

# For Immediate Release

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## **Key Digital® Invites 2011 CEDIA Attendees to Booth Tours and Introduction of New Product Releases**

**Mount Vernon, NY. Key Digital Systems, Inc.** the Experts in Digital Video Technology and Solutions, have issued an invitation to all Systems Integrators and Contractors, Consultants, Dealers and Sales personnel from the Residential A/V Market to a personal tour of the Key Digital booth at CEDIA 2011. You will be introduced to the newest additions in the Key Digital Product line, and have an opportunity to meet industry pioneer and holder of 40 HDTV patents, Mike Tsinberg. All are invited to join the festivities which will take place at the Key Digital Booth, **Booth # 4234**.

Please join us for another year of exciting new products and surprises at this year's **CEDIA 2011 at the Indianapolis Convention Center, Indianapolis, IN, September 7<sup>th</sup> – 10<sup>th</sup>**.

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### **CEDIA Manufacturers' Training:**

#### **Key Digital Systems, Inc.**

#### **HDMI Connectivity: Technology that Enables Reliable HDMI Connections Utilizing Long Run CAT5/6 Cabling**

***Wednesday, September 7<sup>th</sup>, 2 PM, Indianapolis Convention Center Room 123***

Join Mike Tsinberg, holder of 40 Video Patents and Owner of Key Digital, for an in-depth discussion on the technology behind reliable HDMI connectivity utilizing long run CAT5/6 cabling. If you are involved in the A/V industry today, you cannot afford to miss this discussion and not learn the science behind this amazing new technology. Learn everything you need to know about data connectivity behavior of various types of CAT5/6 cables from a true innovator in the industry and a trusted authority on the changing face of the A/V industry. Additional topics that Mike Tsinberg will cover will include: accumulation of edge jitter as cable length increases, pre- and post-equalization in order to keep the data "eye" open, re-clocking of TMDS data, and treatment of HDCP and EDID data. Register today to discover technical information that would otherwise be a mystery to industry professionals and learn how to make both dollars and sense of the alphabet soup that is driving our custom video industry today.

## **Key Digital Systems, Inc. - Making HDMI Plug & Play vs. Plug & Pray**

***Friday, September 9<sup>th</sup>, 10 AM, Marriott (across from the convention center)  
Indiana Ballroom C***

Join Mike Tsinberg, holder of 40 Video Patents and Owner of Key Digital, for an in-depth discussion on the consultant specified, field-proven HDMI technologies performing in commercial A/V systems today and how to make HDMI plug and play for proven and reliable Custom Digital Video systems. If you are involved in Video today, you cannot afford to “put your head in the sand” and hope that HDMI will go away. Learn everything you need to know about new and upcoming technologies that customers are hungry for from a true innovator in the industry and a trusted authority on all new endeavors that the A/V community must confront. Register today to discover the technical information that would otherwise be left a mystery and learn how to make dollars and sense of the alphabet soup that is driving our commercial video industry today.

## **HDMI Applications Symposium at CEDIA 2011 – Sponsored by HDMI Licensing, LLC**

***Wednesday, September 7<sup>th</sup>, 9:00-9:30 AM, Indianapolis Convention Center,  
Sagamore 5 Ballroom***

**Join Mike Tsinberg, President and Founder of Key Digital, for his presentation entitled “Using CAT5/6 for HDMI Connectivity.”** Category 5 and 6 cabling has become very popular for analog and digital AV connectivity. The reason for their increased popularity is two-fold: (1) These cables are primarily used for Ethernet connectivity which has sent prices tumbling to an all time low and (2) significant advancements in semiconductor technology are now able to compensate for the imperfections of twisted pair cabling. State of the art semiconductor technology now permits HDMI signals to be sent over dual and single Cat5/6 cables for distances of up to 150, 300 or 500 feet. This presentation will explore the various methods used in ‘HDMI over twisted pair’ connectivity: Dual Cat5/6, Single Cat5/6 using TMDS Equalizer and 10GBaseT based methods. This technology opens up new horizons for custom and commercial use of HDMI in various connectivity and matrix switching applications.

