



www.keydigital.com

314 West 231 Street, Suite 504
Riverdale, NY 10463
Phone: 718.796.7178
Fax: 718.796.6664
Email: info@keydigital.com

Digital Fire In the 21st Century

PUBLIC RELATIONS CONTACT:

Masha Lakhter

Masha@keydigital.com

(718) 796-7178 ext. 11 (phone)

(718) 796-6664 (fax)

www.keydigital.com/tradepress.htm

**BEST BUY CHOOSES KEY DIGITAL PRODUCTS
TO “GLUE” TOGETHER CROSS-PLATFORM HDTV EQUIPMENT**

*Key Digital Systems KD-VTCA2 Transcoder is HDTV Industry’s only Solution for
RCA/PANASONIC and RCA/Sony Combinations*

Riverdale, NY – KEY DIGITAL SYSTEMS, Inc. (KDS) is proud to announce that Best Buy has chosen its state-of-the-art *VGA-to-Component YPrPB transcoder (ClearColor2, Model KD-VTCA2)* and award-winning *12-Channel Component Distribution Amplifier (HD View12, Model KD-CDA12)* for use in their HDTV showrooms.

Key Digital’s KD-VTCA2 and KD-VTCA2 digital transcoders are the only transcoders in the world capable of enabling a connection between the RCA Set Top Box DTC100 with either a Panasonic Direct View 34” HDTV monitor CT34WX50 or a Sony HDTV monitor. Panasonic now recommends using KD-VTCA2 as the only transcoders with the RCA Set Top Box (DTC100) and Panasonic HDTV monitors.

Award-Winning HDTV “Glue” Technology

Key Digital’s KD-CDA12 was selected by the Consumer Electronics Association (CEA) for an *Innovations 2002* award, winning the most points in the “Retail Resources” category. The KD-CDA12 allows the display of two different sets of HDTV monitors from two different signal sources. The KD-CDA12 incorporates an architecture that is so robust and friendly, consumer electronics giants like Toshiba recommend it to their retail stores for the application of driving two different signals (for example 4:3 or 16:9 aspect ratios) from two independent HDTV sources. Manufacturers seeking a more efficient distribution of HDTV signals are now able to achieve significant return-on-investment by simply using one Key Digital Systems KD-CDA12 in the place of two single input DA’s, without elaborate hard-wiring or difficult retail reconfiguration.

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Best Buy's selection of these Key Digital Systems products was triggered by its early exposure to the products via its relationship with HDTV manufacturer Toshiba. Toshiba representatives recommended that Best Buy use Key Digital Systems Distribution Amplifiers for efficient retail of their HDTV monitors. Key Digital's KD-CDA12 was deemed particularly well-suited for the environment consisting of two types of HDTV signal sources with 4:3 and 16:9 aspect ratios.

According to Spencer Knisely of Best Buy, the consumer electronics retailer purchased its own shipment of Key Digital's KD-CDA12 distribution amplifiers shortly after supplier Toshiba installed a number of Distribution Amplifiers in all their main retailers, including Best Buy. Once the Distribution Amplifiers were installed, Best Buy quickly realized the increase in picture performance and decided to engage in its own extensive competitive research. Best Buy easily confirmed Key Digital's unique ability to glue HDTV products by different manufacturers together, and decided to use Key Digital KD-CDA12's for all 560 Best Buy stores as a main HDTV signal distribution component.

Since then, Best Buy has experimented with other Key Digital Systems products, adding these to their HDTV showroom infrastructure for enhanced HDTV display and unique brand interface "glue" capability. One of those additional products is Key Digital's KD-VTCA2 VGA-to-Component YPrPb transcoder.

Key Digital Systems, founded in 2000 by HDTV industry pioneer Mike Tsinberg, has established itself as a company uniquely capable of identifying and creating "glue" products that enable seemingly incompatible products to work together.

The genesis of Key Digital's line of "glue" products is founder Mike Tsinberg's sweeping experience in HDTV and DVD engineering. The consumer electronics industry realization of SMPTE's and ATSC official standards for HDTV products allows a wide range of products to be developed. Consequently, as leading consumer electronics manufacturers are researching and developing HDTV equipment, they are each employing a slightly different interpretations of standard specifications, and the result is that seamless cross-platform integration is not readily possible. Mike Tsinberg saw the need for "glue" products that would link products using different interpretations of HDTV protocols, and the KDVTCA2, KD-CDA12 and KD-CTCA2 were born.

Lengthy engineering tests proved that Key Digital Systems' distribution amplifiers, transcoders, switchers are uniquely capable of simply and economically linking components built to somewhat different

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specifications. As a result, customers are no longer bound to compatible connections, and Key Digital is uniquely poised to help retailers and consumers create best-in-class combinations for the best HDTV transmission and display.

Key Digital Systems President and industry pioneer Mike Tsinberg commented on the sale saying, "Key Digital Systems is very pleased to provide a unique and valuable solution to Best Buy. We are dedicated to helping national retailers like Best Buy and leading HDTV manufacturers grow their market share by providing engineering solutions that economically enable cross-market compatibility. Key Digital Systems' "glue" solutions give equipment manufacturers like RCA and Panasonic much wider reach in the marketplace as they can now interface with HDTV products from other leading brands. In turn, this gives retailers like Best Buy the opportunity to offer customers a much wider range of cost-effective HDTV packages."

Pricing and Availability

Key Digital's KD-CDA12 digital amplifiers are currently available at a manufacturers suggested list price of \$849.

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 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. For trade press, visit <http://www.keydigital.com/tradepress.htm>.

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