



**COBALT CABLE™**  
True Premium Cables

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**1. How long have you been in business?**

- a. 4.5 years (as of November 2005)

**2. How many people work for you?**

- a. We currently have about 10 people working for us.

**3. Where are you located?**

- a. Our administrative office and manufacturing/fulfillment facilities are located in Spokane, Washington (Washington State). The following is our contact information:

Toll-Free – 877-6 COBALT (626-2258)  
Cobalt Cable  
6206 E. Trent Ave.  
Bldg. #3A  
Spokane Valley, WA 99212

**4. What is your guarantee/warranty policy?**

- a. At Cobalt Cable, we believe that the most important opinion of our cables is our customer's, and we are pleased to offer a no-obligation trial period for all of our cables. If, for any reason, you are not totally satisfied with your Cobalt Cable purchase, simply return your cable(s) within 90 days from the purchase date for a full refund<sup>1</sup>. We are also pleased to offer a lifetime "no questions asked" exchange policy on all of our cables (even custom cables<sup>2</sup>). That is, no matter what happens to your Cobalt Cable product, simply return the original, nonfunctional, cable for an equivalent replacement, free of charge<sup>3</sup>.

<sup>1</sup> - For full refund, cable(s) must be in like-new condition. Any damaged items are subject to a 30% restocking fee.

<sup>2</sup> - All custom cables are subject to a 15% restocking fee.

<sup>3</sup> - For cable replacement, original logo imprinted heatshrink and/or braided sleeving must be completely intact. Only one replacement per ordered cable. For international orders, return shipping is the responsibility of the customer and return MUST be marked as a product return on customs documents.

**5. Why are your products so inexpensive?**

- a. All of our cables are designed around the actual physics of how the given signal behaves as it travels down the cable. So, there is zero "fluff" that goes into our cables. Every single component of our product contributes to



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the overall performance of the cable, which makes the cables VERY efficient. Also, since we are a direct sales company, we are selling everything direct wholesale. Since we do not sell through dealers, there is no dealer or distributor markup on any of our cables.

**6. Why are your products so Expensive?**

- a. Our cables are definitely not inexpensive or cheap. However, what you'll find is that the quality and performance of our products is significantly higher than anything available on the retail level at the same price. In fact, most customers tell us that our cables are performing on the same level, if not a bit better, than retail cables costing three times to 10 times as much. With all of our cables, we design and build the best cable that we possibly can for the lowest price. There are less expensive cables than ours out there, as well as significantly more expensive cables than ours out there. Where we strive for is to offer cables of the highest value possible. (More bang for the buck).

**7. Other than the Ultimate In-Wall speaker Cable, are any of your cables rated for in wall use?**

- a. I would never advise you to install a cable that is against building code, but I also want you to understand what the building code is for such an application. The building code refers to the toxicity of the cable if it were to burn in a fire. With that said, there is virtually no fire hazard with these cables. The voltage that travels down the cable is microwatts; in fact I would bet that your telephone uses more wattage. Again, I would never advise you to go against building codes.

**8. What makes your cable better than . . .**

- a. All of our cables are designed around the actual physics of how the given signal behaves as it travels down the cable. So, there is zero "fluff" that goes into our cables. Every single component contributes to the overall performance of the cable, which makes the cables VERY efficient. Our philosophy is that we want to build the highest quality cable that does not interfere with the signal that is traveling along the cable. So what you get from us is a cable that is the closest to reproducing what your gear sounds like. You'll find is that the quality and performance of our products is significantly higher than anything available on the retail level at the same price.
- b. Also, since we are a direct sales company, we are selling everything direct wholesale. Since we do not sell through dealers, there is no dealer or distributor or retailer markup on any of our cables. There are less



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expensive cables than ours out there, as well as significantly more expensive. What we strive for is to offer cables of the highest value possible. We think very highly of our cables, and we believe in the construction of our cables, but really the only opinion that matters is that of the customer. That is why we offer a 90-day no questions asked return policy, in which we will even pay for the shipping back to us if you are not completely satisfied with the cables. That's about as close to a no risk policy as we can possibly get.

**9. Will I experience any signal loss with your DVI/HDMI cable at 10 meters?**

- a. Our Ultimate DVI-D Cable and our Ultimate HDMI Cable are one of the few, if not the only, Copper-based DVI/HDMI cables on the market today that can do full HDTV resolution (720p/1080i) at lengths up to 10 meters with NO visible signs of signal loss! How do we know it will do 720p/1080i at 10M? We have seen what it can do with our own eyes. We have done extensive testing on both of these cables in our new demo room using a projector with a 10' screen so any cable signal degradation would be obvious and saw no signal loss whatsoever.

**10. Is there a performance difference between the locking banana plug, regular banana plug, universal spade and pin?**

- a. There is no performance difference between these products. The reason we offer different termination options is for flexibility in hooking up your audio/video equipment. For example, if you have an A/V receiver, with binding posts, they are too close together for the universal spades to fit, so you have either the banana plug or pin option.

