

For Immediate Release

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Boscov's Department Store achieves success with 100 HD Displays, 4 HDMI Sources, and custom HDMI Distribution Solutions from Key Digital.

Mount Vernon, NY. Key Digital Systems, Inc. the Experts in Digital Video Technology and Solutions.

Last summer we received a call from long time Key Digital customer Boscov's. They have been using Key Digital Component Video distribution amplifiers for over 10 years in all of their 30+ locations but had some questions about taking their showrooms to the next level.

As they prepared their Moorestown, NJ store for renovation including a state of the art A/V department makeover, they wanted to explore their options for upgrading the system to 1080p with 3D ready capability via HDMI.

Boscov's, like many other A/V retailers, have been hearing lots of rumors on what they can and can't do with HDMI. Rumors such as, *"you can only run HDMI 30 ft."* or *"you can only share an HDMI source with 2-3 displays, anything more and you will have lots of handshake issues and problems"*. These issues are unacceptable for a retailer; but all of them have been resolved and proven incorrect by Key Digital.

Key Digital's high level of in-house HDMI engineering is led by multiple HD Digital patents holder & Guru Mike Tsinberg. Our advanced hardware and software allow any one HDMI source to be distributed to up to 512 displays without any digital loss, audio dropouts, flashing screens, or inter-brand compatibility issues customers read about and experience everyday.

In order to accomplish this 100+ display system, we started with an SDG (**Key Digital's System Design Group**: SDG@keydigital.com) diagram and planned a system that took into consideration the needs of Boscov's new showroom layout.

The Key Digital SDG team quickly reviewed the directives on how Boscov's wanted to merchandize their new showroom floor by working within the given

layout and without altering the goals of the big box retailer. Once the design was delivered, the next step was training Boscov's installation team at Key Digital's world headquarters in Mount Vernon, NY to handle the upgrade. During this time, we were able to demonstrate to them the ease of Key Digital HDMI solutions that were implemented in the installation for connecting multiple displays of many different sizes and manufacturers at our advanced engineering and testing lab.

Boscov's wanted stunning 1080p 3D ready HDMI signals run to every display showing the same source so their customers could have an "apples to apples" comparison instead of only one display looking like it had "spiff technology". This was achieved through HDMI switching and distribution solutions with our Phantom Series™ line of HDMI Switchers ([KD-HDSW4X1](#)) and Distribution Amplifiers ([KD-HDDA1X8](#)). The large floor layout challenge was addressed with Key Digital's FatCAT Series™ [KD-CATHD](#) Baluns, enabling long distance distribution of the HDMI Signals via CAT5/6 cables.

The investment that Boscov's made on converting this showroom to 1080p 3D ready HDMI from Key Digital is sure to pay HUGE dividends, and paves the way for the rest of the 30 stores in the Northeast and Mid-Atlantic regions to be the first to have a fully digital sales floor.

KD-HDSW2x1, 3x1 & 4x1

Phantom Series HDMI switch offering 2, 3, or 4 inputs to 1 output. Advanced EDID management settings control HDCP for faster switching and 3D ready. Control via IR and RS232.

Key Features:

- Digital switching of 2 HDMI inputs to 1 HDMI output
- Supports all SD, HD, and VESA (VGA, SVGA, XGA, WXGA, SXGA, UXGA) resolutions up to 1080p (60Hz & 50Hz):
 - **SD & HD:** 480i, 480p, 720p, 1080i, 1080p
 - **VESA / RGBHV:** From 640x480p up to 1920x1200p
- EDID Control featuring internal library of 4 Default HDMI Handshakes
- Automatic sensing of signal presence and switching to active input



Key Benefits:

- Addressable units to support up to 100 units per system
- Default EDID for 1080i or 1080P systems (EDID Control™)
- Full support for HDMI® with HDCP, Deep Color (12 bits/color) Video
- Supports lossless compressed digital audio
 - Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio
- Pushbutton, IR Sensor, Serial IR, and RS-232 control.
- Supports major control systems such as AMX®, Colorado vNet®, Control4®, Crestron®, HomeLogic™, lifelware™, RTI®, Savant, Universal®, Xantech®

KD-HDDA 1x2, 1x3, 1x4 & 1x8

Phantom Series HDMI distribution amplifier offering 2, 3, 4 or 8 outputs from 1 input allows multiple displays from a single source component. Advanced EDID management settings control HDCP and 3D ready.



Key Features:

- Distributes 1 HDMI / DVI source to 2 HDMI/DVI outputs
- Supports all SD, HD, and VESA (VGA, SVGA, XGA, WXGA, SXGA, UXGA) resolutions up to 1080p (60Hz & 50Hz):
 - **SD & HD:** 480i, 480p, 720p, 1080i, 1080p
 - **VESA / RGBHV:** From 640x480p up to 1920x1200p
- EDID Control featuring internal library of 4 Default HDMI Handshakes
- Automatic sensing of signal presence and switching to active input

Key Benefits:

- Can be cascaded to support up to 64 outputs or displays
- Default EDID for 1080i or 1080P systems (EDID Control™)
- Full support for HDMI® with HDCP, Deep Color (12 bits/color) Video
- Supports lossless compressed digital audio (Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio)

HDMI / DVI to dual CAT5/5e/6 Cable Extender

Key Features

- **3D** – Capability to pass 3D stereoscopic signal formats
- **4K** – 4096x2160/24 resolution support for commercial applications such as Digital Movie Theaters, CAD, Post Production, Graphics and etc.



Key Benefits

- Supports all SD, HD, and VESA (VGA, SVGA, XGA, WXGA, SXGA, UXGA) resolutions up to 1080p
 - SD & HD: 480i, 480p, 720p, 1080i, 1080p
 - VESA / DVI: From 640x480p up to 1920x1200p
- Full support for HDMI® 1.4 with HDCP, Deep Color (12 bits/color) Video
- Allows extension of HDMI signals distances that standard HDMI cables cannot achieve
- Enables the use of less expensive CAT5/5e/6 UTP cabling for HDMI/DVI signal extension
- Supports lossless compressed digital audio: Dolby® TrueHD, 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 .