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Digital Fire In the 21<sup>st</sup> Century

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## **Key Digital Systems Addresses HDTV Industry Need With Family of HDTV Switchers For Cross-Platform Performance**

*Pioneering KD-MSW8x3, KD-SW4x1, and KD-SW2x1 Switchers Delivers Pristine HDTV*

**Riverdale, NY – KEY DIGITAL SYSTEMS, Inc. (KDS)**, a leading developer of digital and HDTV technologies is now marketing a family of high performance HDTV switchers for professional home theater, retail and industrial applications. Designed to meet the growing challenges of intra-brand and cross-platform connectivity faced by all industrial, retail and home theater customers, these KDS switchers can be used independently or in combination to maximize audio and video performance. The ***KD-MSW8x3***, ***KD-SW4x1*** and award-winning ***Auto Switch KD-SW2x1*** Switchers are part of Key Digital’s growing line of state-of-the-art offerings enabling audio/video customers the best possible A/V performance and connectivity at affordable pricing.

Michael Lakhter, National Sales Manager for Key Digital Systems, outlined the company’s objectives during the research and development of this family of switchers. “As a company on the front line of HDTV and digital R&D, we’ve identified a real need in the home theater market for reliable and affordable digital switching and distribution. Our family of Switchers addresses and solves this problem by meeting the challenges of connecting the multitude of new and existing electronics products built on “new” or “better” technological platforms that don’t or can’t work with legacy equipment. Our goal has been to focus on pristine digital quality in the home theater market and to help customers get the best return-on-investment from their legacy investments. At the same time, we’ve been able to give customers a reliable framework for moving forward. The result has been tremendously satisfying. As we’ve rolled out our family of Switchers, we’ve seen home theater customers affordably connect all standards of audio/video

equipment, irrespective of their room layout, performance requirements or budget levels. This has particularly helped smaller customers who appreciate their newfound ability to keep to an affordable budget with just one element of KDS's new family of Switchers or to solve very complex problems with a combination of units. In every case, the Key Digital Systems family of Switchers delivers flawless switching and distribution at a very affordable price."

- ***Flash Matrix (KD-MSW8x3): Matrix Switcher Supports Component, RGBHV and Digital Audio***

Key Digital Systems offers extraordinary versatility with its new KD-MSW8x3 switcher. Designed for flawless switching and distribution of up to 8 inputs of Component (YPbPr) and Audio (L, R, Digital PCM) or up to eight inputs of RGBHV and Digital Audio (L, R, digital PCM) to three independent video outputs, this powerhouse is the core of many retail and industrial designs. The KD-MSW8x3's creative and flexible design lets users drive any input to either 1, 2 or 3 of the outputs so customers never have to reconfigure or reroute wiring. The KD-MSW8x3 accepts all SDTV and HDTV formats including 480i, 576i, 480p, 576p, 1080i/540p & 720p. For VGA switching, the KD-MSW8x3 supports resolutions up to 1920x1080p @ 60 Hz. As with all KDS products, front panel manual control buttons for each output ensures easy system management. All video inputs and outputs have BNC cable connectors and up to 15 units can be controlled in the same room by 1 remote or the RS232 "DB9" interface. An infrared remote and RS232 port allows connection to control systems such as Crestron, AMX, Panja, and Dataton. The KD-MWS8x3 is rack mountable (2U) and daisy chainable for input expansion.

- ***Flash 4 (KD-SW4x1): Switcher for S-Video, Composite, Component and RGBHV –*** Featuring flawless switching for up to 4 inputs of Component (YPbPr) Video and Audio (L,R, digital PCM) or up to 4 inputs R,G,B,H,V plus digital PCM Audio, the KD-SW4x1 Flash 4 switcher is ideal for retail or industrial applications. Engineered to excellence with Key Digital Systems' signature attention to detail, the Flash 4 accepts any SDTV and HDTV formats including 480i, 576i, 480p, 576p, 1080i/540p and 720p. For VGA hook-ups, the KD-SW4x1 supports up to 1920x1080p @ 60Hz. Like its big brother KD-MSW8x3, the KD-SW4x1 unit offers fingertip control via front panel operation, the convenience of Infrared remote control, and RS 232 port provides connection to and direct access control systems such as Crestron, AMX,

Panja, and Dataton. In this case, all video inputs and outputs have female RCA cable connectors. Rack-mountable (1U) and daisy-chainable for installation convenience, the Flash 4 is a superb addition to any state-of-the-art home theater!

- ***Flash2 (KD-SW2x1): Award-winning A/V Switcher***

Last but not least, Key Digital System's KD-SW2x1 won the hearts and minds of professional A/V engineers when it was selected from hundreds of other entries to be awarded the prestigious "Innovations 2002" awards at the Consumer Electronics Show (CES 2002), selected by a panel of industry experts for distinction based on superiority in design and engineering. The KD-SW2x1 AutoSwitch (currently marketed under the name KDS **Flash2**) uses a unique and creative design to provide customers with access to just one HDTV monitor with Component (YPbPr) input the ability to view two separate sources of Component (YPbPr) Video from sources such as DVD players or Digital Set Top Box (STB). Auto switching capability allows monitoring of one of the two Component sources by simply switching power off the unwanted source.

### **Price and Availability**

Currently shipping, Key Digital Systems' family of switchers are available nationwide at A/V retailers including Best Buy and 6<sup>th</sup> Avenue Electronics at the following manufacturer's suggested list prices: KD-MSW8x3 at \$1,499.00; KD-SW4x1 at \$499.00; and KD-SW2x1 at \$299.00. Customers wishing to purchase the KDS family of Switchers (KD-MSW / KD-SW4x1 / KD-SW2x1) should contact Michael Lakhter for a direct pricing quote based on sales volume and availability. All Key Digital Systems products are protected by 2 years parts and labor warranty.

### **About Key Digital Systems**

Key Digital Systems (KDS) has emerged as a CES award-winning developer of leading-edge technology supporting HDTV custom installers, consumers, home theater retailers, corporations, and broadcasters. Founded in 2000 by HDTV industry pioneer Mike Tsinberg, KDS has established itself as a company uniquely capable of identifying and creating “glue” products that enable seemingly incompatible products to work together. The company manufactures a wide range of engineering solutions in the area of digital signal processing and distribution, marketed as "glue" products to the HDTV community. Key Digital System's wide range of products includes Scalers, Switchers, Distribution Amplifiers, and Video Adapters/Transcoders which effectively and economically link HDTV components manufactured to diverging specifications. By uniquely enabling non-compatible equipment to "talk" to each other, Key Digital Systems has established itself as an intelligent resource in the evolving HDTV marketplace. Products by Key Digital Systems are available nationwide in leading retail outlets as well as via an extensive dealer network. For more information please visit the corporate website at [www.keydigital.com](http://www.keydigital.com). For trade press, visit <http://www.keydigital.com/tradepress.htm>.

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