

For Immediate Release

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Key Digital Announces Partnership with Starin as its supplier to integrators for the Pro AV channel in the U.S. and Canada.

Key Digital, the Experts in Digital Video technology and solutions, have partnered with Starin. Founded in 1988 and based in the Chicago area, Starin delivers audio, video, multimedia, and communication solutions via value-added measures of training, application assistance, implementation support, sales incentives and procurement programs.

Key Digital develops and manufactures high quality, cutting edge technology solutions for virtually all applications where high quality video imaging is important.

"We are very excited to be partnered with Starin " said Michael Lakhter, National Sales Manager for Key Digital, "They are the best in class and are able to sell products based on quality, performance, and reliability. Most importantly, they know how to make money."

"Key Digital is very pleased to be partnered with Starin, a leading partner with Pro AV integrators", said Jonathon Ferry, Regional Sales Manager. "Starin has a history of supporting advanced solutions. By aligning ourselves with Starin, Key Digital will be available to integrators searching for digital HDMI connectivity with confidence.

Starin's first campaign to market the new partnership is the "HDMI Confident" promotion. This promotion aims to encourage the use of Key Digital's proven HDMI products throughout the many verticals of the ProAV world.

Besides the fulfillment of orders, Starin will take an active role in the training of integrators on these systems, illustrating their application and providing implementation assistance

Jim Starin, President of Starin noted, "Key Digital products fit well into our primary applications from Corporate & Institutional A/V to Houses of Worship and

Digital Signage. Key Digital has a great foundation of proven HDMI based products in CEDIA apps and we plan to accelerate their momentum in Pro AV.”

For further information for Starin, please visit:
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For further information on Key Digital, please visit:
<http://www.keydigital.com/>

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About Key Digital, Inc.:

Mike Tsinberg,
President and Chief Engineer
Key Digital Systems.

The Emmy-award winning "Father of DVD" and SMPTE Fellow Mike Tsinberg is founder and President of Key Digital® Systems, an HDTV manufacturing company dedicated to researching and manufacturing innovative solutions for digital HDTV signal processing and distribution. For the past twenty-plus years, Mike has been a technological pioneer and an icon in the HDTV industry, defined by his ground-breaking work in the field of Digital HDTV broadcasting and in the development of the world's first DVD authoring systems. Mike has managed US and International technology developments efforts, with two leading consumer electronics manufacturers, Philips and Toshiba, where he amassed 40 US and foreign Patents, and industry praise. His own company, Key Digital, has already won 8 CES Video Innovation Awards for state-of-the-art home theater video processing products.