

# For Immediate Release

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## **Key Digital<sup>®</sup> Introduces the KD-VP800 Digital Video Processor**

**Mount Vernon, NY. Key Digital, Inc.**, the Experts in Digital Video Technology and Solutions, is proud to announce the launch of the newest Video Processor for commercial and residential markets, the **KD-VP800**

This processor is a new addition to the popular **HD Hot Rod Series** of video products. Among its proprietary features are video processing techniques using **Key Digital's** LHBC (Linear High Bandwidth Circuit) and SDS (Super Digital Scaling) circuits. These circuits allow de-interlacing and scaling of VGA/RGBHV resolutions to Component Video resolutions.

The **KD-VP800** has sophisticated hardware and software, allowing for superior interconnectivity of VGA/RGBHV and digital video sources without the typical connection glitches found when syncing your computer source with a display/projector. This connectivity enables the **KD-VP800** to act as a universal distribution center for any VGA/RGBHV resolutions to any component video resolutions, supporting most interlaced and progressive video formats such as 480p (60Hz), 720p (60Hz & 50Hz), 576p (50Hz) and 1080i/540p (60Hz & 50Hz) to all HDTV outputs.

Additionally, the **KD-VP800** allows for individual customization through an intuitive on-screen menu and is easy to operate with silk-screened buttons on the top panel to accommodate the installers' application. It also features a VGA/RGBHV pass-through that allows simultaneous connectivity with your VGA/RGBHV monitor.

Mike Tsinberg, President of Key Digital, stated: "The **KD-VP800** is a convenient and cost effective format conversion unit that converts PC environment VGA/XGA video format to consumer HDTV Component format. It is equipped with an auto sensing, high quality, multi-format scaler that removes the requirement of correct HDTV resolution to be generated by a PC source. It has a variety of convenient adjustment features such as brightness, contrast, position and size of the Component video output."

**The KD-VP800 is currently shipping and has a MSRP of \$800**

## Industry Leadership



**Mike Tsinberg, Founder and President of Key Digital, is a holder of 40 HDTV patents.**

- SMPTE fellow, member of IEEE, member of ATS.
- Emmy Award Winner for DVD technology development.
- “Father of DVD” - Developed architecture and system software for world first Digital Video Disk (DVD) MPEG2 based authoring system - key DVD enabling technology

**Key Digital<sup>®</sup> 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) .