

# KORDZ R.4 48GBPS RACK AND MARINE PASSIVE HDMI® CABLE

Distributor Product Launch Marketing Kit

Commercial in Confidence: Embargoed until 14 January, 2026

**Critical HDMI reliability just got better**

2KG RETENTION CONNECTOR

LENGTHS IN 0.3M INCREMENTS

MARINE-GRADE LSZH CABLE

DPL LABS CERTIFIED FOR 48GBPS

CLASS LEADING 95% BRAID SHIELDING

LIFETIME WARRANTY

**NEW R.4 48Gbps Rack and Marine Passive HDMI® Cable**

The professional grade 48Gbps HDMI cable engineered for critical rack and marine applications.

Discover more

CONNECTIVITY.  
**KORDZIFIED**

**kordz**  
Connectivity Assured

Information and content to promote this product  
across your marketing channels

**kordz**  
Connectivity.Assured

## About This Marketing Kit

Kordz International has created this document and its corresponding imagery to assist partners, distributors and other collaborators to share information about this product launch.

In using this information or any supplied content, artwork or imagery, you kindly agree that this information remains the intellectual property of Kordz International and to use it solely for the purposes for which it is intended.

Please note, information in this document may be subject to change.

If you have any questions or require any further assistance, please contact the Kordz Sales Team at [info@kordz.com](mailto:info@kordz.com) or Kordz Marketing Manager, Julie Warriner at [julie@kordz.com](mailto:julie@kordz.com).

Thank you for your support and here's to a great launch!

The Kordz International Team

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## Partner Launch Checklist

- ✓ Download product launch materials from the Kordz Partner Portal at [www.kordz.com](http://www.kordz.com)
- ✓ Schedule your social media or re-post Kordz posts on LinkedIn, X, Facebook, Instagram and YouTube.
- ✓ Schedule your emails
- ✓ Add product information to your website
- ✓ Pre-order stock

## Marketing Launch Timeline

	January '26				February '26				March '26				
	WC 5	WC 12	WC 19	WC 26	WC 2	WC 9	WC 16	WC 23	WC 2	WC 9	WC 16	WC 23	WC 30
Marketing kits and materials available for download													
Kordz announces product to media													
Kordz website product page goes live													
Kordz official product announcements via social media and email marketing													
Product on display at ISE 2026													
Place opening orders													
Stock available in Kordz International Hong Kong warehouse													

## Pricelist

Price list will be available from the partner portal or via your local distributor in early January.

## Brand Guidelines & Imagery

For how to use the Kordz logos and branding, please refer to the Kordz Brand Guidelines in the Kordz Marketing Asset folder in the Partner Portal on Kordz.com.

Please note, written approval is required for you to make modifications to any Kordz imagery or artwork. Please email requests to Julie Warriner at [julie@kordz.com](mailto:julie@kordz.com).

## Website and Product Copy

**Title Tag:** Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable

**H1:** Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable

**Alt text (images):** Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable

### Product One Line Description

Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable, 2kg, LSZH, charcoal, 0.3–3.0m

### Product Code

Product Code	Descriptions
<b>K46422-0030-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 0.3m
<b>K46422-0060-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 0.6m
<b>K46422-0090-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 0.9m
<b>K46422-0120-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 1.2m
<b>K46422-0150-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 1.5m
<b>K46422-0180-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 1.8m
<b>K46422-0210-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 2.1m
<b>K46422-0240-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 2.4m
<b>K46422-0270-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 2.7m
<b>K46422-0300-CH</b>	R.4 48Gbps Rack and Marine Passive HDMI Cable, 2kg, LSZH, charcoal, 3.0m

## Product Short Description

### **Version 1 - For text applications: 91 words**

The Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable is engineered for precision rack builds and marine installations, delivering uncompressed 8K performance with DPL Labs Enhanced 48Gbps Reference Standard certification. Its 2kg retention die-cast connectors, compact profile and 0.3m length increments (0.3m - 3.0m) support accurate rack dressing, while the full metal internal casing provides superior EMI rejection. A class-leading 95% copper braid shield and reduced overall cable diameter ensure flexibility and reliability in dense environments. Built with a marine-grade LSZH cable, the R.4 offers reliability, efficiency and confidence for critical HDMI installations.

