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**“Your Table Is Ready: Restaurants and Bars Reopening, Retooling” Discussed in Key Digital Webinar**

— The latest episode of *Unlocking AV with Mike T* webinar series discusses AV in eating and drinking establishments that are fully reopening as Covid restrictions lift —

MOUNT VERNON, NY, July 13, 2021 – The timely “Your Table Is Ready: Restaurants and Bars Reopening, Retooling” is the most recent episode of the Key Digital® monthly webinar series *Unlocking AV with Mike T* – now available for online viewing. The episode is hosted by Mike Tsinberg, Founder and President of Key Digital, as well as an award-winning pioneer in DVD and HDTV and holder of 40 patents. He is joined by industry experts Steven “Butch” Thomas (Advanced Network Engineer at Virtuous Systems), Kirsten Nelson (Writer, Podcast Host and Content Strategist), technologist Frank Wells (Senior Account Executive, Clyne Media) and DeWayne Rains (VP of Sales for Key Digital).

As pandemic-driven restrictions on public gatherings relax, restaurants and bars are retooling to compete for their share of pent-up demand. The following topics (among others) are discussed in the webinar: the needs of indoor and outdoor facilities, AVoIP, bandwidth, compression protocols and the business climate for AV.

“It’s all about perception, expectation and experience,” said Nelson. To amplify the experience, she elaborated, “Let’s make that restaurant, that bar stand out even more with media. That’s what we do as an industry.”

In such establishments, infrastructure is key to the experience for the guest, but also for the staff. “How simple is it for you to just change the channel on one TV and not change the channel on 30 other TVs?” asked Thomas, adding that AVoIP has provided the answer to providing sophisticated solutions that are easy to operate. “They always want to go with the simplest route.”

The event can be viewed now on Facebook at <https://fb.watch/6C_96pKKvR/> and on the Key Digital YouTube channel at <https://youtu.be/q2ksTtxdarY>. Archived editions of *Unlocking AV with Mike T* are also available on the YouTube Channel, along with archives of Key Digital’s two other monthly webinar events, *Coffee with Key* and *Key Digital Live!*

Learn more about Key Digital at [keydigital.org](http://www.keydigital.com/).

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Photo File 1: Reopening\_panel.png

Photo Caption 1: The “Your Table Is Ready: Restaurants and Bars Reopening, Retooling” webinar team (clockwise from top right): DeWayne Rains (VP of Sales, Key Digital®), Kirsten Nelson (Writer, Podcast Host and Content Strategist), Mike Tsinberg (Founder and President of Key Digital), Butch Thomas (Advanced Network Engineer at Virtuous Systems) and Frank Wells (Clyne Media).

Photo File 2: Reopening\_promo.jpg

Photo Caption 2: “Your Table Is Ready: Restaurants and Bars Reopening, Retooling” was the topic of June’s episode of Key Digital’s *Unlocking AV with Mike T*, now available for viewing online.

**About Key Digital**:

Led by the “Father of DVD” 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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