

**PR Contact:**

Masha Lakhter

914.667.9700 xt. 201

[masha@keydigital.com](mailto:masha@keydigital.com)**FOR IMMEDIATE RELEASE**

## Key Digital Promotes KD Live Videocast as a Quick and Convenient Way to Stay Informed

**MOUNT VERNON, NY – March 3, 2020** – Key Digital, the award-winning leaders in digital video and control systems, invites dealers, installers, and integrators to check-out KD Live, a series of videos shot live on all of the company's social media platforms and available for free playback on the [Key Digital YouTube Channel](#). During these videos viewers gain insight into Key Digital products and services and strengthen their core understanding of the industry's latest technologies.

Nothing is held back as the team at Key Digital speaks about valuable case studies, chats with integrators to elaborate on field experience with Key Digital products, and explores what's hot in the industry. The discussion topics are bi-directional with the staff accepting real-time comments and suggestions as they come in as well as delving deeper into material requests sent in advance.

While active audience engagement is the goal with each new KD Live video, Key Digital offers the on-demand playback option to provide a leisurely program for integrators to tune-in at their convenience to stay in the know and bolster their relationship with Key Digital's hardware and software ecosystem.

*"We found that traditional webinars are no longer the preferred method for intaking useful information. KD Live has been a fun, lighthearted and topical way for us to interact with our customers while ensuring that each show gets straight to the point. By utilizing the go-live functionality of the most popular social networking platforms, integrators in the field, in the office, or anywhere in-between can easily join the audience," said Jonathon Ferry, National Training Manager for Key Digital.*

Subscribe on [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#), or [Instagram](#) to ensure a notification the next time Key Digital goes live with KD Live!

### About Key Digital®

Led by the "Father of DVD", Mike Tsinberg, Key Digital® is an InfoComm, CEDIA, CES, and NAHB award winning manufacturer of professional distributed video and control system equipment.

Since 1999, Key Digital has led the constantly evolving A/V 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 A/V industry. Key Digital® is known to deliver best-in-class products based on quality, performance, and reliability.

For more information, visit our webpage at <http://www.keydigital.com>.