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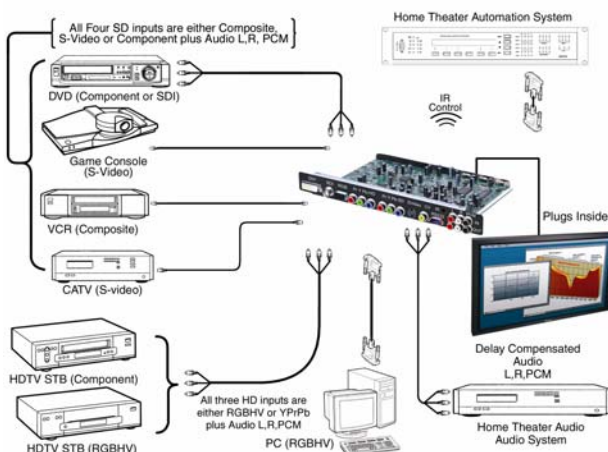
314 West 231 Street, Suite 504
Riverdale, NY 10463
Phone: 718.796.7178
Fax: 718.796.6664
Email: info@keydigital.com

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.

**KEY DIGITAL SYSTEMS LAUNCHES NEXT GENERATION
HD XPLOER CARD WITH FULL DVI & SDI INPUTS, AND DVI &
RGBHV OUTPUTS**



HD Xplorer Card (KD-HD768P) 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 **HD Xplorer Card (KD-PIO768P)** next-generation integrated digital video scaler for Pioneer Plasma's open slot interface solution at CEDIA 2003 this year. **HD Xplorer** offers expanded digital inputs, including DVI in/out, and SDTV & HDTV up-, down-, and cross-conversion. The new **HD Xplorer Card** offers digital inputs such as one Digital DVI, one Digital SDI 270 Mb/s, Component, RGBHV, S-Video, and Composite Video inputs. The output of the card is directly interfaced to the plasma through a proprietary digital RGB internal connection.

The **HD Xplorer Card** 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

Key Digital Systems Delivers HD Xplorer Card

SDTV input formats (480i, 480p, 720pP, 1080i/540p, and 1080p) to Pioneer Plasma's Native Rate of 1280x768. The new **HD Xplorer Card** was designed to be the digital infrastructure for all home theater video sources, accepting all world formats (PAL, SECAM, and NTSC). Standard Definition inputs include SDI, Component, S-Video, and Composite; High Definition video inputs include Component, RGBHV, and DVI.

Significantly, the **HD Xplorer Card** is a totally digital input SDI solution for 270Mb/s connections that allows for standard 480i/60 or 576i/50 at the highest quality of de-interlacing and scaling of digital video. It is also the only digital scaler card offering true all-digital throughput via DVI or SDI inputs and internal digital RGB connection. This digital connectivity eliminates any noise contamination of the original luminance and chrominance source material in the analog domain.

The **HD Xplorer Card** provides video signals output in native resolutions for various models of Pioneer plasma such as, 1280x768 and 1024x768. The **HD Xplorer Card** 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.

The **HD Xplorer Card** 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 60 Hz and 72 Hz 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.

Accurate output refresh rates of 60 Hz and 72 Hz for each resolution make the **HD Xplorer Card** the ideal complement for Home Theater applications with various native refresh rate demands. An RS232 port and Infrared interface equipped with discreet command protocol ensures the **HD Xplorer Card** will work with all Creston control systems; the IR remote control hot buttons make playback of all DTV signals easy to manage.

Light and Compact

The **HD Xplorer Card** is ideal for high-end home HDTV installations, where high performance and interconnectivity is key. It has a user-friendly on-screen display to give details on all unit functions and a

Key Digital Systems Delivers HD Xplorer Card

programmable IR remote simplifies set-up. Customers can upgrade firmware over the Internet and all **HD Xplorer Card** units are backed by a two-year warranty on all parts and labor.

Pricing and Availability

The **HD Xplorer Card** has a manufacturer's suggested list price of \$1,999 and will be shipping in the Summer of 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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