

The 4K Up-Conversion HDMI Cable

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Seiki launches a product promising to "unlock the full potential of 4K/UHD TVs"-- the U-Vision HDMI cable able to "up-convert" HD content from STBs or Blu-ray players for "dramatic image quality enhancement."

Technically the cable is a standard HDMI cable with a built-in USB-powered Mariseille Networks VTV-1222 upscaler chip. Thus the cable requires a USB port in order to provide "Technicolor 4K Image Certified" noise reduction, edge restoration and detail enhancement.

It also upscales 720p content to 1080p, all while using adaptive sharpening and noise reduction.

The U-Vision HDMI cable is available now.

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