

For Immediate Release

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Key Digital Brings HDMI to the Pro A/V and College Football World

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

Key Digital had the opportunity to exclusively partner with St Louis, Missouri's Craftsmen Industries on their cutting-edge mobile marketing vehicle, LG PRESENTS EA SPORTS NCAA FOOTBALL CHALLENGE

This mobile marketing vehicle has introduced new consumer electronic technology and gaming titles to thousands of college football fans nationwide, delivering a unique and interactive tailgating experience. Craftsmen Industries is the leading manufacturer of customized vehicles for the event and promotion industry, and Key Digital was honored at the opportunity to prove their reputation as the Experts in digital video technology and solutions to Craftsmen and deliver this 100% HDMI Matrix solution which enabled this product showcase to take place.

At the core of this video application is the Key Digital KD-HDMS4x4-6x2 HDMI Matrix Switcher which allows for multiple gaming, Blu Ray, Satellite, and Camera source feeds to be matrixed independently throughout the exhibit. Key Digital's exclusive Buffered Matrix Technology allows this highly-custom video matrix system to deliver any source to any display at any time in any combination possible without any HDMI limitations or Key restrictions, epitomizing Key Digital's "One Key Is All You Need™" marketing campaign.

"When it came time to put our System Design together, we were happy to accomplish this system in two space and cost-effective 6x2 matrix units." said Jonathon Ferry, Regional Sales Manager- Central at Key Digital. "Using an 8x8 matrix unit was discussed, but one of the key advantages to our 4x4 product is it's card-slot flexibility, which allows it to accomplish any configuration that adds up to 8 without having to step up to the price point of an 8x8 matrix product."

Craftsmen Industries latest Mobile Marketing Vehicle will travel to a different collegiate venue each weekend and will be sure to score on every drive. When fully expanded, this truck is the highlight of the tailgate party and features a fully-loaded kitchen stocked with the latest gadgets and appliances for cooking demonstrations and samplings. The other half of the vehicle showcases eight LED and Plasma HDTV's that are all connected via Key Digital KD-BBRx HDMI Baluns and Red Iguana Series HDMI cables.

"The Key Digital Products play an absolutely crucial role in this system" says Greg Matthiesen of Craftsmen Industries. "These screens are the centerpiece of the mobile tour vehicle, which includes gaming kiosks and viewing stations to catch up-to-the minute scores and highlights from rivalry games across the country."

Thanks to our partnership with Craftsmen Industries, Key Digital is pleased to bring HDMI to college students across the country to enjoy. Key Digital's products are not only held to the highest standards of quality, performance, and reliability in the equipment rack of the typical Residential or Commercial installation, but also in delivering road-tested results as our gear makes its way to your local college. Be on the look out for the most exciting HDMI mobile experience in the USA as the LG PRESENTS EA SPORTS NCAA FOOTBALL CHALLENGE mobile marketing vehicle visits your area soon.

KD-HDMS4x4

HDMI® Matrix Switcher capable of switching up to 4 HDMI/DVI Video Sources/Inputs

to 4 independent Zones/Outputs via HDMI and CAT5/5e/6

Key Features:

- Full switching of 6 independent matrixes: Video, Analog Audio, Digital Audio, HDMI Audio, RS-232 Control and Bi-Directional IR
- 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
- Possible Input/Output configurations using interchangeable card slot architecture include: 1x7, 2x6, 3x5, 4x4, 5x3, 6x2 or 7x1
- Supports lossless compressed digital audio: Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio)
- Internal EDID Library features 6 default EDID configurations, in addition to Native EDID data for any Output/Display
- Supported HDMI® Features: 3D Ready, 4K Resolution Support



Key Benefits:

- Transmits 1080p/60Hz up to 150 ft. 1080i and all lesser resolutions up to 280 ft. when used with KD-BBRX receiver Baluns
- Video, Audio, IR and RS-232 distribution via a single CAT5/5e/6 cable
- Fully automatic CAT5 cable equalization
- 8 active outputs (4 HDMI/DVI and 4 CAT5) enables flexible integration
- Full Audio control per output for volume, treble, bass, balance, and lip-sync

- Serial IR, Optical IR, Front Panel & RS-232 control. Supports major control systems such as AMX®, Control4®, Crestron®, HomeLogic™, RTI®, Savant, Universal®, Xantech®

KD-BBRX

HDMI/DVI Video, Analog & Digital Audio Smart Balun™ with Control over single CAT5/6/7 RECEIVER

Key Features:

- Extends HDMI or DVI Video, L/R Analog, or PCM Digital Audio, IR and RS-232 over a single CAT5/5e/6 cable
- 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 HDMI with HDCP, 12-Bit Deep Color Video
- Supports lossless compressed digital audio: Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio)
- Bi-Directional and Simultaneous IR and RS-232
- Audio Toggle Switch for Analog / Digital Audio Selection



Key Benefits:

- Transmits (KD-BBTX) and receives (KD-BBRX) HDMI Video, HDMI Audio, Digital or Analog Audio, IR and RS-232 over a single CAT5/5e/6 cable
- Transmits 1080p/60 signals up to 150 feet, 1080p/24 signals up to 280 feet over a single CAT5/5e/6 cable
- Compatible with KD-HDMS4X4, 4 Inputs to 4 Outputs HDMI Matrix Switcher
- Allows long distance extension of HDMI/DVI signals with use of less expensive CAT5/5e/6 cabling for HDMI/DVI signal distribution

Python & Red Iguana Series HDMI Cables

Premium Super Sonic Speed 21 Gbps VW1CL3 Rated HDMI cables featuring gold-plated 24 Gauge conductors and precision internal windings to deliver exceptional digital video performance

Key Features

- 21 Gbps Super Sonic Speed
- 3D Ready, 4K Resolution Support
- 12-bit Deep Color
- Supports 120 Hz, 240 Hz, 480 Hz and 600 Hz displays
- Full support of lossless digital audio formats: Dolby® TrueHD, Dolby® Digital Plus and DTS™-HD Master Audio
- Gold-Plated 24 Gauge Conductors



Key Benefits

- **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.
- **HDMI Ethernet Channel** – Allows 100 Mb/s Ethernet between two HDMI connecting devices
- **Audio Return Channel** – Allows audio to be returned from display back to HDMI source for amplification and display

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.