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Knowledge is Power

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**Key Digital Systems Introduces New,
High-Performance 30 and 50-Foot DVI-D Cable with MDR20**



Innovative KD-DVID50 Cables Enable All Displays Optimum HDTV Performance

Riverdale, NY (September 3, 2003) – **KEY DIGITAL SYSTEMS, Inc. (KDS)**, a leading developer of digital and HDTV technologies for home theater, retail, and industrial markets, announced today it is rolling out a new, fifty-foot line of DVI-D cables, models **KD-DVID50/**. The cables work with all displays including plasma to give customers the best possible picture quality. The cables are compatible with AVC systems and are 50-foot variations of the KDS **KD-DVID30/MDR20** thirty-foot DVI-D cable with MDR20.

When home theater buffs think of designing top-notch home theater systems, the types of cables and accessories used are normally not part of the equation. Today, Key Digital Systems is changing that old-time thinking with the debut of a whole new line of high-performance digital cable lengths, engineered for excellence, and guaranteed to deliver superior results. The new **KD-DVID50/** line of digital cables carry digital DVI-D signals with virtually no signal loss, are affordably priced, and provide customers with a valuable alternative to high-priced cabling.

Unique High-Performance Cables are Compatible with Top Display Brands

Our KDS DVI-D digital-only cables support all products with DVI-D outputs, like:

- Plasma, DLP, CRT, DILA, and LCoS displays
- DVD's
- STB's (Set Top Boxes)

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Our cables also support displays with “AVC” Systems, like:

- **SHARP:** LC-30HV2U, LC-30HV4U, LC-37HV4U, PZ-50HV2U, PZ-43HV2U
- **PIONEER:** PDP 433CMX, PDP 503CMX
- **HITACHI:** 32HDT20, 42HDT20, 42HDT50, 42HDT55
- **SONY:** XBR 900

Choose the right KDS DVI-D digital cable for your application:

- **Model #: KD-DVID30/MDR20**, 30’ cable supports Pioneer and Sharp with AVC, MSRP \$349
- **Model #: KD-DVID50/MDR20**, 50’ cable supports Pioneer and Sharp with AVC, MSRP \$499
- **Model #: KD-DVID50/PIN8**, 50’ cable supports Hitachi with AVC, MSRP \$499
- **Model #: KD-DVID50/MDR26**, 50’ cable supports Sony XBR’s MSRP \$499
- **Model #: KD-DVID50**, 50’ cable supports all DVI-D applications, MSRP \$349

Cables Engineered for Digital Facilities and Next-Generation HDTV Meet SMPTE Standards

Engineered especially for Digital Home Theater Systems and HDTV facilities, the new KDS DVI-D 50-foot cable line (**KD-DVID50/**) is designed for digital-only connections. The new DVI-D connection standard is specified by the Digital Display Working Group, to ensure pristine digital signals with virtually no signal degradation. The performance of the **KD-DVID50/MDR20** is well within the guidelines set by the Society of Motion Picture and Television Engineers (SMPTE).

Save Set-Up Time and Fees

Audio/video dealers as well as high-end home theater customers will love the future-ready aspects of KDS DVI-D digital cables. Michael Lakhter, National Sales Manager for Key Digital Systems, described the company’s journey in researching and developing its new line of cable products and its debut of the 50-foot **KD-DVID50/MDR20** DVI cable: “We never waiver from our goal, which is to produce the best possible pictures at all times. Our new **KD-DVID50/MDR20** cables are affordable (MSRP \$499) and robust, capable of preserving the digital integrity of A/V programs and of meeting the needs of today’s discerning audio/video customer.”

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

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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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