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Digital Fire In the 21st Century

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**KEY DIGITAL SYSTEMS WINS
FIVE INNOVATION AWARDS AT 2002 CES INTERNATIONAL**

*Consumer Electronics Association Buzzes Over Extraordinary New Product Line by
Manufacturer of HDTV “Glue” Technology*

Riverdale, NY– Key Digital Systems, Inc. (KDS) announced today it has been awarded an impressive five (5) *Innovation 2002* Awards by the Consumer Electronics Association for its new products, rolling out at the industry’s renown trade show and exhibition – the 2002 International CES, January 8-11, 2002, in Las Vegas, Nevada USA.

Award-winning products by Key Digital Systems include: the **12-Channel Component Distribution Amplifier** (KD-CDA12); the **Clear Video2** (KD-CTCA2) transcoder; the **Digital Wire** (KD-DDAE/KD-DDA8) Digital Distribution Amplifier; the **HD Leeza** (KD-HD1080p) digital scaler, and the **AutoSwitch2** (KD-SW2x1) switcher.

Innovations 2002 Design and Engineering Showcase Honorees

• ***HD View12 (KD-CDA12): 12-Channel Component Distribution Amplifier***

Not only was Key Digital System’s state-of-the-art twelve-channel **KD-CDA12 HDTV distribution amplifiers (DA)** selected as an Innovations 2002 honoree, but the judges also awarded it the highest score in the Retail Resources product category, entitling it to be honored as the “Best of Innovations” in that category!

The KD-CDA12 economically provides signal distribution from any HDTV or SDTV Component (YPbPr) video source to Component video HDTV-ready monitors monitor to create massive, integrated digital displays. It is uniquely able to resolve present-day connectivity problems experienced by HDTV manufacturers and retailers by effectively “gluing” HDTV equipment manufactured to diverging

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standards together. This enables a best-in-class assembly of HDTV/SDTV sources and displays, yielding color-rich, artifact-free pristine HDTV signals.

Each unit is able to drive up to eleven monitors or two sets of six monitors simultaneously, *on cable runs up to 300 feet long*. In addition, audio/video signals can be cascaded to other KD-CDA12 (or Key Digital Systems' KD-DA6) DA's, driving as many outputs as desired from one source.

Since KD-CDA12 prevents signal degradation over extremely long cable runs, it is perfect for engineering layouts that must accommodate multi-output digital signals, and can drive HDTV signals to multiple plasma displays, front projectors, rear projectors and direct view HDTV and SDTV monitors, many of which may operate on diverging operating platforms.

- ***Clear Video2 (KD-CTCA2): “The X-Box Compatible Transcoder”***

The new **KD-CTCA2** “*Clear Video 2*” is a multi-format video transcoder that intuitively converts Component (YPbPr) Signal from any brand HDTV Set Top Boxes or Progressive DVD players to VGA (RGBHV) Signal. This device enables users to drive two high-resolution monitors or projectors with VGA (RGBHV) input of any standard scanning format, from virtually any Component Video device manufactured today. It is also perfectly suited for driving the X-Box™ Component digital video signal to VGA for display on standard multimedia monitors with VGA (RGBHV) input! The KD-CTCA2 is the world's smallest transcoder capable of cross-platform HDTV output.

The KD-CTCA2 delivers unparalleled audio/video quality via its distinctive board layout that is uniquely capable of marrying non-compatible devices in such a way that the highest quality of resolution is preserved regardless of input or output, and the result is a clear, uninterrupted image. In fact, the KD-CTCA2 achieves superior clarity at a nominal cost (MRSP \$399.00) that is one third of competitive offerings, thus delivering unheard of price/performance ratio in the industry today.

The KD-CTCA2 accepts Component digital signals of any standard format (480p, 720p, 1080i/540p) and offers three RCA connectors for Component inputs and two VGA (DB15 connectors) outputs to drive two independent VGA monitors simultaneously. The KD-CTCA2 is capable of driving cable up to 50 feet without signal degradation, which is not possible with competitive transcoders.

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- **Digital Wire (KD-DDAE/KD-DDA8)**

Key Digital Systems/Best Buy, Inc **Digital HDTV Distribution Amplifiers (KD-DDAE encoder; KD-DDA8 decoder)** perform lossless digital encoding and decoding of HDTV video and audio to a standard 100/1000T network protocol, using exclusive technology to process, encode and transmit SDTV or HDTV signals on a standard CAT5 network. These units offer unprecedented economy and performance and are designed for use in beautifying and simplifying retail in-store displays and trade show presentations or other large venue events (such as musical fairs or expos) where the simultaneous display of multiple HDTV devices is critical.

Although the KD-DDAE and KD-DDA8 transport HDTV signals over CAT5 cabling, proprietary techniques provide artifact-free digital transmission. This, in turn, permits users to achieve extremely clear HDTV or SDTV transmissions over extremely long runs of low-cost cable, even up to 300 feet between the KD-DDAE Encoder and first KD-DDA8 decoder.

Both the KD-DDAE encoder and KD-DDA8 decoder offer full compatibility with commonly available HDTV devices, accepting analog or digital (DVI) HDTV broadband signals and outputting to world standard broadband analog and digital formats. The units offer full analog/digital interfaces accepting a wide range of video formats (standard ATSC: 480p, 1080i/540p, and 720p) and delivering superior video performance with flicker-free 59.95 Hz or 60 Hz refresh rates.

The KD-DDA8 has eight simultaneous analog video and two simultaneous digital video outputs, *plus* eight simultaneous analog audio and eight simultaneous digital audio outputs. The reward for this architecture is the ability to support 8 monitors simultaneously, delivering superb functionality and return-on-investment. Both versions are equipped with network cable termination for repeat daisy chaining of an unlimited number of decoders throughout retail or other industrial or home installation.

