OWC USB4 Hub & USB4 40Gb/s Active Optical Cables

Other World Computing (OWC), a company with expertise in high-performance storage, memory, connectivity, software, and accessories that empower creative and business professionals to maximize performance, enhance reliability, and streamline workflows, today announced the expansion of its USB4 product portfolio with the addition of the OWC USB4 Hub and USB4 40Gb/s Active Optical Cables in 3-Meter and 5-Meter Lengths.

The OWC USB4 Hub is designed for creative professionals, heavy storage users, and hybrid workers, as well as anyone using a modern laptop as their primary computer who wants full desktop connectivity without the clutter. With up to 40Gb/s of total bandwidth, one USB4 cable connects their laptop to fast external storage, accessories, and an HDMI 2.1 display while delivering up to 81W of charging – eliminating the constant juggling of ports, adapters, dongles, and chargers. In short, it gives users the portability of a laptop without connectivity compromises when they sit down to work.

OWC USB4 Hub Key Features:

- One Cable Desk Setup: Up to 40Gb/s of total bandwidth, high resolution and high refresh rate display output, and industry leading charging, all through a single USB4 cable.
- Blazing Fast USB4 Speed: Two USB4 ports deliver the performance to keep up with your workflow. Now you can simultaneously pull files from a card reader while using an SSD to back up files.
- Native HDMI 2.1 Connectivity: With a built-in HDMI 2.1 port, customers can directly plug in any modern HDMI display up to 4K 120Hz, 4K 240Hz with DSC, or 8K 60Hz without adapters or dongles.

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Up to 81W Host Charging: The dedicated power supply delivers up to 81W through the USB4 host connection. Smart Power Delivery handles allocation between the laptop and connected devices automatically.

- Two 10Gb/s USB-C Ports: Two additional USB-C ports for drives, adapters, and accessories at speeds that won't slow down your workflow.
- Works With Everything: Compatible with Thunderbolt 5/4/3, USB4, and USB-C Mac, Windows, Linux, and iPad Pro hosts and devices.
- Silent and Cool by Design: The fanless aluminum housing dissipates heat efficiently for quiet, throttle-free operation.

“The laptop has become the computer for millions of professionals, but the moment you sit down at a desk, you shouldn’t have to accept its connectivity limitations,” said Larry O’Connor, Founder and CEO, Other World Computing (OWC). “The OWC USB4 Hub gives you the best of both worlds. One cable connects your display, high-performance storage, accessories, and power, turning your laptop into the complete desktop workspace you want without the dongles, compromises, or clutter.”

The OWC USB4 40Gb/s Active Optical Cables, now available in 3-meter and 5-meter lengths, are the fastest, most powerful, and reliable cost-effective solution for long distance Thunderbolt and USB4 connectivity. The cables deliver:

- NEW! DisplayPort Alt Mode Series Support: Compatible with both

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Thunderbolt displays and USB-C displays using DisplayPort Alt Mode.

- Placement Flexibility: Solves the longer distance connectivity needs of Thunderbolt 40Gb/s and USB4 devices by enabling optimal placement for a highly organized, convenient, quieter, and productive workspace. Longest reach in the lineup at up to 16 feet (5m model).
- Uncompromised Speed: Work and play faster with up to 40Gb/s of stable data transfer speed over long distances.
- Versatile Connections: Connect to externally powered Thunderbolt 40Gb/s and USB4-equipped docks/hubs, displays, eGPUs, PCIe expansion, RAID storage, and more.
- Power: Lab-certified for safe power delivery from Thunderbolt and USB-C devices that provide power delivery to a host machine.
  Diverse Displays Compatibility: Supports high-resolution Thunderbolt displays up to 8K, including Apple Pro Display XDR, Apple Studio Display, LG Ultrafine, and other
- Thunderbolt-based displays. DisplayPort Alt Mode Series cables also support USB-C displays using DisplayPort Alt Mode.
- If It's Lit, You're Legit: Features LED indicators on both ends that confirm your connection status at a glance.
- Premium Reliability: Braided nylon exterior over advanced internal fiber optical cable for highly durable and consistent signal reliability; immune to EMI/RFI interference.

“Distance shouldn’t dictate where you can put your gear or how fast you can work,” said O’Connor. “With our new 3-meter and 5-meter OWC USB4 Active Optical Cables, you get the full 40Gb/s performance you expect from Thunderbolt and USB4 over longer distances, giving you the freedom to build a cleaner, quieter, and more flexible workspace without sacrificing speed or reliability. Moreover, with the added DisplayAlt mode, the cables are now compatible with both Thunderbolt displays and USB-C displays."

The OWC USB4 Hub will be generally available (GA) at the end of October and priced at $129.99. The OWC USB4 40Gb/s Active Optical Cables will be generally available (GA) in mid-October in 3-meter and 5-meter lengths, and priced at $98.99 and $129.99, respectively.

The industry will have the opportunity to see the new OWC USB4 Hub and USB4 40Gb/s Active Optical Cables in 3-meter and 5-meter lengths during the International Broadcasting Convention, IBC 2026, taking place September 11-14, at RAI Amsterdam, in Hall 7, OWC Booth 7.A60.

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