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**Contacts:**

Key Digital

Masha Lakhter, COO

917.701.3238

[masha@keydigital.com](mailto:masha@keydigital.com)

Clyne Media, Inc.

Frank Wells, Senior Account Manager

615.585.0597

[frank.wells@clynemedia.com](mailto:frank.wells@clynemedia.com)

**Key Digital® helps visitors navigate Minneapolis’ new Midtown Global Market**

— Thirteen entrepreneurial restaurant spaces easily distribute their menus and venue information via large and mid-sized video displays using Key Digital’s KD-MLV4x4Pro Multi-View Tiling Processor Matrix —

*MOUNT VERNON, NY, July 31, 2023* – Visitors to the new Midtown Global Market in Minneapolis experience a diverse food court designed to promote the economic, social and cultural assets of the area and celebrate the healthy foods, arts, crafts and other aspects of its citizens’ diverse heritage. It also serves as a high-tech incubator space intended to provide opportunities for minority entrepreneurs to start and grow their own businesses. The 13 restaurants in the Midtown Global Market, part of the city’s Mercado Central development, represent many aspects of both the city and the world.

Helping visitors find their way around this cultural cornucopia are video displays installed by Edina, MN-based Innovative Sales Solutions. A pair of large navigation displays are joined by smaller displays that list menus and other information on the individual restaurants. The food may be diverse, but the information distribution is utterly consistent, thanks to the deployment of KD-MLV4x4Pro Multi-View Tiling Processor Matrix from [Key Digital](http://keydigital.com/)®, an award-winning developer and manufacturer of leading-edge digital video processing and video signal distribution solutions.

“We have Asian food, we have Middle East food, we have African food, we have Latino food — we have a wide variety of options for the customer to come and enjoy,” observes Eduardo Barrera, Director of Economic Development and Operations for the Greater Minneapolis-St. Paul Area. “It’s all here. The intention is to cultivate an economic activity in the neighborhood that will benefit not just the business owners, but the entire community as a whole.”

“They wanted to be able to advertise and do specials and promotions to draw their customers to their locations, and also pursue added ROI on it by selling some of the space or advertising via a video wall,” explains John Peterson, VP Technology Sales at Innovative Sales Solutions. Peterson says initially the project called for a two-by-two video wall, but the integrator recommended an 86-inch display for greater impact, and it could be divided into quadrants. “The first thing I thought of, because they wanted to do the quads, was to use the [KD-MLV4x4Pro](https://keydigital.org/category/video-wall-and-multi-view-presentation-matrix-switchers/KD-MLV4x4Pro), a multi-view tiling processor matrix with four HDMI inputs and four outputs,” he explains. “I have three Android points for each zone, and I have a Loop TV for the fourth zone to fill it out, which it does perfectly. Then out of that we did video distribution to five different 65-inch displays throughout all the entranceways. They wanted to capture all the customers coming in with the same advertising, but they also wanted the same content playing at every entry point. That’s why we used the Key Digital KD-DA-2x8G two by eight HDMI switcher/distribution amp feeding the provided HDBaseT RX receivers, so the monitors are all playing the exact same content that’s on the one Android content player.” A 9x24 Key Digital AV over IP system, under control of the free iOS KD-App, distributes entertainment signals to monitors positioned in venue eating areas.

Described as a place of cultural exploration, culinary discovery, and ethnic unification, the Midtown Global Market is already having an impact on the city. And with a boost from the Key Digital technology, Peterson says the entire project has the potential to raise the technology bar for developments like the Midtown Global Market. “This is going to be a game changer in the sense that we are going to be more out there for the customer, not just in terms of showing what is here, but also guiding them through the facility, where you can go, where you can find your favorite product, your favorite food, what you can do, where the restrooms are, what kind of a facility we have,” he explains. “So now having these big screens along with the individual screens in each one of the entrances is going to give us a big boost to inform the visitor about Midtown Global Market.”

**Links**

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

[KD-MLV4x4Pro Multi-View Tiling Processor Matrix](https://keydigital.org/category/video-wall-and-multi-view-presentation-matrix-switchers/KD-MLV4x4Pro)

[AV over IP solutions](https://keydigital.org/category/av-over-ip-solutions)

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Photo file 1: Multi-viewDirectory.jpg

Photo caption 1: Midtown Global Market’s central 86-inch display in multi-view mode powered by the KD-MLV4x4Pro Multi-View Tiling Processor Matrix from [Key Digital](http://keydigital.com/)

Photo file 2: Directory-Inside.jpg

Photo caption 2: Key Digital’s KD-MLV4x4Pro Multi-View Tiling Processor Matrix and extenders housed inside Midtown Global Market’s central directory stand

Photo file 3: MultiScreenDisplay.jpg

Photo caption 3: A multi-screen display fed by a Key Digital AV over IP system

Photo file 4: Control.jpg

Photo caption 4: Key Digital’s powerful yet free KD App provides easy source and destination selection with preview for the nine-source-by-24-destination AV over IP system at Midtown Global Market

Photo file 5: Bar.jpg

Photo caption 5: A Midtown Global Market bar has numerous screens for sports viewing by patrons, fed from the 9x24 Key Digital AV over IP system

Photo file 6: Encoders.jpg

Photo caption 6: Racked Key Digital AV over IP encoders inject HDMI and USB sources into the IP network

Photo file 7: GlobalMarket.jpg

Photo caption 7: Monitors at the entrances to Midtown Global Market provide event and restaurant information to arriving patrons, powered by a Key Digital AV over IP system

**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.

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