

    

**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 appoints Robert Taylor Director of Distribution Channel Sales**

MOUNT VERNON, NY, August 3, 2022 – Key Digital®, an award-winning developer and manufacturer of leading-edge digital video processing, video signal distribution, collaboration and communications solutions, announces the appointment of A/V industry sales veteran Robert Taylor to the position Director of Distribution Channel Sales. The announcement was made by DeWayne Rains, Key Digital Vice President of Sales, and underscores the company’s ongoing growth.

In his new position, Taylor will be responsible for leading and growing Key Digital’s distribution business, both domestically and abroad. Previously, Taylor held sales positions with manufacturers BIAMP Systems and TOA Electronics; served as regional manager for manufacturer’s rep firm Southeastern Communications (SECOM); and ran his own design/installation firm, Audio Concepts.

Taylor remarks, “I have followed Key Digital for many years, and I am honored to work with Mike Tsinberg, Father of the DVD and holder of over 40 high-definition video patents. And Key Digital’s sales force is highly effective, as DeWayne Rains has built up a solid dealer base in the U.S. I am looking forward to expanding our relationships in the U.S. and abroad, and I am excited to be on the leading edge of video technology.”

Rains noted, “We could not be more delighted to have Robert join the Key Digital family – completing a circle, as he actually introduced me to Key Digital more than a dozen years ago when I was an AV dealer and he was with our independent manufacturer’s rep firm Southeastern Communications. Robert brings a wealth of knowledge and experience to Key Digital, and we look forward to his contributions to our expansion.”

For more information:

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

*…ends 261 words*

Photo File 1: RobertTaylor.jpg

Photo Caption 1: Robert Taylor, Key Digital Director of Distribution Channel Sales

**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:

     