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## **HDTV PIONEER MIKE TSINBERG, “THE FATHER OF DVD,” FOUNDS INNOVATIVE COMPANY, *KEY DIGITAL SYSTEMS***

*Russian Immigrant is Emmy-Award Winning Engineer with 39 Patents in DVD/HDTV Technology*

*Company Wins Five Innovations Awards at CES 2002*

**Riverdale, NY** (CEDIA, September 25-29, 2002) – The Emmy-award winning “Father of DVD,” Mike Tsinberg, has founded **KEY DIGITAL SYSTEMS, Inc. (KDS)**, an HDTV manufacturing company dedicated to researching and manufacturing innovative solutions for HDTV signal processing and distribution. This past year at the industry’s most prestigious trade show and exhibition, the Consumer Electronics Show (CES) 2002, the company attracted world-wide attention for its exceptional array of new products, five of which won “*Innovations 2002*” awards for their superior engineering and design.

### **Leading Developer of HDTV “Glue” & “Digital Fire” Perfectly Times Market**

These “glue” and “digital fire” products, including digital video scalers, switchers, and transcoders, enable 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’ products are 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 state-of-the-art displays, like plasma.

Key Digital Systems serves the emerging Digital HDTV industry, which, as mandated by the FCC, will inevitably replace the conventional NTSC TV industry. In doing so, providers of HDTV hardware, software and service will inherit a market estimated to be worth more than \$200 billion dollars. Already there is proof that Digital HDTV has taken root, as the industry now offers 24 hours/day delivery of HDTV programming on Direct Broadcasting Satellites systems such as DirecTV and Echo Star.

## **History of Key Digital Systems**

### **Emmy Award-Winning Industry Veteran Leads Innovative Company**

As President of Key Digital Systems, SMPTE Fellow Mike Tsinberg is well-positioned to lead the company to success. For the past twenty years, Tsinberg has been an icon in the HDTV industry, defined by his ground-breaking work in the field of Digital HDTV broadcasting and in the development of the world's first DVD authoring systems.

His work with two leading consumer electronics manufacturers, Philips and Toshiba, has garnered him 39 US and foreign Patents, and industry praise.

While with Philips Consumer Electronics, Tsinberg received a Patent for the first compatible HDTV systems proposal (Patent # 4,694,338) and the earliest Patent in the field of Digital Broadcasting of HDTV (Patent # 4,890,283); with Toshiba and cooperating with General Instruments, he received a Patent in the area of developing a digital HDTV VCR (Patent # 5,734,784); and while with Toshiba and cooperating with Warner Brothers, he received a Patent for putting together the first DVD Authoring system (Patent # 5,838,874). Ultimately, Toshiba and Warner Brothers succeeded in establishing DVD as a new world consumer standard that has the highest rate of growth today – seven times faster than VHS and CD-ROM combined!

In addition to Tsinberg's extraordinary engineering achievements, he has also been able to build strategic alliances within the industry, ensuring faster product growth and intellectual exchange. During his tenure at Philips, Tsinberg was able to bridge political barriers between North American, French and Dutch Philips TV laboratories and create cohesive effort and large internal funding (more than \$5M/year) leading Philips to become a major HDTV system proponent in the US.

Also while at Philips, Tsinberg established cooperation with strong competitors such as Sarnoff and Thomson that subsequently lead to the "Grand Alliance" of six companies: Philips, Thomson (Sarnoff), General Instruments (GI, now Motorola), MIT, ATT, and Zenith. The Grand Alliance led the research and development of HDTV digital broadcast, and demonstrated fully functional digital HDTV systems.

In 1999, under Tsinberg's leadership, Toshiba America Consumer Products received an Emmy Award for DVD technology development.

## **History of Key Digital Systems**

In 1998, Tsinberg was the architect of ATVEF inclusion into the ATSC's data broadcasting standardization efforts, and he served as the support liaison for the ATSC Digital TV's standards promotion between the US and Russia.

From 1997 through the present, Tsinberg has been a member of the National Academy of Television Arts and Sciences (NATAS). He has previously served as the Chair of sub-committees on motion estimation technology and Digital TV bit stream analyzers, and consumer component video interfaces.

In 1996, as Chairman of the SMPTE Working Group, Tsinberg was responsible for recommending studio compression based DVCR standard procedures. As Chairman, he presided over the SMPTE conference session "DVD Authoring: A New Technology."

In 1995, as Co-Chairman of the ATV Working Group conference, Tsinberg developed a new consumer compressed MPEG2 Digital VCR standard for US DTV and Europe DTB standards.

In 1994, Toshiba and Warner Brothers collaborated to develop a new consumer video play back media – Digital Video Disk (DVD), and on behalf of Toshiba, group of engineers lead by Tsinberg developed the first DVD MPEG2 Authoring system for Warner Brothers (Patent # 5,838,874).

During his tenure at Toshiba, Mike spearheaded a research and development collaboration with General Instruments in the area of DTV VCR (Patent # 5,734,784). Jointly, Toshiba and GI created the world's first DTV VCR demo.

### **Key Digital Systems – Product Availability**

Key Digital Systems provides custom and OEM products on a contract basis. Leading manufacturers using Key Digital products include: Pioneer, Toshiba, Fujitsu, Panasonic, Sony, Hitachi, Sharp, JVC, and others. Key Digital products are available via a network of Regional Distributors as well on Dealer Direct basis.

### **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

## **History of Key Digital Systems**

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

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