

    

**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 manufacturer’s rep SalesForce extends role across southeast U.S.**

— Territory covered now includes Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee and the Caribbean —

*MOUNT VERNON, NY,* *July 1, 2022* – Key Digital, an award-winning developer and manufacturer of leading-edge digital video processing, video signal distribution, collaboration and communications solutions, has announced that its Florida-based manufacturer’s rep firm covering Florida and the Caribbean, SalesForce & Associates, is extending its representation of Key Digital to include the Carolinas, Georgia, Alabama, Mississippi and Tennessee. The announcement was made by DeWayne Rains, Key Digital vice president of sales, and represents the brand’s ongoing initiative to expand its national market presence.

“SalesForce has proven themselves to be highly effective partners for Key Digital in Florida and the Caribbean islands,” Rains states. “We are enthusiastic about the expansion of their role across the southeast and look forward to building success upon success.”

SalesForce consists of a seven-member staff, with more than 50 combined years of widely diversified experience and broad industry knowledge. Beyond traditional sales, SalesForce has also offered its clients support with job planning, live sound demos, in-store training, large format console training, lighting programming, and systems design. SalesForce invested early in equipment trailers for road shows with our vendors and transporting the demoed equipment necessary to close the sale.

“At SalesForce, we strongly believe that ‘The demo makes the sale,’” says managing partner Jeff Stoyer. “Key Digital products get attention when mentioned and shine when demoed, making it easy for customers to appreciate their performance and value.”

“We’re delighted to extend our promotion of Key Digital’s AV over IP, video processing and unified communication and collaboration solutions to a broader territory, based on how well the products have been received in Florida,” adds SalesForce managing partner Bobbi Brooks. “We are confident that the product line comprises solutions our customers will embrace, and we look forward to helping grow relationships between the proactive and responsive Key Digital staff and our dealer customers in the rest of the southeast U.S.”

For more information:

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

[SalesForce & Associates](https://www.salesforcerep.com/)

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Photo File 1: SalesForce\_JeffStoyer\_BobbiBrooks.JPG

Photo Caption 1: SalesForce Managing Partners Jeff Stoyer and Bobbi Brooks lead the SalesForce team, which now represents Key Digital products across the southeast U.S. and in the Caribbean

**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/)*.*

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