

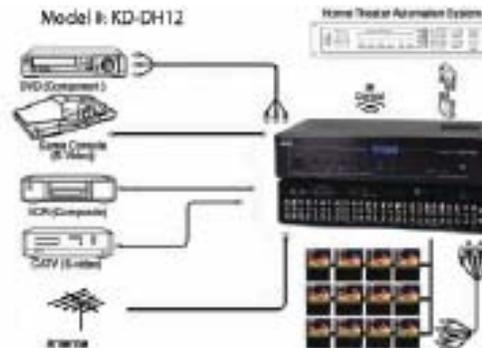
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[www.keydigital.com/tradepress.htm](http://www.keydigital.com/tradepress.htm)

**BEST BUY® CHOOSES “DIGITAL MAGIC” BY KEY DIGITAL SYSTEMS**

*“Digital Magic” (Model KD-DH12) by Key Digital Systems – the world’s only combination ATSC Set Top Box that scales to the display’s native resolution and distributes to up to 12 displays*



**<<We will provide a clean photo of Digital Magic and Application example>>**

Riverdale, NY– Key Digital Systems, Inc. (KDS) is proud to announce that Best Buy Co., Inc., North America's number-one specialty retailer of consumer electronics and other home entertainment products, has chosen its *new* state-of-the-art KDS *Digital Magic* (Model KD-DH12) combination ATSC Set Top Box, Scalar, and Distribution Amplifier for use in their HDTV showrooms. As a solid customer of KDS, Best Buy selected KDS and its *Digital Magic* as a simple, convenient, yet high-quality solution for applications where you have RF Inputs that need to be decoded, scaled, and distributed to an array of displays.

*Digital Magic* offers just what retail outlets like Best Buy® (as well as hotels, casinos, and even high-end custom home theater installers) are looking for – a unique combination of digital Set Top Box, Scaler, and Distribution Amplifier all in one convenient and economical package. *Digital Magic* is truly “one-stop” shopping for Best Buy® retail applications of decoding off-the-air (RF) ATSC & NTSC, and 480i

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baseband (YPbPr & Composite Video) input signals, scaling them to the native display's resolution, and then distributing them to up to 12 displays. It's pure "Digital Magic," and the perfect solution for driving high-quality Component Video (YPbPr) displays, like Plasma, LCD, and digital projection.

Key Digital has been chosen before by Best Buy® for its product solutions, like Key Digital's award-winning video adapters and distribution amplifiers. According to Tom Schneider, Director of Electronic Display Services at Best Buy®, Key Digital products suit their needs and are "used to provide signal solutions in our Flagship stores." By combining so many capabilities in one box, **Digital Magic** offers countless advantages for retail store and other industrial and home applications.

Since it is an ATSC/NTSC Set Top Box, you can route just one RF off-the-air or Cable feed run throughout your facility, and input it directly to **Digital Magic**. You can even have multiple programs on your internal cable network, and feed several **Digital Magic** units tuned to their respective channel, thus allowing you to add channels without the need for additional wiring. **Digital Magic** then takes over as an ATSC/NTSC decoder, and perfectly scales the source to match the native resolution of your display. For example, **Digital Magic** can down-convert your 1080i input video to 480i, or up-convert your 480i inputs to 1080i or 720p. And there is no need to route numerous YPbPr cables, except from the very output of the built-in **Digital Magic** DA to your actual displays. All of this adds up to convenience, economy, and only the best of video quality.

Tom Schneider also points out that in addition to the engineering innovations and quality of the product, **Digital Magic** was also selected by Best Buy® because it is easy to install and integrate into their existing retail store infrastructure. The Best Buy® design team led by Spencer Knisely has been able to help specify part of the product requirements, and one look at its Input/Output panel, and you'll see the flexibility and convenience that **Digital Magic** has to offer. On the input side, there are two F-type RF tuner inputs, both capable of ATSC (8 VSB) and analog TV (NTSC); color-coded RCA input connectors for one Component Video (YPbPr) or one Composite Video (CV) inputs; and one Analog Audio (standard line-type stereo Left & Right pairs) and one Digital PCM Audio inputs are also supported. On the output side, there are 12 Output Groups, and each Output Group consists of separate color-coded RCA output connectors for Component Video (YPbPr) or Composite Video (CV) out; one Analog Audio (standard line-type stereo Left & Right pairs) and one Digital PCM Audio outputs are also supported per Output Group.

**Digital Magic** is equipped with Key Digital's high-quality scaler, which employs an advanced, motion-assisted de-interlacing algorithm called "Clear Matrix". It lets you up-, down-, and cross-convert the

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input to your display's native resolutions, and supports output formats of 1080 interlaced, 720 progressive, and 480 interlaced and progressive; 60 Hz output refresh rates; and aspect ratios in and out of 16:9 and 4:3.

With its user-friendly on-screen-display, programmable IR remote with "hot" buttons (discrete IR commands are available), and user-selectable output resolutions and aspect ratios, *Digital Magic* is easy to control and operate. It is rack-mountable (2RU), has no fan noise, and is easy to install and integrate into your system. The RS232 port is equipped with discrete command protocol compatible with all control systems (like Crestron, AMX, CNMSX-PRO), and is even designed to allow customers to upgrade firmware over the Internet.

At KDS Knowledge is Power, and we are committed to providing the highest level of quality and convenience to our loyal customers like Best Buy<sup>®</sup>, who are confident about our products and engineering solutions. With products like *Digital Magic*, Key Digital Systems shows its dedication to helping national retailers and leading HDTV manufacturers grow their market share by providing engineering solutions that economically enable cross-market compatibility with the highest level of picture quality and convenience.

### Pricing and Availability

**Key Digital Systems' (KDS)** state-of-the-art *Digital Magic (KD-DH12)* combination ATSC Set Top Box that scales to your display's native resolution and distributes to up to 12 displays is currently available **Summer, 2003** at a manufacturers suggested list price of **\$2,499**.

### About Key Digital Systems

Key Digital Systems (KDS) has emerged as a CES award-winning developer of leading-edge technology supporting HDTV custom installers, consumers, home theater retailers, corporations, and broadcasters. Founded in 2000 by HDTV industry pioneer Mike Tsinberg, KDS has established itself as a company uniquely capable of identifying and creating "glue" products that enable seemingly incompatible products to work together. The company manufactures a wide range of engineering solutions in the area of digital signal processing and distribution, marketed as "glue" products to the HDTV community. Key Digital System's wide range of products includes Scalers, Switchers, Distribution Amplifiers, and Video Adapters/Transcoders which effectively and economically link HDTV components manufactured to

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diverging specifications. By uniquely enabling non-compatible equipment to "talk" to each other, Key Digital Systems has established itself as an intelligent resource in the evolving HDTV marketplace. Products by Key Digital Systems are available nationwide in leading retail outlets as well as via an extensive dealer network. For more information please visit the corporate website at [www.keydigital.com](http://www.keydigital.com). For trade press, visit <http://www.keydigital.com/tradepress.htm>.

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