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For Immediate
Release**President and CEO of Key Digital Mike Tsinberg received 2013 Adele De Berri Pioneers Award at InfoComm 2013**

Mount Vernon, NY. Key Digital Systems, Inc. – June 14, 2013 – Key Digital is very proud to announce that our CEO and President Mike Tsinberg received 2013 Adele De Berri Pioneers Award at InfoComm 2013. The announcement was made at InfoComm 2013 President's VIP reception on Thursday June 13th.

The InfoComm International Adele De Berri Pioneers Award highlights important contributions made by industry individuals to the science of AV. The award calls attention to the AV and information communications industries by recognizing pioneers who made scientific breakthroughs resulting in new AV technologies that impacted the manufacture and sales of novel products enjoyed by audiences worldwide.

As President of Key Digital Systems, SMPTE Fellow Mike Tsinberg is well-positioned to lead the company to success. For the past twenty years, Tsinberg has been an icon in the HDTV industry, defined by his ground-breaking work in the field of Digital HDTV broadcasting and in the development of the world's first DVD authoring systems.

His work with two leading consumer electronics manufacturers, Philips and Toshiba, has garnered him 40 US and foreign Patents, and industry praise.

While with Philips Consumer Electronics, Tsinberg received a Patent for the first compatible HDTV systems proposal (Patent # 4,694,338) and the earliest Patent in the field of Digital Broadcasting of HDTV (Patent # 4,890,283); with Toshiba and cooperating with General Instruments, he received a Patent in the area of developing a digital HDTV VCR (Patent # 5,734,784); and while with Toshiba and cooperating with Warner Brothers, he received a Patent for putting together the first DVD Authoring system (Patent # 5,838,874). Ultimately, Toshiba and Warner Brothers succeeded in establishing DVD as a new world consumer standard that has the highest rate of growth today – seven times faster than VHS and CD-ROM combined!

In addition to Tsinberg's extraordinary engineering achievements, he has also been able to build strategic alliances within the industry, ensuring faster product growth and intellectual exchange. During his tenure at Philips, Tsinberg was able to bridge political barriers between North American, French and Dutch Philips TV laboratories and create cohesive effort and large internal funding (more than \$5M/year) leading Philips to become a major HDTV system proponent in the US.

Also while at Philips, Tsinberg established cooperation with strong competitors such as Sarnoff and Thomson that subsequently lead to the "Grand Alliance" of six companies: Philips, Thomson (Sarnoff), General Instruments (GI, now Motorola), MIT, ATT, and Zenith. The Grand Alliance led the research and development of HDTV digital broadcast, and demonstrated fully functional digital HDTV systems. In 1999, under Tsinberg's leadership, Toshiba America Consumer Products received an Emmy Award for DVD technology development.

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.