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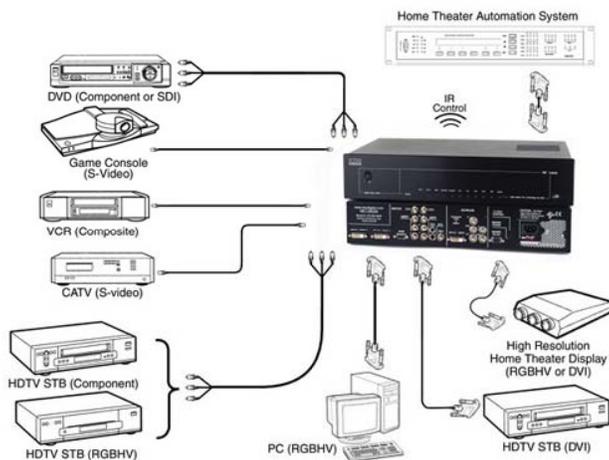
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Digital Fire In the 21st Century

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**KEY DIGITAL SYSTEMS LAUNCHES NEXT-GENERATION
HD LEEZA WITH FULL DVI & SDI INPUTS AND DVI & RGBHV OUTPUTS**



HD Leeza (KD-HD1080P) Digital-In Digital-Out Video Scaler Card with Capability to Scale SDTV & HDTV Sources, as well as Up-, Down-, and Cross-Convert to Display's Native Resolution

Riverdale, NY – KEY DIGITAL SYSTEMS, Inc. (KDS) is launching the next-generation integrated digital video scaler at CEDIA 2003 this year, the **HD Leeza (KD-HD1080P)**, offering expanded digital inputs, including DVI in/out and SDTV & HDTV up-, down-, and cross-conversion. The new **HD Leeza** offers even more digital infrastructure support than its predecessor, the CES-award-winning “Innovations 2002” **HD Leeza**, with an increase in digital inputs, such as two Digital DVI/HDCP, one Digital SDI 270Mb/s, two Component, one RGBHV (with pass-through), two S-Video, and two Composite Video inputs. Equally impressive on the output, the unit offers digital DVI/HDCP and analog RGBHV for full HDTV functionality.

The **HD Leeza** is designed to serve as a sophisticated and reliable digital backbone to any home theater, commercial, or retail installation, and is renowned for its ability to scale all popular HDTV and SDTV

Key Digital Systems Delivers HD Leeza at CEDIA 2003

input formats (480i, 480p, 720p, 1080i/540p, and 1080p). The new **HD Leeza** was designed to be the digital infrastructure for all home theater video sources, accepting all world formats (PAL, SECAM, and NTSC). Significantly, it is the first affordable SDI solution for 270 Mb/s connection that allows standard 480i/60 or 576i/50 for the highest quality of de-interlacing and scaling of digital video. It is also the only digital scaler offering true all-digital throughput via DVI or SDI inputs and DVI output. This digital connectivity eliminates any noise contamination of the original luminance and chrominance source material in the analog domain.

The built-in scaler provides signal outputs in all popular native resolutions, including: 640x480, 720x480, 852x480, 1024x512, 800x600, 960x540, 1920x540, 852x576, 1280x720, 1024x768, 1280x768, 1366(5) x768, 1024x768, 1280x768, 1366(5)x768, 1280x960, 1024x1024, 1280x1024, 1365x1024, 1400x1050, and 1920x1080. Standard Definition video inputs include SDI, Component, S-Video, and Composite; High Definition video inputs include Component, RGBHV, and DVI/HDCP.

HD Leeza produces pristine digital images with picture adjustment capabilities for brightness, contrast, saturation, hue, horizontal and vertical position and size, 10 standard and two custom aspect ratios, overscan, and many more – so video gurus can tweak it to their own special preferences. One RGBHV HDTV pass-through enables compatibility with RGBHV and flexibility to bypass internal processing. The pass-through can be enabled from the remote or when the unit is turned OFF. **HD Leeza** uses a Key Digital System's proprietary "*Clear Matrix Pro*" Advanced Motion Assisted Scaling De-Interlacing Algorithm with film detection inverse 3:2 pulldown detection processing for 60Hz and 72 Hz rates, and (PAL) 2:2 telecine pulldown processing and detection for 75Hz and 50Hz rates, making it the ultimate "digital backbone" for home theater conversion today. The Clear Matrix Pro algorithm calculates the best value for each pixel, controlling every motion aspect for both chrominance and luminance. It can be set to scale between 10 standard input/output aspect ratios. Clear Matrix Pro ensures compatibility with virtually every native resolution, offering 60 scaler resolutions (480i to 1080; 48 Hz, 50, 60, 72, or 75 Hz refresh rates). As well, the Dynamic Non Linear Stretch Mode "Dynamic Stretch Xtreme" (DSX) is also provided as an added user-option for matching the source material to the aspect ratio of the display.

Accurate output refresh rates of 48 Hz, 50Hz, 60Hz, 72Hz, and 75Hz for each resolution make the **HD Leeza** the ideal complement for Home Theater applications with various native refresh rate demands. Chosen by many Fortune 500-grade companies, the **HD Leeza** single-handedly amplifies 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. An RS232 port equipped with discreet command

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protocol ensures that **HD Leeza** will work with all Creston control systems; the Infrared remote control hot buttons make playback of all DTV signals easy to manage.

Light and Compact, and Rack-Mountable

HD Leeza is ideal for high-end home HDTV installations, where high performance and interconnectivity is key. **HD Leeza**, weighing-in at less than 15 pounds, has no disruptive fan noise and is designed to fit a 2U rack, making it a custom installer's dream. **HD Leeza** has a user-friendly on-screen display which provides details of the entire unit's function, and a programmable IR remote simplifies set-up. Customers can upgrade firmware over the Internet, and all **HD Leeza** units are backed by a two-year warranty on all parts and labor.

Pricing and Availability

The new **HD Leeza** has a manufacturer's suggested list price of \$3,999 and will be shipping at July, 2003.

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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