

# DENON

**For Immediate Release**

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## **DENON® ANNOUNCES AUDYSSEY DSX FIRMWARE UPGRADE**

### **FOR AVR-3310CI AND AVR-990 A/V RECEIVERS**

*-- Upgrade Allows AVR-3310CI and AVR-990 Receiver Owners to “Go Beyond 5.1-Channel Surround” with Audyssey DSX; Available at Denon Website for \$100 Beginning February 1<sup>st</sup>--*

**Las Vegas, NV, January 6, 2010** — Denon Electronics, one of the world’s premier manufacturers of high-quality home entertainment components, will offer its valued customers the opportunity to experience enhanced audio performance that goes “beyond 5.1-channel surround sound” with an advanced Audyssey DSX Firmware Upgrade. Beginning February 1, 2010, the upgrade for Audyssey DSX, a surround sound technology that adds height or expanded width channels, will be available for \$100 via Denon’s website\* to owners of the company’s **AVR-3310CI** and **AVR-990** A/V receivers. With the addition of the Audyssey DSX feature in the upgraded AVR-3310CI and AVR-990, Denon now makes this advanced feature available in four of its A/V receivers, also including the AVR-4810CI and AVR-4310CI.

Customers who purchase the Audyssey DSX upgrade will also receive a valuable coupon good towards a purchase at the Denon Shop website (<http://usa.denon.com/shop/>).

“We are very excited to be able to bring Audyssey DSX to our existing customers via a downloadable firmware upgrade,” noted Jeff Talmadge, Director, Product Development & Systems Integration, Denon Electronics. “For a \$100 fee, our customers can dramatically enhance the quality of their listening experience, without having to go out and buy a brand new receiver. This is yet another example of how Denon is committed to ensuring that our customers are ‘future ready’ and remain at the leading edge of all the latest performance-enhancing technologies.”

### **Audyssey DSX: Beyond 5.1-Channel Surround Sound**

Audyssey DSX with left and right height and width channels is a new set of algorithms that pushes the envelope in audio performance. The aim of the technology is to literally bring the art

of surround sound reproduction closer to what human perception expects. The sophisticated Audyssey DSX circuitry works by synthesizing audio signals for new surround channels based on human perception and acoustical research. For optimum performance, Audyssey DSX controls delay, dynamic decorrelation, level and frequency response. The result is a much more realistic and “present” soundscape, with more audio “depth,” ideal for both movies and music. The new height and width channels are integral to maximum performance of next-generation high-definition surround-sound systems. DSX builds on the Audyssey MultEQ for room correction and Dynamic EQ for loudness compensation available in Denon receivers.

### **AVR-3301CI and AVR-990: Advanced Networking and Connectivity**

Denon’s AVR-3301CI and AVR-990 are engineered throughout to provide consumers with all the features and capabilities they need to enjoy maximum compatibility with today’s home entertainment source components. Like all Denon receivers, they continue to set the pace for today’s revolution in home entertainment networking, with a host of exciting networking and Web access capabilities. For instance, the AVR-3310CI and AVR-990 allow users to stream audio and photos directly from their PCs, choose from over 7,500 Internet radio stations, and connect to Rhapsody and Napster music services (subscription required)\*. Recognizing the demand for receivers capable of delivering audio and video to multiple zones within the home, the AVR-3310CI offers three-zone, three-source capability.

Among the custom-integration features included in all Denon “CI” models, including the AVR-3310CI, are a RS-232 for 3<sup>rd</sup> Party control and assignable high current DC trigger outputs. Denon is an industry integration partner with Crestron, AMX, Universal Remote Control, Savant and RTI, underscoring its dedication to the custom integrator (CI) market and helping ensure that its products can be easily integrated into any type of CI-designed system.

\*A home network is required.

### **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<sup>®</sup>, Marantz<sup>®</sup>, McIntosh<sup>®</sup> Laboratory, Boston Acoustics<sup>®</sup>, Snell Acoustics, Escent<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).

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