## **Mike Tsinberg Speaks at CEDIA Expo Sponsored Events: No New Wires & HDMI Troubleshooting**

**Join Mike Tsinberg, holder of 40 Video Patents as well as President and Founder of Key Digital, for a pair of exciting and interesting presentations held by CEDIA at CEDIA Expo 2011!** The first presentation, *No New Wires: Using New Retrofit Technologies to Increase Efficiency*, will primarily explore different methods for transmitting A/V over existing wiring such as Coax, CAT5e/6, Wireless Networks, and power lines. Mr. Tsinberg’s experience in HDMI and Component over CAT5e/6 will be utilized and Key Digital equipment will be on display to demonstrate the capability of CAT5e/6 cabling. The second presentation, *HDMI Troubleshooting*, is at the core of Key Digital’s corporate philosophy as this course demonstrates how to negotiate some of the difficulties of HDMI. With topics ranging from compliance issues to EDID, Mr. Tsinberg along with other industry experts, will explore and explain solutions to the entire gamut of HDMI concerns. You can’t afford to miss one of the industry’s leading experts on HDMI and digital video technologies speak at *the show* for residential installers around the world! As an added bonus, both of these courses are eligible for CEDIA CEU Credit. At the conclusion of each presentation, simply obtain a certificate of completion from Key Digital and submit it via your online profile with CEDIA.

**EST017 - No New Wires: Using New Retrofit Technologies to Increase Efficiency –  
Saturday September 10<sup>th</sup>, 9AM-Noon, Room 136, Indianapolis Convention Center**

**EST056 - HDMI Troubleshooting – Room 139**

**Session 1: Wednesday September 7<sup>th</sup>, 9AM-1PM, Room 139, Indianapolis Convention Center**

**Session 2: Friday September 9<sup>th</sup>, 2PM-6PM, Room 139, Indianapolis Convention Center**

## **New products to be showcased at CEDIA 2011:**

### **KD-HDMSW4X4**

KD-HDMSW4x4 is an HDMI Matrix switcher capable of switching 4 independent Inputs/Sources to 4 independent Outputs/Zones. There are both HDMI and built-in CAT5 Outputs (over 2 CAT5 cables) and are available simultaneously. Serial IR routing is also available to control your displays remotely.

#### **Key Features:**

- Allows up to 4 HDMI/DVI sources to be independently switched to 4 Displays or Projectors
- Outputs include both HDMI and CAT5 connections which are available simultaneously.
- 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 / VGA (RGBHV): From 640x480p up to 1920x1200p
- Full support for HDCP, HDMI 1.3a/b, 12-bit Deep Color
- Serial IR routing allows control of display devices via CAT5
- Supports lossless compressed digital audio (Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio)
- Internal EDID Library features default EDID configurations, in addition to native EDID data from any Output/Display

#### **Key Benefits:**

- Transmits 1080p/60Hz up to 75 ft, 1080i and all lesser resolutions transmitted up to 100 ft., when used with KD-CATSWRx Receiver Baluns
- Video, Audio and IR distribution via a single CAT5 cable
- 2 active outputs provide 8 total outputs (4 HDMI/DVI and 4 CAT5) in a 4X4 configuration enabling flexible integration options
- Serial IR, Optical IR, Front Panel Control, Discrete Remote Codes, and RS-232 support major control systems such as AMX®, Control4®, Crestron®, HomeLogic™, RTI®, Savant, Universal®, Xantech®
- IR signals may be routed from your control system, through the switch to your display location over CAT5 for full control of your display or other remotely located devices