### **Version 2 - Optimised for web applications: 104 words**

The Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable is engineered for precision rack and marine installations where space, airflow and durability are critical. Certified to the DPL Enhanced 48Gbps Reference Standard, it reliably delivers uncompressed 8K performance. A compact die-cast connector with 2kg retention and 0.3m length increments (0.3m - 3.0m) enable accurate rack dressing in tight spaces. A full metal internal casing and class-leading 95% copper braid shield maximise EMI control, while the slimmer cable profile improves flexibility and airflow in dense racks. The marine-grade LSZH cable enhances safety in marine and other compliance-driven environments, providing robust HDMI performance where reliability cannot be compromised.

## Product Long Description – 199 words

The Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable is purpose-built for professional integrators requiring robust, high-performance HDMI connectivity in demanding rack and marine environments. For rack installations, the compact connector assembly and slimmer cable construction improve routing through dense equipment racks, supporting better airflow and even cleaner cable management. The full metal internal casing and class-leading 95% copper braid shield enhance EMI rejection, helping maintain signal integrity from tip to tip in high-density racks where multiple cables and active devices operate in close proximity.

For marine integrators, the cable's die-cast HDMI connector provides a secure 2kg retention force to resist vibration and movement, a common challenge in onboard AV systems. The LSZH cable meets IEC60332, IEC60754 and IEC61034 requirements to provide low smoke, zero halogen performance for fire safety-driven applications, including those found in many marine installations. It forms part of an overall design approach for scenarios where the integration environment is highly demanding and where failure is not an option.

Supporting the full 48Gbps bandwidth and certified to the DPL Labs Enhanced 48Gbps Reference Standard, each R.4 cable is individually performance tested and backed by the Kordz lifetime warranty, providing the ultimate confidence in every installation.

## Product Tech Icons

- 48Gbps
- 8K
- HDMI2.1
- Passive Copper Cable
- DPL Labs Certified
- 2kg Retention
- LSZH
- eARC
- Lifetime Warranty

## Features

- Supports full 48Gbps bandwidth for uncompressed 8K video transmission
- DPL Labs Enhanced 48Gbps Reference Standard tested for guaranteed performance
- Secure 2kg retention die-cast HDMI connector resists vibration marine environments
- Compact connector assembly for improved access in tight rack spaces
- Full metal internal casing and class-leading 95% copper braid shield for enhanced EMI rejection
- Slim cable construction for improved routing and airflow in dense installations
- 0.3m length increments for precise rack dressing from 0.3m - 3.0m
- LSZH cable meeting IEC60332, IEC60754 and IEC61034 requirements for marine suitability
- Individually performance tested
- Backwards compatible with all HDMI versions for legacy device integration
- Lifetime warranty

## Product Imagery

A variety of product images are available for download in different angles and formats from the Kordz Marketing Asset folder in the Partner Portal.

## Product Video

A product video will be available on YouTube later in 2026.

## Tech Guide

An updated Kordz HDMI Tech Guide will be available week commencing 12 January 2026.

## Email Marketing

See below for suggested copy to put in your newsletter. Artworks are supplied as 800x400, please get in touch with [julie@kordz.com](mailto:julie@kordz.com), if you require a different format for the artworks.

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[\[Link Image to website product page\]](#)

**Subject:** Critical HDMI reliability just got better

**Preview Text:** Introducing Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable.

**Body:**

When failure is not an option, HDMI reliability matters.

The **Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable** is engineered for **critical rack builds and compliance-driven marine environments**, where mechanical stability, EMI control and long-term performance are essential.

Certified to the **DPL Labs Enhanced 48Gbps Reference Standard**, R.4 delivers guaranteed interoperability across professional AV systems, supporting uncompressed 8K performance and the full HDMI 2.1 feature set, including eARC, VRR and QMS.

