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For Immediate Release

Key Digital® Helps Powered Up a Unique SEMA Show Truck



Mount Vernon, NY. Key Digital – May 2, 2013 –As an incredible example of specialty customization, Storm Truck utilized a Chevy Silverado 2500HD and Key Digital's® Phantom Series KD-HDMSW4X4 to push the limits of what could be done with a stock pickup truck and created a one-of-a-kind demonstration of automotive excellence. RealTruck.com, the online truck accessory retailer, made a big splash at the 2012 SEMA Show in Las Vegas, NV when unveiled "Storm Truck".

Storm Truck hit the show floor fully-equipped with five LG television monitors, two Vizualogic headrest monitors, a video game console, and an Alpine audio system- all powered by Kinetic high-current power cells.

For audio/video customization, the company approached Key Digital® dealer Site on Sound (Fargo, ND) to design an HDMI distribution system enabling fully-independences signal routing of several HDMI video sources (including an in-dash DVD system) to four 37" LED TVs, a 55" LED TV on a lift, and the headrest monitors.

RealTruck expected the best product to deliver quality, performance, and reliability under the international spotlight of the SEMA show. Site on Sound's previous experience with Key Digital® the Phantom Series™ KD-HDMSW4X4 made this product a sure-fire pick that they knew was more than able to meet RealTruck.com's unique demands. Featuring simultaneously active HDMI and RJ45 connections per output and including four Rx baluns in the box, made it easy to connect the seven monitors and extend HDMI signals into the doors and other tight spaces via CAT wiring. KD-HDMSW4x4 was the heart of the Storm Truck A/V system, providing a robust and flexible plug and play solution. Both Site on Sound and RealTruck.com were pleased with the job.

The CEO of RealTruck.com commented: "When we started working on the Storm Truck Project, we set out to make something cool that really showed off what could be done with truck customization. We're extremely thankful for the effort and contributions made by Key Digital® and Site on Sound."

The project turned out to be very successful. RealTruck.com documented the Storm Truck Project's progress via multiple social media channels, frequent blog posts, and regular YouTube updates with interviews and in-depth product installation videos. It has since garnered a growing fan base, and was featured in the October 2012 issue of Restyling magazine.

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.