****

    

**Contacts:**

Key Digital

Kevin Bedoya, Marketing Manager

914.667.9700 xt. 239

kevin@keydigital.com

Clyne Media, Inc.

Frank Wells, Senior Account Manager

615.585.0597

frank.wells@clynemedia.com

**Key Digital Appoints NFS Communications as Manufacturer’s Rep for U.S. Northeast**

— Territory covered includes New York, New Jersey, Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont and Maine —

MOUNT VERNON, NY, September 2, 2021 – Key Digital, an award-winning developer and manufacturer of leading-edge digital video processing and video signal distribution solutions, has appointed Milton, NY-based firm NFS Communications Inc. as its manufacturer’s rep for the U.S. Northeast, including the states of New York, New Jersey, Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont and Maine. The announcement was made by DeWayne Rains, Key Digital vice president of sales, and represents the brand’s ongoing initiative to expand its national sales force.

NFS Communications Inc. is a manufacturer’s representative serving the low-voltage industry in NY, NJ and New England. They focus on commercial sound, CCTV, communications and electronic security. They offer innovative solutions and support to qualified integrators, dealers and distributors, and partner with high-tech manufacturers, growing their business through development of key product lines and acquisitions.

Key Digital now joins NFS’s roster of brands, which also includes Avlex, TOA, FSR, IPX360, Octasound, Renkus-Heinz and SpinetiX. NFS Communications president Naji Wassaf will be joined by a dedicated team of sales personnel in promoting Key Digital’s products to the burgeoning market in Metro NY, New Jersey and the rest of the Northeast.

“We are very excited to work with Naji and his team at NFS.  They are one of the most respected and successful manufacturer rep firms in our industry,” stated Rains. “We will undoubtedly grow exponentially in the northeast U.S. with the Key Digital/NFS alliance.”

“NFS looks forward to sharing add Key Digital’s comprehensive, high-performance slate of video solutions with our customers,” said NSF president Naji Wassaf. “Key Digital’s quality products are a perfect fit for our client’s needs and the company offers great support.”

*…ends 268 words*

**About Key Digital**:

Led by digital television broadcast innovator Mike Tsinberg, Key Digital® is an lnfoComm, CEDIA, CES, and NAHB award-winning manufacturer of professional distributed video and control system equipment. Since 1999, Key Digital has led the constantly evolving AV industry by designing products that deliver industry-leading quality, performance, and reliability to corporate, bar & restaurant, digital signage, education, government, and house-of-worship applications.

Key Digital products are designed and engineered in-house in Mount Vernon, NY. Superior quality, ease­ of-installation, and versatility are the result of strenuous research, development, and testing. Expertise and unparalleled knowledge have created a unique hardware-software suite solution ideal for the consultants, designers, and installation firms of the AV industry. Key Digital® is known to deliver best-in-class products based on quality, performance, and reliability.

For more information, visit our webpage at [*www.keydigital.org.*](http://www.keydigital.org.)

Follow Key Digital on social media:

     