Designed as the successor to the R.3 Passive HDMI Cable, R.4 builds on what integrators already trust, with key engineering upgrades focused on installation efficiency and reliability in demanding environments.

**Key benefits:**

- Supports full 48Gbps bandwidth for uncompressed 8K video transmission
- DPL Labs Enhanced 48Gbps Reference Standard tested for guaranteed performance
- Secure 2kg retention die-cast HDMI connectors to resist vibration
- Compact connector assembly for improved access in tight rack spaces
- Full metal internal casing and class-leading 95% copper braid shield for enhanced EMI rejection
- Slimmer cable construction for improved routing and airflow in dense installations
- 0.3m length increments for precise rack dressing (0.3m - 3.0m)
- Marine-grade LSZH cable meeting IEC60332, IEC60754 and IEC61034 requirements
- Individually performance tested and backed by the Kordz Lifetime Warranty

R.4 delivers critical HDMI reliability for demanding rack and marine installs.

Definitely Not Your Ordinary HDMI Cable.

**CTA Button:**

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For more information about Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable [INSERT LINK].

## Social Media Marketing

Social media artwork will be available as a still image or MP4 short animation and can be used on Facebook, LinkedIn, X and Instagram.



### Suggested copy (No earlier than 14 January 2026)

#### Linked In/Facebook/Instagram

##### Option 1:

Critical HDMI reliability just got better.

Introducing the Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable, engineered for installations where mechanical stability, EMI control and long-term performance matter most.

- ✓ DPL Labs Enhanced 48Gbps Reference Standard tested
- ✓ Secure 2kg retention die-cast connectors
- ✓ Compact profile for dense rack installations
- ✓ Marine-grade LSZH cable construction

A professional grade HDMI solution designed specifically for rack and marine environments.

Definitely Not Your Ordinary HDMI Cable.

Discover More: [Link to product page]

##### Option 2:

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Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable Product Launch Marketing Kit

When HDMI failure isn't an option, reliability matters.

The Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable is engineered for high-density racks, offering secure retention, enhanced EMI control and precise 0.3m length increments (from 0.3m - 3m) for cleaner installs.

It's DPL Labs certified for guaranteed 48Gbps performance and interoperability across professional AV systems.

Definitely Not Your Ordinary HDMI Cable.

Read the product specs: [\[Link to product page\]](#)

### Option 3:

HDMI reliability you can trust for marine installations.

The Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable is engineered for onboard AV systems where vibration, space constraints and safety compliance matter.

Featuring secure 2kg retention die-cast connectors, 95% copper braid shield for enhanced EMI rejection, and a marine-grade LSZH cable construction, R.4 is designed to perform reliably in demanding marine environments.

It's certified to the DPL Labs Enhanced 48Gbps Reference Standard for guaranteed interoperability across professional AV systems.

Definitely Not Your Ordinary HDMI Cable.

Read the product specs: [\[Link to product page\]](#)

### **X version:**

Critical HDMI reliability just got better.

Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable delivers certified performance, secure 2kg retention and a slim, rack-friendly design for demanding AV installs.

Discover more → [\[Link\]](#)

## Trade Ad

An A4 trade print advertisement is available for your use in the Partner Portal. Please note we are providing an **editable template** so you can add your company logo. If you require further modifications, please contact us and we can adjust the artwork for you.

