

# Atlona ATF14031W-7 7M ( 23FT ) ATLONA FLAT HDMI CABLE ( WHITE COLOR ). HDMI 1.3 RATED

**7M ( 23 FEET ) ATLONA FLAT HDMI CABLE (WHITE). MODEL: AT14031W-7**

## Description:

Atlona Flat HDMI cables are designed to provide the highest quality in High Definition Video and Digital Audio transfer. Simply the best cables you can get for your home theater system

Atlona Flat HDMI cables are unlike any cable you will find on the market. Supporting high transfer rates at resolutions up to **1080p**, this cable is designed to surpass all current standards of HDMI. Experience stunning colors, and Dolby TrueHD audio through our premium cables and you'll understand just how much you've been missing. Our unique flat design allows us to spread our oxygen free copper conductors apart farther than archaic round cable designs, which helps us reduce cross-talk. In the world of HD cables, no one can compete with Atlona quality. These cables have been certified for UL CL3 and RoHS for in wall use. Choose the best cable for your home theater. Choose Atlona Technologies.

## Applications:

Primarily used to connect DVD players, satellite, cable boxes, LCDs, projectors, Plasma displays, HDTVs and much more. Perfect for running the cable along the wall or under the rug or even inside the wall. Atlona Flat hdmi cables are paintable and therefore can match the color of the wall and be almost invisible.

## Specs:

- 7m (23ft) Flat HDMI Cable construction
- Supported Resolutions: **HDTV (all resolutions up to 1080p) Computer: (all resolutions up to 1920x1200)**
- Digital Audio: supports all digital audio formats including Dolby TrueHD and DTS-HD Master Audio
- 24k Gold plated connectors
- 24AWG High-Purity Oxygen Free Copper conductors
- High-Density triple shielding for maximum rejection of EMI and RFI
- Ultra Flexible
- ROHS Rated
- UL CL3 Certified
- White color.

**Review:** [Atlona Flat HDMI Cable](#)

## Warranty:

Lifetime parts and labor warranty

## Why Atlona cables and not someone else's?

Since the company was created (more than 8 years ago), we have been committed to providing our customers with quality products. Our HDMI cables are built to exceed HDMI specifications for bandwidth, frame rate support and more. There are not very many companies that manufacture their cables to even meet the HDMI standards. The founders of HDMI require adopters to manufacture their cables in an HDMI certified factory in order to fully meet HDMI certification specifications. Making cables at a certified facility adds the benefit of using industrial quality pre-inspected materials in the manufacturing process. Our cables also meet UL CL3 rating for in-wall installations directly from the production line, since the outer jacket of the cable complies with all UL requirements for the CL3 standard. Every Atlona cable is also ROHS certified, which means, that they contain no Lead or other materials that could potentially harm your pets and children. Large companies that have established themselves in the "high end" market may manufacture their cables under these standards, but unfortunately their prices are extremely high. This usually happens for either one or both of main reasons:

- 1) The marketing department thinks that their company is so well recognized, that consumers will buy their products regardless of the price.
- 2) The products of these companies go through so many dealers or "middlemen", that in order to pay them they have no other choice, but to raise prices.

Unlike these "high end" companies, we own our factories and limit the number of "middlemen" between us and our end users, which allows us to keep much lower pricing than most stores or other retailers. We are not the most expensive cables on the market, however; we are also not the cheapest. As you have probably noticed, there are many internet retailers that claim to meet certain specs or claim that they have better products than competitors and at the same time they have extremely low prices. While it might seem to be a good deal at first, please keep in mind that it is impossible to verify that these unsubstantiated claims about their cables abilities are consistent from cable to cable, without some sort of standardized certification. Most of these "bargain" HDMI cables are not made with industrial grade materials, if they were, they could not offer such low prices. The "bargain" cables will work and at short