

# Denon and Audyssey: 10 Years of Successful Partnership in the Shared Pursuit of Cutting-Edge Superiority in Audio Performance

Decade-long collaboration between audio innovators has resulted in best-in-class audio products and technologies for home, personal and commercial sound systems

**Mahwah, NJ, August 20, 2013—**10 years ago, Denon® Electronics, a premier manufacturer of high-quality home and personal audio products, and Audyssey Laboratories, the industry leader in research-based audio technologies that improve the sound quality of any device or listening environment—joined in a collaboration dedicated to raising the bar in excellence for <a href="https://nome-theater">home-theater</a> room acoustics for multiple listeners. Today consumers worldwide find Audyssey technologies in almost every Denon home theater receiver, usually employing the latest cutting-edge technology for the first time.

"Denon was the first to use Audyssey in our then-flagship A/V receiver, the AVR-5805CI," said Paul Belanger, product manager for D+M. "For 10 years ours has been a highly effective engineering and technology partnership. Denon always uses Audyssey technology in our products, and we're usually the first among competitors to do so. Both companies are supremely important to each other's escalating business success and our longstanding reputations for continuous audio innovation."

Over the past decade, the AVR market has changed immensely as technologies continually evolve. The engineering and technology partnership between Denon and Audyssey exemplifies what two companies can produce when collaboration works- delivering products, which offer cutting edge, first-of-a-kind technology to consumers.

"Back in 2003, we were researching intensively a number of solutions including Audyssey in an effort to break through potential problems in the home theater environment. Through our research, we realized Audyssey was full of innovative ideas backed up by universal competence in audio technology," said Hirofumi Ichikawa, president, Consumer SBU Design Center and CTO. "We were looking for a long term partner to provide solutions and constantly improve customer satisfaction. That's why we decided to partner with Audyssey a decade ago, and continue to enjoy a great partnership today."

Back in 2005, Denon was the first to incorporate an industry changing technology into its <a href="https://home.theater.org/receivers">home.theater</a> receivers. The Denon AVR-5805CI AV surround receiver was the first product to include the unique room correction and calibration technology called MultEQ XT™ from Audyssey Laboratories. Audyssey MultEQ XT was gaining industry attention and praise for its unparalleled ability to maximize room acoustics for multiple listeners, creating an optimized soundfield and compensating for speaker and room capabilities to provide a "sweet spot" for every listener in the room. Since its introduction MultEQ has revolutionized home audio correction, as the marketplace has witnessed the introduction of HD, Blu-ray, surround-sound up-mixing and streaming.

Audyssey technologies figure prominently throughout the Denon line. With the release of numerous AVRs over the past decade, the inclusion of Audyssey technology has helped correct problems in sound for a great home theater experience. In 2010, as Denon marked its 100<sup>th</sup> anniversary, it named Audyssey one of five Centennial Partners that made key contributions to the creation of Denon products and to the uniquely powerful 'Denon Experience'.

"Audyssey and Denon are like-minded in our commitment to perfect the listening experience. This shared interest brought our companies together 10 years ago and the partnership has yielded some of the most important advancements our industry has seen in the past decade," said Chris Kyriakakis, Audyssey's founder and CTO. "We are proud of what our collaboration with Denon has produced in 10 years, and we're enthusiastic about what our continued partnership will yield in the years ahead."

## Audyssey Technology for AVR's

Audyssey's award-winning audio technologies ensure that listeners get the best sound from their Denon AVR. The automated speaker set-up and calibration first measures the user's room and then sets the system for optimal sound throughout the room. After set-up, the technology provides expanded surround-sound options, preserves immersion at low volumes, maintains optimal dialogue clarity during TV watching and lets users crank up the volume without waking the neighbors.

In the future, consumers can continue to look to the Denon and Audyssey partnership to deliver new products that embody the latest developments in the market with customer expectations.

#### **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 pulse-code modulation (PCM) digital audio. Denon Electronics is owned by D+M Group.

## **About D+M Group**

D+M Group is a global company dedicated to enhancing life through inspired sound solutions delivered anytime, anywhere. With a strong belief that "Performance is everything," D+M is focused on innovation to meet the needs of customers in an increasingly digital world. Serving the consumer, professional and automotive markets, D+M Group brands include Boston Acoustics®, Calrec Audio, Denon®, Denon DJ, Denon Professional, Marantz®, Marantz Professional, McIntosh® Laboratory and Premium Sound Solutions. D+M Group has approximately 2,000 employees worldwide, with products and services marketed in more than 45 countries. D+M Group is a Bain Capital portfolio company.

## **About Audyssey Laboratories**

Established in 2002, Audyssey is the industry leader in research-based audio technologies that correct acoustical problems to improve the sound quality of any device or listening environment. The company's technologies are integrated into home theater products, automobiles, TVs, mobile phones and movie theaters from industry-leading manufacturers. For more information, visit <u>Audyssey</u>.

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