

# DENON

**For Immediate Release**

**Press Contact:**

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

## **DENON® STRENGTHENS ITS COMMITMENT TO CUSTOM INEGRATORS WITH INNOVATIVE NEW ADDED-VALUE PROGRAMS AND SYSTEM-BUILDING SOLUTIONS**

*-- Expanded CI Certification Program, Additional Back-End Support, In-House Designed Control Modules and Three New CI Receivers with More Integration Functionality --*

**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 building on its longtime commitment to professional custom integrators this year, expanding its highly successful CI Certification program, providing more back-end support services and debuting three new “CI class” A/V Receivers. The Denon CI receivers being announced today include, with expected SRP and availability listed in parenthesis: the **AVR-4311CI** (SRP: \$1,999, Sept.), **AVR-3311CI** (SRP: \$1,199, June) and **AVR-2311CI** (SRP: \$899, June). They will join Denon’s **AVR-4810CI** (SRP: \$2,999) and flagship **AVR-5308CI** (SRP: \$5,500) in the company’s acclaimed line of [CI A/V receivers](#), as well as the company’s advanced CI separates including the **AVP-A1HDCI** (SRP: \$7,500) 12 Channel A/V Preamplifier and **POA-A1HDCI** (SRP: \$7,500) Fully Balanced Power Amplifier.

### **Industry-Leading Initiative to Help Custom Integrators Best Serve Their Clients**

Denon is launching more initiatives in support of professional integrators, and at its heart is the company’s expanded CI Certification and training program, which includes a uniquely valuable CI Web information portal for certified integrators that now includes over 3,000 registered members and growing. Further reflecting its CI commitment, Denon is also announcing that integrators will now be able to benefit from a longer 3-year warranty with the new Denon receivers from the AVR-2311CI and up.

Noted Jeff Talmadge, Director, Product Development & Systems Integration, Denon Electronics: “Custom integrators are a top priority for Denon, and through our CI certification and training program, supported by our innovative products and comprehensive support services, we are 100% committed to helping our CI customers build their businesses and to helping grow the entire channel. As part of our effort to serve custom integrators with the added-value tools and

services they need to succeed, all of our CI products have been designed from the ground up based on feedback from professional installers and the features and capabilities they've requested. Our focus is on creating solution-based, innovative and reliable products that custom integrators can depend on to perform year in and year out – and through our advanced training program to ensuring that all our CI customers fully understand how to maximize the benefits for their clients.”

### **New A/V Receivers: Industry-Leading Control Capabilities and More**

The company's three new CI receivers offer the advanced performance, reliability and ease-of-use that is vital to custom integrators. Responding to integrators demands for receivers that offer easier and more comprehensive connectivity and control, all three feature a host of leading-edge “connected home” capabilities made possible through Denon's partnerships with control manufacturers such as Crestron, AMX, Control4, Universal Remote Control and RTI. Notably, in a first-of-its-kind move for the company, Denon will be creating its own Crestron remote control modules, allowing installers to quickly and easily open a control interface and simply “drag and drop” the specific programming tools they need to create fully connected total home systems.

Additionally, Denon's new CI-class receivers all feature Control4® Certification, ensuring compatibility and smooth integration with all Control4 IP-based home automation and entertainment systems. (Denon's existing AVP-A1HDCI, AVR-5308CI, AVR-4810CI, AVR-4310CI, AVR-3310CI and AVR-2310CI have also received Control4 certification.) Further reflecting the importance Denon places on leading-edge Web access, all the company's new receivers, as well as the company's continuing AVR-4810CI, AVR-4310CI and AVR-3310CI, are officially “Compatible with Windows 7,” ensuring full compatibility with the updated ‘Play To’ functionality of the new Microsoft operating system.

Custom integrators will especially appreciate the Ethernet connectivity in AVR-3311CI and 4311CI models, which offer them IP control as well as the ability to efficiently conduct system setup and maintenance from a remote location – even allowing Denon's CI-certified custom integrators to potentially diagnose and fix a customer's problem from their office. Furthermore, responding to the growing consumer demand for ways to incorporate more personal content and content from Internet sources into their home entertainment systems, Denon's AVR-4311CI

and AVR-3311CI receivers now allow users to stream both the free Pandora and Flickr services, as well as stream audio and photos directly from their PCs, choose from over 7,500 Internet radio stations and connect to the subscription-based Rhapsody and Napster music services.\* Users can also stream and listen to music stored on a Windows PC, Mac and media server products or NAS devices supporting the DLNA standard.

Maximum compatibility with today's home entertainment source components is a priority in all Denon CI receivers, including the Apple iPod and the iPhone. For example, all three models feature iPod Digital Direct via USB, which is also 'Works with iPhone' certified.

Recognizing the demand for receivers capable of delivering audio and video to multiple zones within the home, all CI receivers feature at least two-zone, two-source capability, and the AVR-4311CI and AVR-3311CI both offer three-zone, three-source capability.\*\* Other key custom-integration features included in all Denon CI receivers are RS-232 for 3<sup>rd</sup> Party control and assignable high current DC trigger outputs. Both models also offer Audyssey MultEQ Pro Calibration, providing custom integrators with the ultimate tool for tailoring the sound to the specific acoustical need of any room.

### **AVR-4311CI: Leading-Edge Features and Capabilities**

Leading off Denon's new CI-class receiver line is the 9.2-channel AVR-4311CI. New features include the latest Audyssey MultEQ Room Correction system and Dolby Volume. The AVR-4311CI includes seven HDMI inputs and two parallel HDMI outputs, including a single front-panel HDMI input for added convenience. The highest resolution audio decoders are provided, including Dolby TrueHD and DTS-HD Master Audio for the ultimate in audio fidelity. Analog and digital video sources are upconverted via Anchor Bay Technologies VRS processing to HD quality (up to 1080p/24/60). All new CI models feature built-in HD Radio for dramatically improved fidelity. The AVR-4311CI also incorporates the advanced DENON Link 4<sup>th</sup>, featuring HDMI Clock Control – when using the HDMI interface for A/V output for Blu-ray playback in combination with Denon Link, Clock Jitter Control gives the Master Clock and Jitter reduction to be handled by the connected Denon A/V Receiver/Processor.

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>.

*\*These services require a separate subscription and fee.*

*\*\*A home network is required for networking functionality.*

### **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 (except for "Control4" which is a registered trademark of Control4 Corporation) 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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