

# 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 Joins HTSA for New Residential Direct Dealer Opportunities**



**Mount Vernon, NY. Key Digital Systems, Inc. – April 23, 2012**

– Key Digital is proud to announce that it has joined one of the leading buying groups in the AV industry, the Home Technology Specialists of America (HTSA), for an exciting new opportunity to open additional residential direct dealer channels for its HDMI switchers, HDMI distribution amplifiers, HDMI Cables and a variety of other digital/analog video products.

Key Digital employees are enthused by this new partnership as Dan O'Donnell, National Sales Manager at Key Digital explains, "We are very excited with the new outlook and leadership HTSA has to offer. Our new partnership will deliver to all HTSA members, access to our advanced line of digital and analog AV solutions. In today's over saturated solutions market the members now have both a true technical partner and an engineering partner with solutions that can lead them from large scale digital HDMI matrix switchers to long range Smart Baluns™. It will give HTSA members hundreds of other solutions that we offer to our dealer partners so that they may be able to build systems based on quality, performance, and reliability.

As a testament to HTSA's desire to promote Key Digital's award winning product portfolio, HTSA's mission statement states, "HTSA members represent the premium brands and products that will enhance virtually all the activities that you enjoy or would like to do at home; each involving ingredients made by different manufacturers, that operate and connect differently." It is this commitment to promoting AV industry leaders that led Key Digital to join HTSA as a vendor.

Come see today why Key Digital are *the* Experts in Digital Video Technology and Solutions. For more information please visit or <http://www.keydigital.com>. For more information on HTSA please visit <http://www.htsa.com>.

Key Digital® will be displaying Compass Control® at CEDIA 2012 – for more information [click here](#) or visit us at Booth #2046. Also please download the Compass Control® demo app by [clicking here](#).

## ***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<sup>®</sup> 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](http://www.keydigital.com) .