- **HD Leeza (KD-HD1080P): Video Scaler**

HD Leeza is a sophisticated and cost-effective digital video scaler that serves as the virtual hub of the home theater environment. Digital-In-Digital-Out video scaler with capabilities Capable of integrating all possible video and audio sources, it accepts all world formats (PAL, SECAM and NTSC). Significantly, it is the first affordable SDI solution available to the home theater marketplace, offering 270Mb/s resolution that delivers 480i/60 or 576i/50 for the highest quality de-interlacing and scaling of standard video signals when converted to digital via Digital Video Interface (DVI). It's also the only

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scaler/switcher combination offering true all-digital throughput via DVI output. This protocol protects the original luminance and chrominance of source material from degradation, thus preserving digital signal strength and eliminating artifacts.

A proprietary “*Clear Matrix Pro*” Advanced Motion Assisted Scaling De-Interlacing Algorithm lets users manipulate each pixel, controlling every aspect including chrominance, luminance, contrast and even applying a noise reduction filter at your command. It automatically scales between twelve (12) standard aspect ratios or four (4) customized aspect ratios. Clear Matrix ensures compatibility with virtually every native resolution, offering 28 scaler resolutions (480i to 1080; 60 Hz or 72 Hz refresh rate), 24 fixed inputs/output aspect ratios and five adjustable custom aspect ratios. Standard Definition inputs include SDI and three different SD inputs (Component, S-Video, and Composite). High Definition video inputs (Component, RGBHV, Component to RGBHV conversion, and RGBHV to Component conversion) ensure ultimate flexibility in any configuration.

HD Leeza is ideal for high-end HDTV installations, particularly the home theater market where high performance and interconnectivity is key. It’s also marketed to consumer electronics retailers and dealers for use in amplifying the beauty and acuity of in-store digital displays, including gas plasma displays, D-ILA, DLP, LCD and CRT projectors, as well as HDTV and SDTV television monitors.

- ***AutoSwitch2** (KD-SW2x1): Automatic Switcher**

Key Digital Systems’ one-of-a-kind **KD-SW2x1** for Component HDTV with audio is a valuable, integrated solution for thousands of consumer electronics customers and retailers. Although there are single-unit RGB switchers on the market, there are no single-source Component switchers. The new KD-SWx2 serves an existing ‘handicapped’ customer base who’ve purchased one of at least five major television brands (e.g. Sony, Philips, Zenith, Samsung, and certain older Toshiba models) that offer just one Component input. Until now, these customers, and the installers who service them, have had no simple method for connecting to the slew of new Component Video devices on the market.

Currently, these end-users are forced to purchase a bunch of devices to do what one KD-SW2x1 can do, and to install at least five or six cables for each application. But, the KD-SW2x1 eliminates this problem by offering a unique and desirable ‘Auto Switcher’ feature that delivers twice the functionality of a standard switcher, linking a single HDTV-ready monitor with Component (YPbPr) input to playback and display two separate sources of Component (YPbPr) video, such as DVD players or a Digital Set Top

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Box. The unit automatically senses and displays the active Component Video and Audio Signals (YPbPr L,R, PCM) on an HDTV Monitor with Component input and intuitively switches to the Y line with active video.

***Note:** this product is currently marketed under the name KDS *Flash2*

Leading Developer of HDTV “Glue” Perfectly Times Market

Key Digital Systems, a New York-based manufacturer of engineering solutions for Component HDTV equipment, offers “glue” products, such as digital video scalers, switchers and transcoders, enabling consumer electronics products across the marketplace to “talk” to each other – even though they are built to different technical standards. This is particularly valuable for home theater aficionados who rely on an array of branded analog and digital HDTV equipment, much of which is built to its own proprietary specifications. Key Digital Systems is able to seamlessly link the elements of any home theater system, scaling and smoothing the digital signals and ultimately delivering the best-possible signal to analog and digital displays.

Celebrating the company’s achievements, Key Digital Systems’ President Mike Tsinberg said, "Key Digital Systems is very proud to be awarded six separate Innovations 2002 Awards. We at Key Digital systems are immensely gratified that our team’s hard work and dedication to excellence has resulted in such superb products, and is publicly recognized by our peers in the industry. This distinctive honor reaffirms our company’s unswerving commitment to customer satisfaction and our quest for manufacturing excellence in the HDTV marketplace.”

CE Industry Recognizes Excellence in Design and Engineering

The Innovation 2002 Awards are the Consumer Electronics (CE) industry’s official recognition of superior CE products launched in that calendar year, distinguished from among hundreds of other entries by a panel of prominent industry experts for their excellence in design and engineering. For the seventh year, the Industrial Designers Society of America (IDSA) has endorsed and acted as advisors to the Design & Engineering Showcase. Product evaluations are based on weighted criteria: value to user, aesthetics, contributions to the quality of life, as well as the product's innovative qualities.

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Distinguished Positioning at International New Products Stage

As a winner of the Innovations 2002 Awards, Key Digital Systems is given an international stage on which it can demonstrate its own superior digital technologies, and simultaneously draw industry-wide recognition and media attention. Some of the sought-after special honors afforded Key Digital Systems include: the privilege of being spotlighted in the 2002 CES International's "Innovations 2002" display arena; use of the Innovations 2002 logo in product publicity; the reception of a beautiful Innovations 2002 award to display in Key Digital System's booth (LVCC South Hall #22036); listing in the Innovations 2002 online winners directory; designation as a winner in the *Official CES Show Directory*; inclusion in an official CEA press release; inclusion on the official website, www.CESweb.org (the Innovations pages are among the most-visited pages on CESweb!); and potential inclusion in IDSA's quarterly design publication.

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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