

# DENON

**For Immediate Release**

**Press Contact:**

Lisa Cazzola  
DBA Public Relations  
Lcazzola@dba-pr.com  
(212) 388-1400

## **DENON® EXPANDS ITS ADVANCED UNIVERSAL BLU-RAY LINEUP** **WITH TWO NEW 3D-READY HIGH-PERFORMANCE MODELS**

*--BD Live, 3D-Ready Players Include Netflix, YouTube Streaming and 1GB On-Board Memory--*

**Mahwah, NJ, April 26, 2010** – Denon Electronics, a premier manufacturer of high-quality home entertainment components celebrating 100 years of innovation and technology leadership in 2010, is providing discriminating consumers the opportunity to enjoy an enriched Blu-ray experience with the addition of two new 3D-Ready Universal Blu-ray players to its lineup. The new models, with expected SRP and availability in parenthesis, include the **DBP-2011UDCI** (SRP: \$799, Aug.) and the **DBP-1611UD** (SRP: \$399, June) that will join Denon's **DBP-4010UDCI** (SRP: \$1,999) and critically acclaimed **DVD-A1UDCI** (SRP: \$4,499) Universal Blu-ray Disc Players in the company's line of Blu-ray components, which also includes the **S-5BD** BD/Receiver (SRP: \$1,799), a single-component that combines a 5.1-channel surround sound receiver with an advanced Profile 2.0 Blu-ray player.

### **3D-Readiness, Ultimate Quality Audio, True “Universal” Players**

Denon's Blu-ray players represent the leading edge in performance and features for the fast-growing high-definition format. The “universal” Blu-ray models provide superior playback of virtually all 5-inch silver discs. To ensure total future-readiness, an upcoming firmware update is scheduled to be available in the fall for 3D capability in the new Blu-ray players. In addition to their ultimate-quality video reproduction, all Denon players reflect the company's longstanding heritage as an audio leader, offering impeccable high-resolution sonic playback, including DVD-Audio and SACD.

### **Exciting New Content Opportunities, More On-Board Memory**

Both new Universal Denon Blu-ray players provide easy and straightforward access to the Internet, opening up new content and networking opportunities. For instance, both offer Netflix\* and YouTube streaming and are DLNA 1.5-certified for audio/video/photo streaming with other

*-- more --*

DLNA certified products across a network. In addition to their many innovative interactivity features, including built-in BD Live and “Bonus View” functionality, they offer leading-edge Web access features with 1GB\*\* of on-board memory for BD-Live playback and a USB connector for additional external memory for media and BD-Live content. The players are designed to enhance a consumer’s total home entertainment experience with features such as Kodak Picture CD compatibility, as well as DivX HD+, MP3 and WMA playback (all via either recordable DVD/CD or external memory).

Noted Phil Cohn, Sr. Vice President, Sales & Marketing, Denon Electronics: “As we celebrate our centennial this year, Denon is reaffirming our core principle to provide customers with the best possible options for elevating their home entertainment experience. With our new Universal Blu-ray products, we now offer consumers the best that this exciting new format has to offer, delivering all the audio and video power intended by content providers, as well as a greater level of interactivity and Internet access.”

In the new Denon Blu-ray players, ultimate quality audio and video playback is assured. Notably, the new DBP-2011UDCI features inclusion of the very latest Anchor Bay Technologies decoding Engine and Scalar, as well as all-new Burr-Brown 32-Bit, 192-kHz Audio DACs on all channels for unprecedented high-definition audio playback. For ultimate-quality image resolution, both new players feature HDMI v1.4a outputs with 3D and CEC (Consumer Electronics Control) capability and 36-Bit Deep Color. Further enhancing performance, they feature independent pathways for interlaced and progressive display, plus the DBP-2011UDCI has a full complement of advanced decoding circuitry, with decoding of all the latest HD audio formats from Dolby and dts.

Not only do both the new Denon models feature the capability to stream content from the Internet, they join all other players in the company’s Universal Blu-ray lineup that are able to utilize their onboard Ethernet ports for BD-Live and firmware update access. Designed as an ideal solution for custom installation, the DBP-2011UDCI includes an RS-232 port for third-party controllers.

For more information, visit <http://usa.denon.com>. For Denon 100<sup>th</sup> Anniversary and other news, visit <http://www.denon100.com> and <http://usblog.denon.com>.

*\*Netflix requires a separate subscription and fee.*

*\*\*1GB=1 billion bytes*

### **About Denon Electronics**

Denon celebrates its 100<sup>th</sup> Year Anniversary in 2010, carrying on its tradition of excellence with a renewed commitment to 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<sup>®</sup>, Marantz<sup>®</sup>, McIntosh<sup>®</sup> Laboratory, Boston Acoustics<sup>®</sup>, Snell Acoustics, Escient<sup>®</sup>, 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).

# # #

### **DISCLAIMER**

*Statements in this news release that are not statements of historical fact may include forward looking statements regarding future events or the future financial performance of the company. We wish to caution you that such statements are just predictions and that actual events or results may differ materially. Forward looking statements involve a number of risks and uncertainties surrounding competitive and industry conditions, market acceptance for the company's products, risks of litigation, ability to meet targeted launch dates, technological changes, developing industry standards and other factors related to the company's businesses. The Company reserves all of its rights.*