

    

**Contacts:**

Key Digital

Masha Lakhter, COO

917.701.3238

masha@keydigital.com

Clyne Media, Inc.

Frank Wells, Senior Account Manager

615.585.0597

frank.wells@clynemedia.com

**Key Digital® shows “How to play nice with others”**

— Use cases demonstrate how Key Digital hardware and systems seamlessly integrate with third-party control systems —

*MOUNT VERNON, NY, August 23, 2023* – Unified control of disparate brands of AV and other facility infrastructure devices can be a challenge for integrators. Award-winning developer and manufacturer of leading-edge digital video processing and video signal distribution solutions, Key Digital®, not only has developed a unified solution answer to the dilemma, it also designs its hardware for ease of interface with other control platforms.

“While Key Digital developed the Compass Control® integrated system control platform to provide intuitive IP-based unified control of complete systems built around Key Digital hardware and devices from more than 120 Compass Alliance Partner brands spanning HVAC, lighting, security and power management as well as AV gear,” says Key Digital VP of Sales, DeWayne Rains, “we also know that our systems are sometimes integrated into systems with an existing or an integrator’s preferred control platform. That given, we support our customers through our commitment to providing a seamless path to the integration of our products with third-party control systems by allowing control of our devices from IR and from RS-232 and TCP/IP via open API.”

For example, at Tuscaloosa, Alabama’s only rooftop restaurant and bar, The Bear Trap, locally based integrators EMB Pro AV installed a scalable AV over IP system built around Key Digital AV over IP encoders and decoders, which is interfaced with The Bear Trap’s third-party Creston system for control, thus providing exceptional signal paths and video system control and distribution in a single system.

In another example, Happy’s Sports Lounge in Murfreesboro, Tennessee features an AV system centered on a 16 x 27 4K AV over IP system from Key Digital. Franklin, Tennessee-based Professional Audio Visual Systems (PAVS) designed and installed the AV system with Crestron control. Key Digital’s Keycode Open API architecture delivers centralized management of all displays via RS232, while accepting AV over IP system source and destination control from the Crestron controller.

The ability of Key Digital hardware to interface to any control system that can address its open API is exemplified at the Russell Innovation Center for Entrepreneurship (RICE) in Atlanta, Georgia. AV, security and automation firm INEX Systems and Designs upgraded an underwhelming large video display using a projector on the wall of the RICE Pitch Deck, where venture capitalists are brought for presentations by entrepreneurs seeking funding. INEX installed four 86-inch LG TVs fed by a Key Digital® KD-VW4x4ProK video wall processor matrix to deliver impressive visuals.

Demonstrating how Key Digital gear can integrate with various system control platforms, the Pitch Deck gear is interfaced with an IP-based URC Total Control system for touchscreen management of window shades, lighting and presentation setup preset toggling. The URC system communicates with the KD-VW4x4ProK via IP to control the video wall.

Key Digital has also recently announced the first plug-in resulting from joining the Q-SYS Technology Partner Program, the Key Digital KD-WP8-2 Plugin which makes Key Digital’s KD-WP8-2 8 Button Programmable IP, RS-232, IR Control Keypad natively compatible with Q-SYS, along with the device’s capability for external control via open API.

“Key Digital devices not only accept control from third party systems,” says Rains, “but also extend these systems’ capabilities by providing reliable hardware interface capabilities to network-based control apps, and enabling and extending IR, RS-232 and voltage triggers over the network via IP, with or without network switches. We’re committed to making our customers’ lives easier, wherever and however they choose to deploy our products.”

**Links**

[Key Digital](http://keydigital.com/)

[Keycode Open API](https://keydigital.org/resources/press/release?id=152)

[Compass Control](https://keydigital.org/compass/index)

*…ends 571 words*

Photo File 1: Bear\_Trap\_bar.JPG
Photo Caption 1: At The Bear Trap restaurant and sports bar in Tuscaloosa, AL, the flat screens behind the bar are just the beginning of the viewing options provided customers via a Key Digital AV over IP system integrated with The Bear Trap’s Crestron control system

Photo file 2: KD-IP922-II\_ENC\_DEC.jpg

Photo caption 2: AV over IP systems built with second-generation KD-IP922-II components (Encoder and Decoder front and back shown), along with all networked Key Digital devices, can be seamlessly controlled by third-party control systems

**About Key Digital**:

Established in 1999, Key Digital® designs and engineers intuitive digital A/V connectivity and control solutions that embody excellence. Key Digital delivers reliable, superior-quality, easily-implemented, versatile, high-performance products for corporate, education, government, house-of-worship, bar & restaurant, digital signage and residential A/V applications.

Founded by innovator Mike Tsinberg, holder of over 40 digital video and HDTV patents, Key Digital designs and engineers its products in-house at its USA headquarters in Mount Vernon, New York. The result of meticulous research, development and testing, Key Digital products showcase the company’s extensive, unparalleled technical knowledge and expertise, as well as its market-driven approach, serving as a partner to consultants, designers, and system integration firms in the A/V industry. Key Digital works as its clients’ extended engineering team, developing customized solutions for specific applications. Key Digital is an lnfoComm, CEDIA, CES, and NAHB award-winning manufacturer.

Key Digital, Engineered For Your Success™

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

Follow Key Digital on social media:

     