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For Immediate Release

Key Digital's Unique HDMI Handling Enables 100+ HDMI Display Retail Installations



Mount Vernon, NY. Key Digital Systems, Inc. – April 31, 2013 – Boscov's Department Store in Moorestown, NJ achieved success with 100 HD Displays, 4 HDMI Sources, and custom HDMI Distribution Solutions from Key Digital.

Boscov's have been using Key Digital's 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, Boscov's 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, heard lots of rumors on what they can and can't do with HDMI. For example, "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 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 every day.

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

Once Key Digital's SDG team delivered the design, 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, the company was able to demonstrate 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.

Bosco'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 Key Digital's 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 Bosco's made on converting the showroom to 1080p 3D ready HDMI is sure to pay huge dividends and pave 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.

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)
- SMTPE 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.