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### **KD-HDDA1X1**

HDMI Extender, Booster & Buffer of EDID/HDCP/TMDS/3D with EDID Control

#### **Key Features:**

- Connects 1 HDMI/DVI source to 1 HDMI/DVI 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 / DVI: From 640x480p up to 1920x1200p
- EDID Control featuring an internal library of 8 default HDMI Handshakes
- Strong Input equalization for TMDS data eye opening

## **Key Benefits:**

- Can support 75 feet HDMI input and 75 feet HDMI output cables
- Default EDID for 1080i or 1080P systems (EDID Control™)
- Full Support for HDMI® 1.4 with HDCP, 12-Bit Deep Color Video
- Supports lossless compressed digital audio:
  - Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio
- Audio Return

## **KD-CAT6STP1X**

High Performance CAT6/STP Cabling – 1,000 ft. spool

### **Key Features:**

- Designed for 1000Base-TX, 100Base-TX; 10Base-T and HDBaseT® applications
- Features 4 individually aluminum-foil screened twisted pairs
- Overall braid-shielded to an S/FTP form
- Frequency Range: 1 to 1.4 Ghz
- Conductor Size: 23 Awg Bare Copper
- Internal Shield Material: Aluminum-Mylar Tape
- Overall Shield Material: Tinned-Copper Braid
- Conductor Color Code: Standard
- Total Wires: 8

### **Key Benefits:**

- Shielded twisted pair (STP) cable designed to work with Key Digital® Hercules Series™ HDMI/DVI Matrix Switchers KD-HDMS4X4 and KD-HDMS8X8
- Optimized for use with Key Digital® FatCAT Series™ KD-BBTx/Rx HDMI/DVI extenders and KD-CATHD500 HDMI/DVI/Ethernet extenders to ensure improved syncing / stable signals
- Provides reliable HD video signal transfer for longer distances
- High-performance data communications for noisy environment
- Shields from electromagnetic interference
- Future-proofs your LAN installation by ensuring voice, data, video and security capabilities of your cabling

## **KD-CATHD500 and KD-CATHD500FW**

### **CATHD500:**

HDMI/DVI over single CAT6/STP (Tx/Rx) Baluns, support 1080p/60 up to 300 ft. with IR, RS-232 and Ethernet

### **CATHD500FW:**

HDMI/DVI over single CAT6/STP (Tx/Rx) Baluns, support 1080i/60 up to 500 ft. with IR, RS-232 and Ethernet

### **Key Features:**

- **KD-CATHD500** allows transmission of 1080p/60 signals up to 300 ft. via single CAT6/STP cable
- **KD-CATHD500FW** allows transmission of 1080p/24, 1080i/60, 720p, 480p and 480i signals up to 500 ft. via single CAT6/STP cable (1080p/60 is not available)
- **HDMI pass through on TX side**
- Auto-adjustment of feedback, equalization and amplification depending on the length of cabling used
- Internal EDID Library features 10 default EDID configurations including native EDID data from any Output/Display
- Features both Transmit and Receive IR, RS-232 and Ethernet for bi-directional control signals
- Full support for 12-Bit Deep Color Video
- Supports lossless compressed digital audio:
  - Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio

### **Key Benefits:**

- HDMI/DVI, IR, RS-232 and Ethernet signals combined over a single CAT6/STP
- HDMI pass-through port on Tx Balun up to 20 ft.

- Daisy chaining of Tx and Rx units allow almost unlimited extending of HDMI/DVI, RS-232, IR and Ethernet signals
- Support for HD Base T® Technology
- For best results use the KD-CAT6STPX1

### **HDMI® 1.4 Features:**

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

## **Key Digital Industry Leadership**



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

- “Father of DVD” - Developed architecture and system software for world first Digital Video Disk (DVD) MPEG2 based authoring system - key DVD enabling technology
- Participated with Emmy Award Winner for DVD technology development
- 2009 Inductee as one of the Top 200 Pioneers of HDTV by the Academy of DTV Pioneers (CEA)
- SMPTE Fellow

### **About Key Digital®**

Key Digital 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](http://www.keydigital.com).