

Imation Gets Serious about AV Cables

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Imation signs a strategic relationship agreement in which AudioQuest (developer of high-end audio/video cables) will develop a line of high quality, differentiated cable products that Imation will market under several of its retail brands.

Imation expects its first new cable products, Memorex-branded designs for home audio/video use, to be available in early 2009.

James Ellis, VP Strategy, Mergers, and Acquisitions for Imation Corp., says "As global demand for high-quality audio and video accessories intensifies with the adoption of high-definition television, Imation is expanding its accessories portfolio to address this growing need."

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