

December 11, 2019

Sumitomo Electric Industries, Ltd.

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## Sumitomo Electric Launches Thunderbolt™ 3 Cables on Amazon Japan

**Sumitomo Electric Industries, Ltd. launched its Thunderbolt™ 3 cables capable of 40 Gbps transmission on Amazon.co.jp on November 20, 2019.**

Thunderbolt™ is a fast general-purpose data transmission specification developed by Intel Corporation for data communications between a personal computer and peripheral devices such as a display.\*<sup>1</sup> Sumitomo Electric undertook the development of Thunderbolt™ cables based on technical specifications disclosed by Intel to Sumitomo Electric. In 2010, Sumitomo Electric acquired the world's first Thunderbolt™ certification and in November 2015 obtained another certification for Thunderbolt™ 3 cables that enable 40 Gbps transmission. Since then, Sumitomo Electric has been selling Thunderbolt™ 3 cables as a major vendor of the product.

In recent years, along with the increasing instances of handling large data such as high-resolution video data, made possible by the improved performance of personal computers and peripherals, there has been growing demand for higher-rate transmission. Moreover, since the number of Thunderbolt™-compatible peripherals has been growing, Sumitomo Electric has decided to sell its Thunderbolt™ 3 cables on Amazon.co.jp to make the product available to a larger number of users.

To guarantee ease of use, all Thunderbolt™ 3 products are obliged to pass a certification test. Certified Thunderbolt™ 3 cables have been tested and meet the following features and specifications.

# News Release

## 1. Features

### (1) Ultrafast transmission up to 40 Gbps

Thunderbolt™ 3 cables enable high-speed transmission between Thunderbolt™ 3-compatible devices such as multiple 4K displays, external graphics boards, external high-capacity data storage (e.g. HDD, SSD) and fast gaming PCs. The cables operate at a transmission rate eight times higher than that of USB 3.0 cables currently in wide use.

### (2) Maximum power delivery of 100 W

Each Thunderbolt™ 3 cable can supply power up to 100 W (5 A at 20 V) (c.f. USB 3.0: 4.5 W). It provides stable power, eliminating the need to provide a power supply to peripherals that consume high power.

### (3) Flexible and flex-resistant

Sumitomo Electric's proprietary micro-coaxial cable technology is used to make the cables highly flexible and flex-resistant. The cables are highly durable even if pinched up to 180 degrees or tangled in knots.

## 2. Specifications

Max. transmission rate:	40 Gbps <sup>*2</sup>
Communication protocol:	Thunderbolt™ 3
Product length:	Up to 2.0 m
Connector specification:	Type-C

## 3. Prices

2.0 m active cable:	¥8,500 (including tax)
0.8 m passive cable:	¥4,300 (including tax)
0.5 m passive cable:	¥4,000 (including tax)

Thunderbolt™ 3 Cable  
For Thunderbolt™ 3  
supported devices

SUMITOMO  
ELECTRIC  
GROUP



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## 4. Launch date

November 20, 2019

To celebrate the launch of its Thunderbolt™ 3 cables, Thunderbolt™ 2 cables currently on the market are available at reduced prices for your purchase.

## 5. Product Page on Amazon.co.jp

<https://www.amazon.co.jp/s?me=AZWTBPCQYDZ6H&marketplaceID=A1VC38T7YXB528>

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- \*1. The Thunderbolt™ technology is a specification for fast general-purpose data transmission developed by Intel Corporation in collaboration with Apple Inc.
  - \*2. This is the maximum transmission rate achievable when the cable is used to connect between Thunderbolt™ 3-compatible devices.
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## ■ Reference

Sumitomo Electric's Website

<https://sumitomelectric.com/>