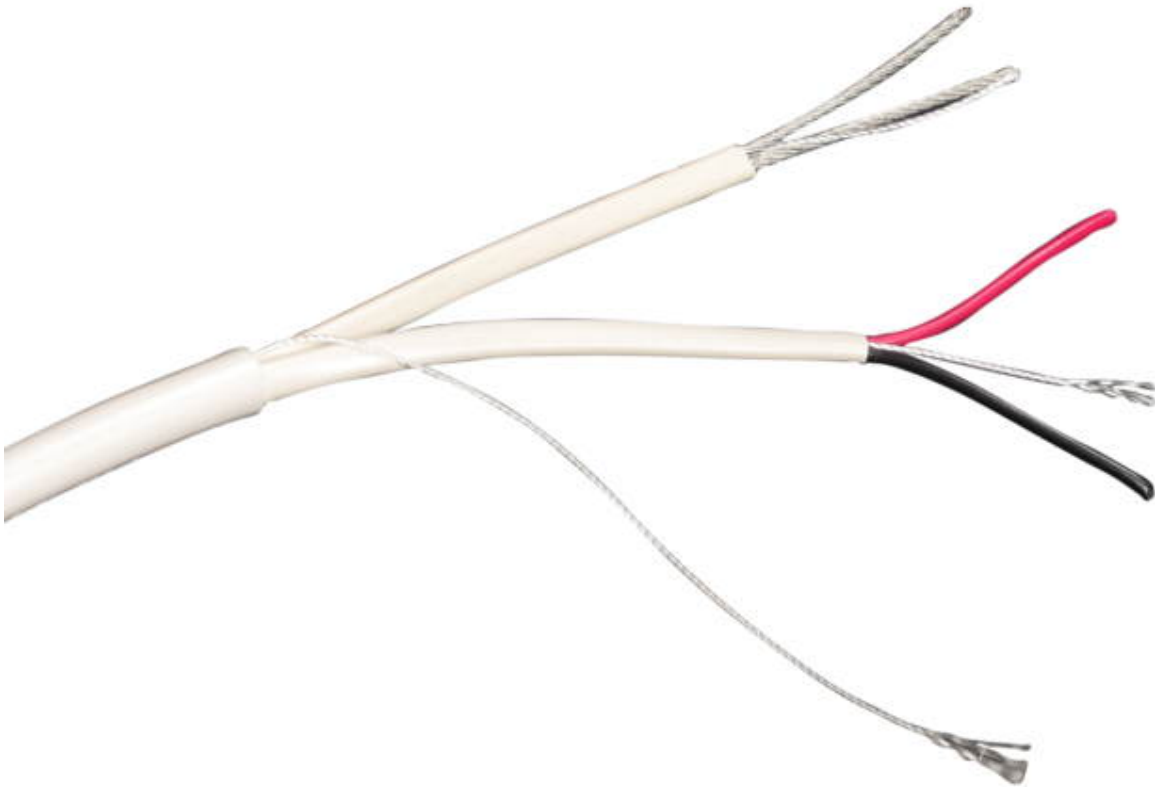


Biamp Receives US Patent for its Magic Cable

Magic Cable Streamlines Desono Loudspeaker Installations and is UL 13 Certified for Outdoor Applications and Hang Lengths Greater than 10 Feet



Biamp, a supplier of professional audiovisual solutions, today announced that it has been awarded a patent from the U.S. Patent and Trademark Office for its Magic Cable, used in the company's Desono family of business audio loudspeakers. Magic Cable comprises two stainless steel suspension cables, two 18 AWG signal conductors within a separate cable jacket, and integrated ripcords that allow the installer to easily slice through the jackets as needed - greatly increasing installation efficiencies.

"Traditionally, hanging pendant speakers has been a time-consuming and complicated job with many steps, each with different tools. Our Magic Cable dramatically simplifies the job and only requires a pair of wire cutters. What's more, the entire assembly is encased in an attractive wrapper, so no further dressing or painting is required," said Joe Andrulis, Executive Vice President of Corporate Development, Biamp. "Magic Cable makes it much easier and safer to install pendant loudspeakers, saving integration partners time and money. Additionally, it's the only composite cable in the AV industry certified to UL 13, demonstrating

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our commitment to offering our customers exceptional audio experiences - from design to installation to implementation."

Magic Cable's patent covers its innovative construction, a sub-cable jacket that encloses the metal support cables, a second sub-cable jacket for the insulated audio cables, the main ripcords, as well as sub-cables that allow toolless stripping of each cable jacket. Because of its unique assembly, it also meets the UL 13 Standard for Power-Limited Circuit Cables with a Class 3 indoor/outdoor rating. With the Class 3 rating, it is "listed for purpose," meaning there's no need to seek a waiver if installed at lengths longer than 10 feet (3 meters). The cable is also pre-dressed in an outer jacket that provides a clean post-installation appearance without the need to smooth out kinks. With these thoughtful features, it affords not only an installation that is easy, safe, and clean looking, but also one that can be completed confidently, regardless of ceiling height and/or length of exposed cable.

Magic Cable is pre-terminated inside Biamp's Desono P6 and P6-SM models to ensure there are no exposed connections at the loudspeaker. It can also be used with other Desono pendant loudspeakers including the DP6, DP8, P30DT, and P60DT.

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