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For Immediate  
Release**LG Brings HDMI to the Pro-AV and College Football World**

**Mount Vernon, NY. Key Digital Systems, Inc. – April 23, 2013 --** Key Digital® partnered with St. Louis, Missouri's Craftsmen Industries to work on the 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 & promotion industry, and Key Digital® was honored at the opportunity to prove its reputation as the Experts in Digital Video Technology and Solutions, as well as deliver 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 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.

Jonathon Ferry, National Training Manager at Key Digital® commented: “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. 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 traveled to a different collegiate venue each weekend and scored on every drive. When fully expanded, this truck became the highlight of the tailgate party and featured a fully-loaded kitchen stocked with the latest gadgets and appliances for cooking demonstrations and samplings. The other half of the vehicle showcased eight LED and Plasma HDTV's that were all

connected via Key Digital KD-BBRx HDMI Baluns and Red Iguana Series HDMI cables.

Greg Matthiesen of Craftsmen Industries said: “The Key Digital® products play an absolutely crucial role in this system. 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 any installation, but also in delivering road-tested results as our gear makes its way to your local college.

## 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](http://www.keydigital.com).