



## Maser NZ Cable News

Volume 2, Issue 3  
Winter 2009

### Digital Audio Cables from Belden

**Belden's Digital Audio Cables, Provides Optimal Digital/Analog Performance and Installation Ease**

Belden Brilliance 1353A, a new Cat 5e digital audio single-pair cable, is ideal for use in professional and commercial audio applications. Since it is essentially 'single pair-Category 5e,' tested to 100 MHz, its low capacitance (15 pF/ft, 49 pF/m) makes it excellent for both analog and digital audio.

Available from Maser Communications (NZ) the 1353A is especially valuable where small size, low weight, and high performance are required, and can be used anywhere a traditional analog or digital shielded pair might be employed, even where cabling may experience rough handling and harsh environmental conditions.

Other benefits if this new Cat 5e digital audio single-pair cable include the following:

#### 1) Installation Efficiency

Many installers routinely use Category 5e or Category 6 cables for audio applications. But, until now if you wanted a single Cat 5e pair, it was necessary to take a four-pair cable and laboriously separate out a pair. The availability of this new ready-to-use jacketed single pair eliminates those inconvenient steps, saving installation time and improving installation efficiency.

#### 2) Installable Performance

Belden's patented Bonded-Pair technology provides maximum ruggedness and consistent electrical properties during and after installation. During installation, cables are typically pulled, bent, and even kinked. All of these actions can alter the dimensions and physical properties of the cable, degrading its electrical performance. However, the Bonded-Pair design attaches the two wires together (without glue!) for a uniform conductor-to-conductor spacing. This helps the cable withstand the rigors of installation and maintain high performance.

#### 3) Its Not Just for Digital Use, But Analog Too, and More

As a bonus, the 1353A Single-pair Digital Audio Cable can be used for analog applications as well as digital. As by nature of the products design, Belden Digital Audio Cables have a low capacitance due to their high impedance, making them excellent analog cables.

#### 4) Outstanding Construction for Indoor/Outdoor Versatility

This innovative new product's jacket is made of a rugged matte-finish PVC, yet the cable is still highly flexible and very round. Overall nominal cable diameter is 0.126 in. so the minimum installed bend radius is 1.26 in. The insulation on the pair is polyolefin. Operating temperature range for Belden 1353A is -20°C to 60°C and this cable complies with NEC/(UL) CMR (riser) and CEC/(UL) CMG fire ratings.



For further information contact the Maser Sales Team on Ph: 0800 663 782 or email: [sales@maser.co.nz](mailto:sales@maser.co.nz)

### Dialight LED's a success in Australian Power Station

Maser Communications (Australia) have recently finalised an agreement with a large NSW power station to supply Dialight Industrial LED lights.

Early in 2009 the power station undertook trials to decide whether LED fixtures were a feasible, cost effective alternative to certain on-going issues with their current lighting solution.

After consultation with Maser Communications, several areas of the plant were selected and the LEDPAK and SAFESITE series were positioned alongside traditional fittings. Matt Young, General Manager of Maser Communications, said "Apart from the obvious benefits associated with LED lighting a reduction in operating and maintenance costs, shock and vibration proof and instant on/off - the improvement in light quality was the major benefit that the customer could not ignore. The rugged solid-state design of these LED fixtures creates a new era where failed lamps and expensive re-lamping costs will become a thing of the past." LED technology continues to improve and the expanding range of fixtures available from Maser Communications offer innovative reliability and performance for the industrial end-user.

The LEDPAK series offers practical alternative to fluorescent lighting for walkways, gantries, workshops & storerooms. The LEDBRIGHT and SAFESITE series come in 150W and 250W equivalents for specific task, worksite or access illumination.

