

# DENON

**For Immediate Release**

**Press Contact:**

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

## **DENON DVD-1800BD BLU-RAY DISC PLAYER TO EXPAND PRODUCT LINE-UP**

*-- New More Affordable Player Brings Denon-Quality Blu-ray Performance Within Reach of More Consumers; Features HDMI 1.3a with Deep Color Support --*

**Denver, CO, September 4, 2008** — Denon Electronics, one of the world's premier manufacturers of high-quality home entertainment components, today announced that it will begin delivering its **DVD-1800BD** Profile 1 version 1.1 Blu-ray Disc Player (SRP: \$749) to retailers in October 2008. Offering consumers extraordinary video and audio quality at a more affordable price point, the DVD-1800BD features HDMI 1.3a with Deep Color and Bonus View support, full bitstream output of Dolby and DTS-HD audio formats, as well as 1080p scaling from SD DVDs and 2-channel analog audio output.

### **A New More Affordable Addition to Denon's Blu-ray DVD Family...**

The DVD-1800BD joins Denon®'s **DVD-3800BDCI** Blu-ray Disc Player (\$1,999) and the **DVD-2500BTCI** (SRP: \$1,199) Blu-ray Disc Transport, bringing custom installers and discriminating consumers a more affordable option for enjoying high-definition video and audio performance.

Notably, the DVD-1800BD allows owners of advanced A/V receivers to add Blu-ray capability to their system and enjoy high definition video. The DVD-1800BD will natively output an HD audio bit-stream to a connected receiver via HDMI. Once this signal is accepted in the receiver, it can then be decoded into its native format including Dolby Digital Plus, Dolby TrueHD and DTS HD Master Audio. For those listeners who want to use the DVD-1800BD as a step-up CD player, this unit features a dedicated 2-channel analog output, equipped with high-class Burr-Brown D/A convertors and superior analog components to ensure the high level of sound quality for which Denon is renowned.

In keeping with the guidelines mandated by the Blu-ray Association for BD-ROM Profile 1 version 1.1 players, the Denon Model DVD-1800BD incorporates a secondary audio and video

*-- more --*

decoder. This allows for simultaneous playback of a secondary audio and video track which may be used for interactive audio and commentary and for picture-in-picture capability (respectively). Additional information (subtitles, audio streams, camera angles, trailers, games, etc.) can be downloaded from the Internet via computer and stored on a SD card that the player will accept. This content can be played with the original content of Blu-ray Discs.

### **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, 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. Other than “Blu-ray”, 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.*