



Key Digital® helps to Power Up a Unique SEMA Show Truck with Digital Video

RealTruck.com, the online truck accessory retailer, made big splash at the 2012 SEMA Show in Las Vegas, NV modifying when they unveiled “Storm Truck”.

An incredible example of specialty customization, Storm Truck utilizes a Chevy Silverado 2500HD and Key Digital’s Phantom Series KD-HDMSW4X4 to push the limits of what could be done with a stock pickup truck to create a one-of-a-kind demonstration of automotive excellence.

When we started work on the Storm Truck Project, we set out to make something cool that really showed off what can be done with truck customization,” said CEO of RealTruck.com Scott Bintz.

A feat of technological prowess, Storm Truck hit the show floor fully-equipped with five LG television monitors, two Vizualogic headrest monitors, a video game console, and an Alpine audio system, all powered by Kinetik high-current power cells.

“We’re extremely thankful for the effort and contributions made by Site on Sound and Key Digital teams.”

*- Scott Bintz,
CEO of RealTruck.com*

For audio/video customization, the company approached Key Digital Dealer Site on Sound in Fargo, ND to design an HDMI distribution system enabling fully independent signal routing of several HDMI video sources (including an in-dash DVD system) to four 37” LED TVs, a 55” LED TV on a lift, and the headrest monitors.

RealTruck expected the best product to deliver quality, performance, and reliability under the international spotlight of the SEMA show. Site on Sound’s previous experience with Key Digital the Phantom Series™KD-HDMSW4X4, made this product a sure-fire pick that they knew was more than able to meet RealTruck.com’s unique demands. Featuring simultaneously active HDMI and RJ45 connections per output and including four Rx baluns in the box made the 4x4 it easy to connect the seven monitors and extend HDMI signals into the doors and other tight spaces via CAT wiring. KD-HDMSW4x4 is the heart of the Storm Truck AV system, providing a robust and flexible plug and play solution.

The project turned out to be very successful, and both Site on Sound and RealTruck.com were pleased. RealTruck.com documented the Storm Truck Project’s progress via multiple social media channels, frequent blog posts, and regular YouTube updates with interviews and in-depth product installation videos. It has since garnered a growing fan base, and was featured in the October 2012 issue of Restyling magazine.

