



For Immediate Release

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DENON DJ OFFERS DN-HC5000 SERATO™ ITCH CONTROLLER

— DN-HC5000 offers DJs and entertainers the most reliable, easy-to-use, flexible hardware/software package on the market today —

WINTER NAMM SHOW, ANAHEIM, CA, January 14, 2010 — [Denon DJ](#), a leading manufacturer of quality DJ equipment, is exhibiting the [DN-HC5000 Serato™ ITCH Controller](#). This landmark digital DJ system works as an integrated software/hardware system designed to give DJs and Mobile Entertainers new kinds of control powered by two of the most influential companies in mobile entertainment today: Denon DJ and Serato.

The DN-HC5000 is a rackmount digital DJ system developed specifically to work with Serato [ITCH](#), an innovative software/hardware solution which lets users DJ music from their computer. Using this purpose-built ITCH hardware unit, the DN-HC5000 permits DJs to create a high performance portable music system that allows internal mixing and platter-style playback control. Utilizing Serato's HID technology for superior speed, accuracy and communication between software and hardware components, the DN-HC5000 acts as a USB 2.0 MIDI controller, with Internal 24-bit processing & USB audio, compatible for use with both PC and Mac®. The included Serato ITCH software is easy to install and connects to the hardware controller using a single USB cable. Additionally, the DN-HC5000 hardware unit offers analog audio outputs for each deck so it can easily connect and configure to any mixer. The extensive features of the DN-HC5000 are intuitively accessed using 2 multi-functional touch sensitive jog discs, vibrant FL tube and text displays, and tactile rubber controls.

Additional features of the DN-HC5000 Serato ITCH Controller include:

- Integrated “one to one” hardware-to-software mapping for instant control and minimum setup time
- Interoperability with Scratch Live crates, loops and cue points, and support for iTunes®
- Clean and simple software user interface with emphasis on hardware controller to display information
- Auto Tempo Matching and Beat Sync
- Optimal Gain and BPM Calculation
- Serato’s unique color waveforms for easy identification of sound
- Set and store Cue-points
- Manual and Auto Loop activation
- Exclusive access to fresh promotional music with Whitelabel.net

The Denon DJ DN-HC5000 Serato ITCH Controller is currently available with a U.S. MSRP of \$1099.99. For more information, please visit www.denondj.com.

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About D&M Professional

D&M Professional, through its Denon® Professional, Marantz® Professional and Denon DJ brands, manufactures and distributes a leading line of professional audio and video equipment for the broadcast, commercial, corporate, DJ, education, government, audio/visual, education, houses of worship, security and related industries.

Visit D&M Professional at www.d-mpro.com or Denon DJ at: www.denondj.com.

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, Escient®, 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. Mac and iTunes are registered trademarks of Apple Inc. Serato is a trademark of Serato Audio Research. All other 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.

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Denon DJ will be exhibiting at Booth B5955 at the 2010 Winter NAMM Show in Anaheim, CA.