## Social Media Links

Website	<a href="http://kordz.com">kordz.com</a>
LinkedIn	<a href="https://www.linkedin.com/company/kordzglobal">linkedin.com/company/kordzglobal</a>
Facebook	<a href="https://www.facebook.com/KordzGlobal">facebook.com/KordzGlobal</a>
Instagram	<a href="https://www.instagram.com/kordzglobal/">https://www.instagram.com/kordzglobal/</a>
X:	<a href="https://x.com/KordzGlobal">x.com/KordzGlobal</a>
YouTube:	<a href="https://www.youtube.com/channel/kordzglobal">https://www.youtube.com/channel/kordzglobal</a>
Hashtags	#Kordz #ConnectivityAssured #HDMICables #48Gbps #MarineAV #RackBuilds #NotYourOrdinaryHDMI

## Press Release

### **Kordz Showcases R.4 48Gbps Rack and Marine Passive HDMI® Cable at ISE 2026**

*Critical HDMI reliability just got better with the introduction of Kordz' latest professional-grade HDMI solution, engineered for precision rack builds and demanding marine environments.*

**(January 14, 2026)**– [Kordz](http://kordz.com), a global leader in professional-grade AV connectivity, announces the launch of the R.4 48Gbps Rack and Marine Passive HDMI® Cable. Designed specifically for mission-critical rack and marine applications, this next-generation HDMI cable debuts at Integrated Systems Europe (ISE) 2026, Feb. 3-6, in Barcelona, Spain, and marks a significant evolution of the company's extensive high-performance, installation-friendly HDMI portfolio.

Built as the successor to Kordz' popular R.3 18Gbps HDMI® Cable, the R.4 has been engineered with key advances in shielding, mechanical stability, cable construction and safety compliance. Designed for environments where failure is non-negotiable, the R.4 supports the full 48Gbps data rate, enabling the transmission of uncompressed 8K formats and the complete HDMI 2.1 feature set, including eARC, VRR and QMS. Each cable is independently performance tested and certified to the DPL Labs Enhanced 48Gbps Reference Standard, verifying reliable interoperability across real-world HDMI systems.

"The R.4 is purpose-built for integrators who require absolute confidence in critical HDMI infrastructure," says Kordz Managing Director, James Chen. "It reflects a focused engineering approach to real installation challenges—mechanical stability, EMI control, airflow and compliance—while ensuring systems remain future-ready."

For rack installations, the R.4 features a compact die-cast connector assembly, slimmer cable diameter and 0.3m length increments from 0.3m to 3.0m to support clean dressing,

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Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable Product Launch Marketing Kit

improved airflow and efficient routing in high-density equipment racks. A full metal internal casing combined with a class-leading 95% copper braid shield enhances EMI rejection, helping to maintain signal integrity in electrically noisy environments.

Marine installations benefit from a secure 2kg retention HDMI connector designed to resist vibration and movement, alongside a fully LSZH cable construction that meets IEC60332, IEC60754 and IEC61034 requirements for low smoke, zero halogen performance. This makes the R.4 suitable for marine and other compliance-driven applications where enhanced fire safety and long-term reliability are essential.

The Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable will be available in lengths from 0.3m to 3.0m and is backed by the Kordz lifetime warranty.

### **Where to See Kordz at ISE 2026**

The Kordz R.4 48Gbps Rack and Marine Passive HDMI® Cable will be showcased at ISE 2026, Stand #2F550, and will be available starting Q2 2026. For more product information and to find your nearest distributor, visit [www.kordz.com](http://www.kordz.com).

### **About Kordz**

Kordz is the connectivity brand for integrators, by integrators. A multi-award-winning global industry leader in professional grade connectivity products, Kordz' team of seasoned former integrators is on a mission to 'Kordzify' and optimise technology for professionals by designing, engineering and manufacturing products that deliver ease and profitability through a seamless installation experience with high performance results that today's tech-savvy end-users expect. With a wide range of robust, fast and effective solutions backed by expert technical support, Kordz helps integrators around the world meet the evolving cabling requirements of a diverse range of residential and commercial environments. For more information about Kordz, please visit [kordz.com](http://kordz.com) and follow the company @kordzglobal on [LinkedIn](#), [X](#), [Facebook](#), [Instagram](#) and [YouTube](#).

### **Media Contact**

For interviews, reviews, and more information please contact Katie (McGregor) Bennett of [KMB Communications](#) at (406) 446-1238 or [katie@kmbcomm.com](mailto:katie@kmbcomm.com)