Dialight's LEDPAK and SAFESITE series are also available in New Zealand through Maser Communications (NZ). For further information contact the sales team on 0800 663 782 or [sales@maser.co.nz](mailto:sales@maser.co.nz)



#### Maser Wholesale & Industrial team

**Ross Patterson**  
General Manager  
Ph: 0800 663 7825  
[ross@maser.co.nz](mailto:ross@maser.co.nz)

**Leigh Blade**  
Sales Manager  
Mob: 021 274 4251  
Ph: 0800 663 7825  
[leigh@maser.co.nz](mailto:leigh@maser.co.nz)

**Geoff Tennent**  
Account Manager  
Mob: 021 245 0091  
Ph: 0800 663 7825  
[geoff@maser.co.nz](mailto:geoff@maser.co.nz)

**Stuart Trainor**  
Account Manager  
Mob: 021 323 636  
Ph: 0800 663 7825  
[stuart@maser.co.nz](mailto:stuart@maser.co.nz)

**Lana Thompson**  
Account Mgr—  
Specialised products  
Mob: 021 828 007  
Ph: 0800 663 7825  
[lane@maser.co.nz](mailto:lane@maser.co.nz)

**Kim Randell**  
Sales & Technical Specialist  
Ph: 0800 663 7825  
[kim@maser.co.nz](mailto:kim@maser.co.nz)

**Kay Fellows**  
Customer Service Manager  
Ph: 0800 663 7825  
[kay@maser.co.nz](mailto:kay@maser.co.nz)

**Contact us today!**

**Auckland office:**  
6A Piermark Drive  
North Harbour Industrial Estate, Albany  
Ph: +64 (09) 414 0330  
Fax: +64 (09) 414 0331

**Christchurch office:**  
Unit 1, 9 Craft Place  
Middleton 8024  
Ph: +64 (03) 338 1133  
Fax: +64 (03) 338 1120

**Email:**  
[sales@maser.co.nz](mailto:sales@maser.co.nz)

**Website:**  
[www.masergroup.com](http://www.masergroup.com)



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## Maser takes a positive spin on the economic downturn

Over past months the economic situation has been woeful, with the stock market continually decreasing, corporate confidence at an all time low and many organisations adopting the 'wait and see' attitude the marketplace has been a very hard environment to work and let alone try to grow any further potential business.

However Maser has taken a different approach to all this 'doom and gloom' and strived to continue to grow, pulling all their resources together and increasing their efforts to introduce new products, helping to bring value and increased profits to their customers.

Some of the new products Maser has recently introduced to their range include:

- A range of Halogen-Free Cable for all types of applications. These are high-performing, clean, safer alternatives to regular PVC cables, great for use in control panels, such as in transport systems where safety and performance are crucial and fire hazards are a concern.
- The LedPak Series fitting from Dialight is a LED based fixture designed to replace traditional fluorescent lights in and around industrial and commercial areas environments and applications. With a 100,000 hour (10 year) average life on a 24 hour duty cycle, the LedPak series are now the ultimate in extreme long life illumination.
- A full range of Multi-Mode and Single-Mode fibres covering OM1, OM3 and OS1 in Loose Tube and Tight Buffer for indoor and outdoor applications from the Optimal Cable Services range of Fibre Optic cables, connectivity and test equipment. Maser can also provide wall and rack mount enclosures, media converters, fusion splicers and cleavers, tool kits and a full range of test equipment.

Maser takes great value in our customers, aiming to deliver the best solution to meet their needs and requirements whatever the application or budget. We pride ourselves on delivering value and solution specifications to our customers through offering a wide array of key elements including:

- **World-class infrastructure solutions**
- **Nationwide distribution network**
- **Product sourcing**
- **Single-source of supply**
- **Training and education**
- **Project management**
- **Customised local inventory**
- **Knowledge and experience at all company levels**
- **Whole order delivery**
- **Cable cutting**
- **Pick, pack and kitting**
- **Project staging.**

Contact Maser today and let us help you with your next requirement. Ph: 0800 663 782 or sales@maser.co.nz

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SENDING ALL THE RIGHT SIGNALS

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### Contact Details

**Auckland office:**  
6A Piermark Drive  
North Harbour Industrial  
Estate, Albany  
Ph: +64 (09) 414 0330  
Fax: +64 (09) 414 0331

**Christchurch office:**  
Unit 1, 9 Craft Place  
Middleton 8024  
Ph: +64 (03) 338 1133  
Fax: +64 (03) 338 1120

Email: sales@maser.co.nz  
Web: www.maser.co.nz