

# Press information

The Denon Difference

## Legacy of Firsts: Denon celebrates 100 years of passion for audio



**100<sup>th</sup>**  
*Anniversary*  
**DENON**  
 since 1910



**April 27<sup>th</sup>, 2010** – Denon, one of the world’s leading manufacturers of high-quality home entertainment products, is proud to announce a unique anniversary. 2010 marks the 100th anniversary of Denon – a hundred years filled with “firsts”. From the beginning, and to this day, Denon innovates, brings passion and artistry, along with the best technologies, to customers around the world, always giving them the finest entertainment experience.

### Legacy of Firsts

In 1910, in Japan, Nippon Chikuonki Shoukai (Japan Recorders Corporation) was established by an American trader named Frederick Whitney Horn. Along with Japanese partners, he released the company’s first products: a single disc record and gramophone. The actual brand name ‘Denon’ was born in the late 1930s and ever since became a synonym for being first in developing groundbreaking new technologies and products for consumer and professional use.

Hirofumi Ichikawa, President Denon Brand Company, declares: “Through creative passion and technical brilliance, Denon has delivered groundbreaking firsts and now in 2010, we are celebrating 100 years of history, and looking forward to the next 100 years. Denon has not only maintained focus through these years, but continues to be a driving force that helps revolutionize our industry. Our innovations have led to the development of entirely new product categories, with new ways of enjoying not only music, but movies as well offering the best solutions for quality home entertainment. All of this with one simple and unwavering philosophy: to deliver you exactly what the original artist intended, a superior audio and video experience.”

Throughout this century of innovation, Denon has built a strong Legacy of Firsts including the first professional disc recorder (1939), the first sales of stereo records and stereo systems in Japan (1951) and the first PCM recorder which marked the basis of today’s CD format (1970) invented by Denon. In 1982, Denon gave birth to the first consumer-use CD player (DCD-2000), another groundbreaking “first” in history. With the advent of home theatre technologies, Denon again became the first to release a home cinema component supporting Dolby Digital decoding for enjoying the best in multi-channel content.

# Press information

Underlying this Legacy of Firsts are three constants that define and have differentiated Denon historically, and are also a promise for the future: passion, artistry and technology.

## **Passion for Audio**

For Denon audio and video are not a hobby. The creation of products that can deliver the highest quality experience to the consumers is a driving passion and the reason the company exists. Nowadays, as music has become more mobile and digital, quality becomes even more relevant. Denon is passionate about developing and leveraging technologies, so that in any format, we can bring purity of sound quality and joy to the customers' lives. Denon's solution, whether it's a simple hi-fi mini system or full home theatre system, is to stir the listener's soul and make the experience real and alive. The products will reproduce at home the same air, energy and the sensitivity felt at the stage or in the studio.

## **Artistry**

Denon engineers and employees are musicians and music lovers. They dream and imagine and work across a broad canvas of tools and technologies to design the most innovative new products. They also strive to create products of beauty and desire to reflect the taste and sensibilities of the future owners, to perfectly add to their living rooms and lifestyles. Everybody at Denon is dedicated to the artistry and the creativity of the products. All are working together to imagine the future and how you can improve the products and the service to the customers.

## **Technology**

From the beginnings of compact disc technology, to the rise of surround sound, and now to mobility, streaming, and networking, Denon has not only evolved with technologies, but it has been the leader and innovator that has developed and introduced these technologies to the world and made it accessible to consumers. Denon is proud of their products and wants their customers to be proud as well. The products start as an idea. They are not just objects of metal that have been assembled, but instead are objects of care where each detail has been laboured over in order to perfect and optimize the design and sound quality.

## **Becoming a part of the centenary**

During the year Denon will celebrate its 100th anniversary at some of the world's most important exhibitions. This is a monumental point in Denon's history, so Denon invites you to join in this historical celebration. Therefore Denon has launched a special Anniversary website, [www.denon100.com](http://www.denon100.com), where you can learn all about their 'Legacy of Firsts' and most importantly, the people whose passion for audio and video drive all that Denon does in delivering the highest performing components available. Welcome to the Denon family. As part of the jubilee, Denon will release some limited edition anniversary products over the year.

For further information on the 100 years anniversary please visit:

<http://www.denon100.com>

# Press information

## History Timeline: 100 years of groundbreaking milestones

- 1910: Nippon Chikuonki Shoukai (Japan Recorders Corporation) was established and commenced sales of Japan's first phonograph
- 1939: Developed and manufactured Japan's first professional use disc recorder for NHK
- 1945: First recording of Japan's Emperor Hirohito—his speech ending WWII recorded on Denon equipment
- 1951: Commenced sales of Japan's first LP records
- 1958: Commenced sales of Japan's first stereo records and stereo system
- 1964: Commenced the sales of the legendary MC Phono Cartridge (still available today) for professional use
- 1970: First AC servo direct phono motor using pulse magnetic field detection for professional use
- 1972: Developed the world's first practical PCM digital recorder for regular studio recording use -> thus launching the digital audio revolution
- 1981: Developed the world's first Professional use CD player
- 1982: Commenced sales of the world's first consumer use CD player
- 1987: World's first CD cart player for professional use
- 1993: World's first dual CD player for DJs with seamless looping and onboard sampler
- 1995: World's first home theater system to support Dolby Digital decoding with Lucasfilm THX 5.1 post processing
- 2000: World's first DTS-ES discrete A/V components
- 2009: World's first universal disc (BD, SACD, DVD, CD) player

# Press information

Images:

[http://www.denon.de/ftp/Presse/2010\\_100years/Grammophone.jpg](http://www.denon.de/ftp/Presse/2010_100years/Grammophone.jpg)



First product from Nippon Columbia (later Denon)

[http://www.denon.de/ftp/Presse/2010\\_100years/DL-103.jpg](http://www.denon.de/ftp/Presse/2010_100years/DL-103.jpg)



DL-103

[http://www.denon.de/ftp/Presse/2010\\_100years/PCMrecorder.jpg](http://www.denon.de/ftp/Presse/2010_100years/PCMrecorder.jpg)



First professional PCM recorder

[http://www.denon.de/ftp/Presse/2010\\_100years/Denon\\_100th\\_anniversary\\_logo\\_wDenon.jpg](http://www.denon.de/ftp/Presse/2010_100years/Denon_100th_anniversary_logo_wDenon.jpg)



[http://www.denon.de/ftp/Presse/2010\\_100years/Denon\\_100th\\_anniversary\\_logo.jpg](http://www.denon.de/ftp/Presse/2010_100years/Denon_100th_anniversary_logo.jpg)



[http://www.denon.de/ftp/Presse/2010\\_100years/AVC-A1SE.jpg](http://www.denon.de/ftp/Presse/2010_100years/AVC-A1SE.jpg)



AVC-A1SE – First AV amplifier featuring DTS:ES Discrete and THX

# Press information

*About Denon:*

*From its beginning in 1910 as a supplier of professional recording studio and broadcast equipment, Denon has become a world leader in the manufacture of the highest quality home theatre, 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 first commercialization of PCM digital audio.*

*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, Escent®, 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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