

For Immediate Release

PUBLIC RELATIONS CONTACT:**Masha Lakhter****Masha@keydigital.com****Phone: 914-667-9700 ext. 211****Cell: 917-701-3238****Fax: 914-668-8666**

Key Digital® Introduces Red Iguana™ HDMI Cables for the Retail Market

Mount Vernon, NY, July 25th, 2007 – **Key Digital Systems, Inc.**, the leader in video technology and solutions, introduces **Red Iguana** HDMI Cables. Red Iguana cables all comply with HDMI 1.3 specification quality with the capacity to handle all video signals from standard definition 480i to full HD 1080p.

All **Red Iguana** HDMI cables feature:

- 24 Karat gold plated connectors for the ultimate in electrical connectivity and corrosion resistance
- Bandwidth of 5 Gbps enables high performance speeds for glitch free digital video signals
- VW-1 UL rated, cables pass the stringent UL flame test procedure
- HDCP Compliant
- Oxygen free copper coated with low-loss dielectric compound

Michael Lakhter, VP, Sales for **Key Digital** says “The **Red Iguana Series** is a significant improvement in the quality of cable offered to the custom retailer. With **Key Digital’s** expertise in HDMI circuitry and wiring, we are able to offer the highest performance along with the highest value in the marketplace.”

The Red Iguana series is available now and features packaging specifically for retail dealers. The series is available in lengths of 3, 6, 9, 12, 16 and 20 ft. MSRP ranges from \$60.00 for 3-foot length to \$110.00 for 20-foot length.

Key Digital® Systems is a CES award-winning developer and manufacturer of leading-edge technology for HDTV applications, delivering total video systems solutions. The company manufactures a wide range of digital video processing and video signal distribution solutions marketed broadly to the HDTV community, such as digital video and audio processors, switchers, distribution amplifiers, cables, adapters, and more. For more information, visit us at www.keydigital.com.

