



RAINBOW FISH

Press Release

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Rainbow Fish Recommends Fiber Optic Pulling Technique

CEDIA Expo 2011 Booth 4562

Irvine, CA – August 22, 2011 – Rainbow Fish Fiber Optic, inventor of the first HDMI[®]-certified fiber optic cable, is encouraging ESC's to learn proper guidelines for pulling fiber optic cable in concealed locations.

“The first thing to remember is that fiber optic cable is designed to be pulled from its jacket and not from its connector,” said Tony Cheng, Director of Product Development for Rainbow Fish. “Fiber is constructed with what are known as ‘strength members’ inside the cable jacket for the purpose of protecting the fiber optics and adding strength to the cable. When an installer properly applies pulling tension only on the cable, results will be good,” Cheng continued.

Rainbow Fish Fiber Optic HDMI is a pre-terminated solution providing installers with a reliable, lossless long distance HDMI solution. The time-consuming process of preparing and terminating fiber in the field are eliminated with Rainbow Fish, making it the ideal combination of performance and time consumption.

Cheng further explained, “We recommend that installers always be as familiar with the cable pathway as they possibly can be. Treat the cable pathway as you would a general site inspection. Know where bends and pull-boxes are located and have the right tools for the job and use a Rainbow Fish fiber optic pull-ring. With our pull-ring, the installer loops one end of the fiber optic cable and HDMI connector around the pull-ring that is secured to the fiber loop. Now a pull-rod can hook the pull-ring and maneuver the cable and connector safely through the pathway without placing tension on the connector.”



Rainbow Fish Fiber Optic HDMI is designed as a plug and play connectivity solution so that all the installer has to do is properly handle the fiber optic cable and make an HDMI connection at each end of the cable run. “We are giving installers the best of both worlds, reliable HDMI and an easy-to-install procedure,” Cheng concluded. Rainbow Fish is currently launching its line of fiber optic HDMI products to the custom installation market and will be exhibiting at CEDIA in booth 4562.

About Rainbow Fish Fiber Optic, Inc.:

Founded in 2008, Rainbow Fish, the inventor of the first HDMI-certified fiber optic cable, believes in providing the very best quality audio and video content experience for enjoyment in the home and business. Rainbow Fish patented technology provides consumers, professional installers and electronics retailers a reliable, easy to use HDMI connection that looks great and works with all HDMI components. Rainbow Fish has exceptional expertise in fiber optic technology and precision manufacturing processes. For more information, please visit www.rainbowfishcorp.com.

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