**11. What is the advantage of using your locking bananas over regular bananas or spades?**

- a. The biggest issue with using regular bananas has always been their ability to pop out of the binding post at the most inopportune time. The biggest issue with spades is always having to unscrew the binding post anytime you wanted to move your equipment. Well now, Cobalt Cable has the answer to your speaker cable termination conundrum with the locking banana. It is as easy to use as the regular bananas with the added benefit of being "locked" into place like a spade! You could pull a Mack truck with these babies locked in (okay, I may be exaggerating a bit on that one, but not by much!).

**12. Are your cables Directional?**



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- a. No, our cables are not directional. The reason for this is that the ground is tied in to the termination end on both sides of the cable. Cables that are directional only have the ground terminated on one end. To learn more about this please see our Cable Myths and Facts section.

### **13. What is the burn in time with your cables?**

- a. There is no burn in time with our cables and this is why: Burn in time with cable is basically a myth.... it is possible, but not probable. The idea is that the insulation around the a/v cable is somewhat random (at the molecule level) during construction, and the idea of burn out is that the electronic signal alters the insulation and "settles" it so that the current travels smoothly. Our cables don't need burn in time, because they are constructed at the highest level, and the truth is that we have not been able to measure or hear any difference between our new cables and cables with several hours of use. To learn more about this please see our Cable Myths and Facts section.

### **14. Which cable will give me the best picture, Component, S-Video, or Composite?**

- a. To rate the quality of the picture from worse to best, it would be Composite, S-Video and Component. This is because the composite video will send all of the video information through one cable, which allows for some "crowding" of the signal. The S-Video will separate the video signal a little bit better, while the Component will take it one step further by separating the color (chrominance) and brightness (luminance).

### **15. Who manufactures your cables and why are your cables different?**

- a. We do not use any one manufacturer for all of our cables. Some we build ourselves, and with other cables we use third-party products. The determining factor is if we can build a better mousetrap or not. We differ from most (if not all) of our competitors with regard to the level of service and support of our products. We also have an unmatched level of customer service with regard to our warranties and guarantees. We have highly skilled employees who have incredible talents with regard to soldiering. And as you have undoubtedly noticed, with all of our products we pay an extremely high level of attention to detail, from the selection of materials, to the construction of each cable, to the hand testing, to the packaging material we use for shipping.

### **16. Where do you ship?**

- a. We currently only ship to North America, most of Western Europe, Australia, New Zealand, and Japan.



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- i. The billing information also has to be from one of these areas.
  - b. We can ship to Military bases overseas. Check with our knowledgeable customer service staff for assistance.
  - c. There is an International Shipping charge of \$30/order.

**17. Do you have a deal for Retail outlets?**

- a. We are currently a direct sales company. At this time we do not have any retail avenues. However, we do work with a lot of professional home theater installers, who use our products on a regular basis. If you are an installer please contact one of our sales associates toll-free at 877-626-2258 or email them at [info@cobaltcable.com](mailto:info@cobaltcable.com)

**18. What makes your cable so much different than other cables?**

- a. Our philosophy is that we want to build the highest quality cable that does not interfere with the signal that is traveling down the cable. So what you get from us is a cable that is the closest to reproducing what your gear sounds like. Again, it may not be for everybody, so that is why we offer the 90-day return policy. Because ultimately it is not our opinion but the customer's that counts.

**19. Why don't you use silver plating in your cables?**

- a. This is one of the most common questions we get because so many cable companies are employing this technique. Here is our answer: Some cables feature a silver plated center conductor, vs. our cable that features an ultra-pure, OFC (Oxygen Free Copper) copper conductor. Conductor plating goes against our philosophy about how to build a great cable, simply because it alters any consumer audio or video signal that is run over it. That is, since some of the signal will use the silver-plating, while the rest of the signal uses the core of the wire, part of the signal will end up being boosted over the rest (since it is using a better conductor). So, by using this cable, you would be applying a high-pass filter to your signal. With our cable, though, the signal will not be altered in any way. To learn more about this please see our Cable Myths and Facts section.

**20. Which is better: Digital coax or Toslink (Optical)?**

- a. Digital coax cables delivers a digital audio signal via electricity traveling down a copper wire over a shielded 75-Ohm coaxial cable with 75 Ohm RCA connectors used on both ends. Toslink (Optical) delivers a digital audio signal via a red light beam over a fiber optic cable comprised of many small strands of polished plastic specifically designed to transfer light.



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In our opinion the performance difference between Coax and Toslink connections is negligible. The major difference will come from the quality of your electronics, not the cable. For instance, your CD player uses superior quality components for its Coax digital audio connection and inferior components for its Toslink connection, then it only stands to reason that the Coax would have better sound quality than the Toslink. The difference in the cables physical characteristics is also something to look at. A Coax cable is much sturdier; however, since it carries the digital signal via electricity running down a conductor, it can transfer grounding problems from one component to another, if they already exist. The Toslink cable is more fragile, if stepped on a Toslink cable can be crushed and possibly destroyed. However, an optical connection is immune from possible ground problems because it contains no metal. Now you know, so what will it be?