



New “SO” Compression Connectors – So Smart, So Easy!

HOUSTON, TEXAS March 10, 2004: DirectConnect announces today plans to introduce a new line of snap-on compression connectors designed for greater versatility at the EHX Spring Expo 2004 show in Orlando, Florida. The SO line of connectors will feature universal sizing, patented “metal to metal” compression design, color bands for coding and a choice of either gold or nickel plating. These versatile connectors work with most tools on the market; No need to purchase additional or more expensive tools.

Unlike other connectors on the market, DirectConnect’s SO Compression Connectors are universally sized for each type of wire. For example, an RG6 RCA connector will fit dual, tri and quad shield cables. The line will feature connectors for RG6 and RG59 cables with F, BNC or RCA style connections. The unique patented “metal-to-metal” compression design provides a solid termination that will outlast more traditional plastic designs which may deteriorate over time in temperature-varying environments. All connectors will come with six (6) color identification bands for convenience. This eliminates the necessity to stock several different SKUs and gives the customer greater flexibility with color-coding. Customers will also have a choice between gold plating or less expensive nickel plating.

DirectConnect is a manufacturer of custom installation products designed to offer solutions to everyday installation needs. Their diverse line includes: low-voltage wire; audio and video wire; connectors; interconnect cables; distribution panels; audio/video/ data modules; telecom; wallplates; hardware and tools. DirectConnect offers a 15-Year warranty on all cable and wire, and a five (5) year warranty on all other parts and accessories. For more information on DirectConnect or where to find authorized distributors, please visit www.directconnecthome.com or call 1.800.531.3224.

Press Contact:
Contact: Laiza Spell
Tel: 800.531.3224
Email: laizas@directconnecthome.com