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**Key Digital Appoints TOTAL 2.0 as manufacturer’s rep for mid-southern U.S.**

— Territory covered includes Arkansas, Louisiana, Oklahoma and Texas —

MOUNT VERNON, NY, August 31, 2023 – Key Digital®, award-winning developer and manufacturer of leading-edge digital video processing and video signal distribution solutions, has appointed TOTAL 2.0 as its manufacturer’s rep for Texas, Oklahoma, Arkansas and Louisiana. “We are working steadily and deliberately to expand our national and international marketing presence,” says DeWayne Rains, Key Digital vice president of sales. “TOTAL 2.0 may be a relatively new company, but it’s built on the firm foundation of a remarkable legacy. Dee Dee DeVoe and her team bring the perfect combination of knowledge, experience, talent and personality to represent Key Digital in their southern state territory.”

Born to parents who founded the storied rep firm Total Marketing in 1984, DeVoe was immersed in the business from birth and was actively contributing to the business by her teens. On top of her experience in the family business, she built an impressive resume in sales management with various AV manufacturers and distributors. Coming full circle, DeVoe combined her life experience, invaluable perspectives and innate commitment to her industry and clients into TOTAL 2.0.

Key Digital joins a roster of brands represented by TOTAL 2.0 that includes AG Neovo, Appotronics, AVTech, Broadata, Global Cache, Gude, Jabra, Marshall, Netgear, ScreenBeam, Stirling, Strong, VDO360 and Vogel’s.

“TOTAL 2.0 has built our product line based on solutions,” says DeVoe. “At the end of a project, if the end user, integrator, distributor and manufacturer are all happy, we’re happy and everyone’s having fun. Key Digital products deliver impeccable performance, ease of operation, awesome technical support and amazing value – in a word, solutions – a perfect fit. We’re delighted to rep them.”

Links:

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

[TOTAL 2.0](https://t2.agency/)

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Photo File 1: DeeDeeDeVoe.jpg
Photo Caption 1: Dee Dee DeVoe, TOTAL 2.0 CEO and Regional Sales Manager for Texas and Louisiana

**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.)

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