

**DRAFT FOR REVIEW**

**Contact:** Mike Schroeder  
DBA Public Relations(212) 388-1400  
Mschroeder@dba-pr.com



## **DENON DJ TO SHOWCASE BREAKTHROUGH “DUAL DECK” TURNTABLE MEDIA PLAYER & CONTROLLER AT NAMM 2008**

*-- “Two Decks in One” Spinning Style DN-HS5500 Features Independent Dual Deck-Like Operation, with Separate Audio Outputs, USB and MIDI Control and More --*

**Anaheim, CA, January 17, 2008** — Denon DJ, a leading manufacturer of reliable, premium-grade DJ equipment, will debut its new **Model DN-HS5500 Direct Drive Turntable Media Player & Controller** at NAMM 2008, a groundbreaking portable DJ instrument that provides working DJs with a host of leading-edge features and enhanced creative flexibility. The DN-HS5500 literally gives users “two decks in one,” offering independent dual deck-like operation, with separate audio outputs from decks 1 and 2.

### **“Two Decks in One” Provides Twice the Creative DJ Power**

Key to the DN-HS5500’s breakthrough flexibility and utility is that it literally doubles the capabilities and creative options of a single-deck unit by offering DJs an elegant single component solution, with the power to easily operate decks #1 and #2 simultaneously with the flip of a button. Each of the DN-HS5500’s two decks provides full access to all available features as well as all connected outboard devices and music library. Another key advancement is that when used as a MIDI controller each of the DN-HS5500’s two decks can fully control two players from a DJ’s favorite software, such as PCDJ/Reflex LE, Serato Scratch LIVE, Traktor, Virtual DJ, etc.

### **Tomorrow’s DJ Technology Today: The Breakthrough Modular HDD/CD Option!**

Another of the DN-HS5500’s industry-leading characteristics is its breakthrough Modular HDD/CD Option. With this powerful and unique design, DJ’s now have full control over their internal hardware preference by choosing the Denon optional (BU5501) Slim-type CD-ROM drive or a standard PATA-type 2.5” laptop size Hard Drive as the secured “internal” source playback. When coupled with the DN-HS5500’s cutting-edge 2-deck capability, DJs now have access to a host of heretofore unimagined media advantages.

Built-in USB Audio Internal 24-Bit Processing adds to the advanced performance capabilities of the DN-HS5500, which encompasses its own USB audio interface (sound card), eliminating the hassle of sourcing one – and spending additional money. In addition, thanks to a special D-Sync function, users can add even more creative power by linking two DN-HS5500 players together via a single RJ45 cross-cable (not included) for MASTER/REMOTE operation. This easy operation enables the DJ to make all peripheral connections to a single player while having full control of music devices from either side.

Noted Denon DJ Brand Manager Silvio Zeppieri: "Denon DJ is 100% committed to giving working DJs the tools they need to succeed and express themselves creatively, and our new DN-HS5500 demonstrates why we are the company that DJs turn to when they want the most innovative and reliable solutions they need to express themselves and expand their creative horizons. Many other competitive systems available on the market today would require two separate players to perform what the DN-HS5500 offers in an affordable single-component solution. This single breakthrough device offers a host of innovative, easy-to-use features and capabilities that truly open up new realms of creative possibilities for DJs to explore."

### **Innovative “Spinning” Turntable Style MIDI Controller with Control of DJ Software**

The innovative Denon DN-HS5500 is a “spinning” turntable style MIDI Controller with Sound Card that gives users the advanced capability of controlling various DJ MAC/PC application software. In addition to its ability to interface and control external Hard drives, iPods and other connected music devices, it offers an extensive palette of special effects and features. Most notably, DJs have access to three separate platter effects, including Brake (adjustable in real time), Dump (reverse sound without losing true forward time, like a radio edit), and Reverse, which plays your music backwards as the platter spins backwards. In addition, DJs have access to 5 superb built-in DSP effects, making it easy to build the mood on the dance floor. DJs can easily activate and have access to full parameter adjustments with a unique Dry/Wet mix control of the effects, including Flanger, Filter (High-Mid-Low), Echo, Tail Echo and amazing Echo Loop.

Another useful function is Denon DJ’s exclusive “Mirror Mix” feature, which is like having two copies of the same track while juggling the mixer’s crossfader back and forth with the other track being slightly delayed. Delays are adjustable from 1/8, 1/4, 1/2, 1/1, and 2/1. In addition, the unit’s Play List Creation and Hot List: function lets you create, edit and save up to 3 different types of Playlist categories. Other features include an advanced support for three types of keyboard, Intuitive File Navigation, Pitch Range and Deep Pitch Resolution and more.

The Denon DN-HS5500 is expected to be available in early February for a manufacturer's suggested retail price of \$1,299.99

###

### **About D&M Professional**

D&M Professional, parent of Denon Professional, Marantz Professional and Denon DJ, manufactures and distributes a reliable 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](http://www.d-mpro.com).  
or Denon DJ at: [www.denondj.com](http://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®, Denon DJ, Calrec Audio, 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 other than those third party marks listed below are trademarks or registered trademarks of D&M Holdings, Inc. or its subsidiaries. For more information, visit <http://www.dm-holdings.com/>.

PCDJ and Reflex are registered trademarks of D1 Audio, Inc. Serato Scratch LIVE is a registered trade mark of Serato Audio Research. Virtual DJ is a product of Atomix Productions.

Traktor is a registered trade mark of Native Instruments.

### **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, ability to meet targeted product launch dates, risks of litigation, technological changes, developing industry standards and other factors related to the company's businesses. The Company reserves all of its rights.*

D&M Professional, 1100 Maplewood Dr. Itasca, IL 60143

phone: (630) 741-0330 fax: (630) 741-0652