

For Immediate Release

PUBLIC RELATIONS CONTACT:

Masha Lakhter

Masha@keydigital.com

Phone: 914-667-9700 ext. 211

Cell: 917-701-3238

Fax: 914-668-8666

Key Digital® Adds “3D Ready” Approval to HDMI Products

Mount Vernon, NY. Key Digital Systems, Inc, the Experts in Digital Video Technology and Solutions, has begun marketing it's compatibility with the latest HDMI Features supporting 3D. Key Digital premieres its 3D ready line-up of HDMI Switchers, Distribution Amplifiers, CAT5 Baluns and HDMI cables.

3D is arguably the most talked about technology to emerge today, and sales of 3D-capable televisions will reach an estimated 3.4 million sets in 2010. As the leading manufacturer of innovative video products, Key Digital has multiple solutions which enable the integration of 3D into custom A/V systems:

KD- HDSW Phantom Series line of HDMI switchers, Available in 2x1, 3x1 and 4x1 models, the KD-HDSW series controls EDID (Extended Display Identification Data) to allow the flexibility to master the complexities of HDMI and reliably switch all of your 3D sources.

The **KD-HDDA Phantom Series** HDMI distribution amplifiers also feature Key Digital's patented EDID Control technology, and are available in 1x2, 1x3, 1x4, and 1x8 models. These products also enable the distribution of a 3D signal to multiple displays.

KD-HDMS Hercules Series HDMI Matrix Switcher allows a 3D source to output 3D content to compatible displays via the 3D EDID File of the display equipment, or via a pool of default 3D EDID handshakes. (NOTE: 3D approval Nov. 2010)

Many of today's installations require the use of cost effective CAT5 cabling. The **KD-CATHD, KD-BBTX, and KD-BBRX Fat Cat Series** HDMI Baluns will also extend 3D content via CAT5 cabling up to 100 ft.

The **Red Iguana** and **HD Python** (excluding 75 ft length) Series HDMI cables are tested to pass 3D Stereoscopic signal formats plus support all the features of the 1.4 Standard including 4K – 4096 x 2160/24 video resolution for commercial applications such as Digital Movie Theaters, CAD, Post Production, CG Graphics etc. They also offer full support for lossless digital audio formats such as Dolby® TrueHD and Dolby® Digital Plus and DTS™-HD Master Audio.

Industry Leadership



Mike Tsinberg, Founder and President of Key Digital, is a holder of 40 HDTV patents.

- SMPTE fellow
- Participated with Emmy Award Winner for DVD technology development
- "Father of DVD" - Developed architecture and system software for world first Digital Video Disk (DVD) MPEG2 based authoring system - key DVD enabling technology

Key Digital[®] Systems is a CES award-winning developer and manufacturer of leading-edge technology for HDTV applications, delivering total video systems solutions. The company manufactures a wide range of digital video processing and video signal distribution solutions marketed broadly to the HDTV community, such as digital video and audio processors, switchers, distribution amplifiers, cables, adapters, and more. For more information, visit us at www.keydigital.com.