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For Immediate Release

Key Digital® Brings a Calming Atmosphere and Patient Engagement to WESTMED at Ridge Hill



Mount Vernon, NY. Key Digital Systems, Inc. – April 25, 2013 – Key Digital's® FatCat Series KD-CATHD500 HDMI with HDBaseT balun kit became an integral part of robust installation in WESTMED Medical Group office.

WESTMED Medical Group opened a state-of-the-art, 85,000-square-foot comprehensive medical office in Westchester's Ridge Hill outdoor lifestyle center located in Yonkers, NY. Eli Hezi of EssentialCom, based in White Plains, NY, was contracted to perform the AV install for WESTMED's series of Samsung digital signage displays. WESTMED's goal was to use the displays to display peaceful images to create a relaxing office environment and to promote events and its primary and specialty physicians.

The size of the medical office required the use of 72 displays with a live deployment in a short six-week time frame. A series of challenges further complicated this installation:

- Insufficient space for video walls, displays and players (only 2.5" depth available) Long cable runs, airflow management issues, power outlets, the display size and display location
- Extending the HD video source to 300 feet.
- Equipment availability and tight schedule, 6 weeks from PO to grand opening Management required top-of-the-line equipment and highest resolution and performance while remaining within budget

In order to meet these challenges, Eli turned to a brand that would be able to provide the bulletproof HDMI performance that WESTMED required for its video walls. Key Digital® was able to provide Eli with the Fat Cat Series KD-CATHD500 HDMI with HDBaseT balun kit to give Eli the kind of robust engineering necessary for a complicated and tightly scheduled installation like WESTMED's Ridge Hill office. KD-CATHD500 allowed Eli to send and receive combined HDMI/DVI, IR, RS-232 and Ethernet signals over a single CAT6/STP cable. Key Digital® gave WESTMED and Eli the flexibility, durability and quality they expected from an innovative manufacturer. Additionally, the FatCat Series KD-CATHD500 is able support up to 400 feet on 1080p/60, support up to 600ft on 1080i/60 with IR, when used with FatCat Series KD-CAT6STP1X cabling with KD-RJ45SC shielded

connectors. This meant that Eli would easily be able to address the long cable run requirement stipulated by WESTMED.

Eli met the demands of his installation with Key Digital® and stated: “The video signal was transmitted via long-range HDMI extenders (KD-CATHD500) via CAT6 to each of the 72 displays throughout the facility. The grand opening was very successful with very positive feedback from patients, doctors, management and guests. We improved the patient experience through a calm and welcoming environment in waiting rooms and corridors throughout the facility.”

To find out how Key Digital® can enable “truly digital” digital signage for your next installation, visit <http://www.keydigital.com>.

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.

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