

# DENON

**For Immediate Release**

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## **DENON ANNOUNCES FEATURE PACK UPGRADE**

### **FOR ADVANCED A/V RECEIVERS**

*-- Upgrade Includes Several Major Convenience Features; Will Be Available at Denon Website Beginning October 1<sup>st</sup> --*

**Denver, CO, September 4, 2008** — Denon Electronics will offer its valued customers additional opportunities for “Boundless Entertainment” with an advanced Feature Pack Upgrade for several of its high-end A/V receivers. Beginning October 1, the upgrade will be available for \$100 via Denon®’s website to owners of the company’s **AVR-3808CI** and **AVR-4308CI**. It will include Audyssey Dynamic Volume and Audyssey Dynamic EQ, HDMI CEC (Consumer Electronics Control) One Touch Play, Sirius radio ready capability and Rhapsody streaming capability. In addition, owners of Denon’s flagship **AVR-5308CI** receiver and **AVP-A1HDCI** Ultra-Reference 12 Channel A/V Home Theater/MultiMedia Preamplifier can receive a firmware upgrade free of charge that includes Audyssey Dynamic Volume and Sirius Radio readiness.

“We are very excited to be able to bring all this tremendous new technology to our existing customers via a downloadable feature pack,” noted Joe Stinziano, Sr. Vice President, Sales & Marketing, Denon Electronics. “This highlights Denon’s extraordinary engineering capabilities as well as an ongoing commitment to our current and future customer base. For a \$100 fee, customers can enhance their AVR3808 or 4308 without having to go out and buy a brand new receiver.”

### **About the Firmware Upgrade Features...**

In addition to new HDMI CEC capability, which allows users to control HDMI-CEC compatible components connected via HDMI cables with just one remote, and Sirius Radio readiness, the Feature Firmware Upgrade will allow users to enjoy the benefits of Rhapsody® service. Using either the Wi-fi or Ethernet connection, users will be able to easily access Rhapsody’s extensive music catalog, exclusive content from MTV, VH1 and CMT and professionally programmed

Rhapsody Channels in any room of the home. The consumer will need to subscribe to the Rhapsody service available via the website ([www.rhapsody.com](http://www.rhapsody.com)) for \$12.99/month.

The innovative convenience of two key Audyssey technologies will also be available via the firmware upgrade. **Audyssey Dynamic Volume** is a volume leveling technology that frees listeners from the disruptive changes in volume levels when broadcast material changes between television shows and commercials or even while watching a movie. Audyssey Dynamic Volume constantly monitors the volume of program material moment-by-moment, maintaining the desired listening level for all content while optimizing the dynamic range to preserve the impact. With this innovative technology, the user no longer has to constantly reach for the remote control volume button. **Audyssey Dynamic EQ** is the first loudness correction technology to solve the problem of deteriorating sound quality of movies and music as volume is decreased. At a lower playback volume, voices tend to change, bass disappears, and the surround soundstage becomes less enveloping. By selecting the correct frequency response and surround volume levels moment-by-moment, Dynamic EQ lets users enjoy the full palette of original rich sound at any volume. It's the first technology to carefully combine information from incoming source levels with actual output sound levels in the room, a pre-requisite for delivering a loudness correction solution.

### **About Denon Electronics**

Denon is a world leader in the manufacture of the highest quality home theater, audio and software products. Denon is recognized internationally for innovative and groundbreaking products and has a long history of technical innovations, including the development and groundbreaking commercialization of PCM digital audio. Denon Electronics is owned by D&M Holdings Inc.

### **About D&M Holdings Inc.**

D&M Holdings Inc. is a global operating company providing worldwide management and distribution platforms for premium consumer, automotive, commercial and professional audio and video businesses including Denon®, Marantz®, McIntosh® Laboratory, Boston Acoustics®, Snell Acoustics, Escent®, Calrec Audio, Denon DJ, Allen & Heath, D&M Professional and D&M Premium Sound Solutions. Our technologies improve the quality of any audio and visual experience. All product and brand names with a trademark symbol are trademarks or registered trademarks of D&M Holdings, Inc. or its subsidiaries. For more information visit [www.dm-holdings.com](http://www.dm-holdings.com).

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