

# For Immediate Release

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## **Key Digital® Introduces the KD-VPHD3 HDMI Video/Audio Processor and Switcher**

Mount Vernon, NY, July 25th, 2007 – Key Digital Systems, Inc., the leader in video technology and solutions introduces the **KD-VPHD3** video/audio processor. This processor is a new addition to the popular **HD Hot Rod Series** of video and audio products. Among its features are video processing techniques using numerous proprietary technologies which include **Key Digital's** Clear Matrix Pro and SDS (Super Digital Scaling) circuits. These circuits allow deinterlacing and up converting from virtually any standard digital or analog source to the resolution of the video display being used including 720p, 1080i and 1080p HD resolutions.

The sophisticated hardware and software incorporated in the **KD-VPHD3** allows for superior interconnectivity of analog and digital video sources without the typical connection glitches found with many other products that output HDMI signals. This connectivity enables the **KD-VPHD3** to act as a universal distribution center for any HDMI or component video source. The **KD-VPHD3** has full HD 1080p output and takes advantage of the recently introduced HDMI 1.3 standard.

Additionally the **KD-VPHD3** allows for individual customization of the aspect ratio, brightness, contrast, hue, edge enhancement and image position for every input source. This feature allows the user to have the maximum performance available from each device connected to the **KD-VPHD3**.

Michael Lakhter, VP of Sales for **Key Digital** stated, “**The KD-VPHD3** offers the finest in state-of-the-art performance for scaling and deinterlacing video signals. Additionally, the **KD-VPHD3** has a complete set of connection options including accommodations for computers via its VGA input. This input is then processed to the digital HDMI output for connection to a digital video display.”

The **KD-VPHD3** is available immediately and has a suggested MSRP of \$2000.00

**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](http://www.keydigital.com).