



Digital 1 Media, Inc. Launches Co-Branding Relationship with Denon DJ



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Digital 1 Media, Inc. and its subsidiary, Digital 1 Audio, Inc., ("PCDJ"), today announced a co-branding agreement with Denon DJ a division of D&M Professional, for the release of PCDJ's revolutionary new software called "REFLEX", in Denon DJ's Model DN-HC4500 USB MIDI/Audio Interface & Controller.

Clearwater, FL (PRWEB) August 22, 2007 -- Digital 1 Media, Inc. and its subsidiary, Digital 1 Audio, Inc., ("PCDJ"), today announced a co-branding agreement with Denon DJ a division of D&M Professional, for the release of PCDJ's revolutionary new software called "REFLEX", in Denon DJ's Model DN-HC4500 USB MIDI/Audio Interface & Controller.

Through the existing Denon DJ distribution network, the co-branding agreement gives Digital 1 Media the opportunity to make its PCDJ product REFLEX available in more than 60 countries worldwide.

The Denon DJ device is the first USB MIDI/Audio interface designed exclusively for computer performance by club and mobile DJs. This feature-packed portable PC/MAC-compatible controller combines unmatched hardware performance with internal high-quality audio processing and low-latency Audio Stream Input Output (ASIO) support. Notably, it provides DJs with the exclusive flexibility to control Denon's optional BU4500 dual CD/MP3 player for simultaneous 4-player configuration, and comes bundled with a limited edition trial version of PCDJ's software, REFLEX, that offers an array of amazing, forward-thinking features.

REFLEX boasts more than 100 new features not found in PCDJ's already popular FX VRM dual audio-file player. REFLEX offers a more complete and advanced DJ software solution than anything currently available on the market today, incorporating the most asked-for features from PCDJ's many thousands of pro users. Every tool a pro DJ needs to produce studio-quality mixes and remixes has been incorporated into REFLEX.

"We are extremely pleased to be launching REFLEX through a co-branding agreement with Denon DJ," says PCDJ Product Manager, Andrew Van Almen. "Combining PCDJ's leading software with Denon DJ's world-class hardware and interface capabilities provides a 'dream package' for digital DJs."

In addition to giving DJs the ability to sweeten tracks by adding Virtual Studio Technology plug-ins, REFLEX provides three independent players with interactive waveform displays. This makes cueing and looping easier and faster. With REFLEX's new Beat Grid and Quantization technology, DJs are fully assisted with bar detection and beat location marking, so they know where the beats are, and also the start of the bars. This can be used for seamless auto-beat mixing, or can be turned off for normal real-time user control.

One of PCDJ REFLEX's most anticipated features is its versatile control options, including major enhancements to the player's Record Case. REFLEX will easily and gracefully handle hundreds of thousands of tracks with a search-as-you-type function. It can also be used to extract audio from CDs and convert media to other formats. It also includes a case player for fast listening to songs.

REFLEX's Media Manager also provides line-in recording so that DJs may add other media sources

such as tapes and LPs. Non-performance features of the media manager are separated from the actual REFLEX interface. This allows for a small-footprint performance environment. Also included is Internet support for CD-grabbing with the feature to keep recognized CDs in the database. PCDJ REFLEX also includes automatic BPM extraction, 28 cue-point-per-song capability, and Automatic Beat Matching, with greatly improved time stretching and pitch shifting. Supported operating systems are Windows XP/Vista and MAC OSX.

About Digital 1 Media, Inc.

Digital 1 Media is highly progressive, with a singular focus on innovation. Its mission is to advance the competitive position of its subsidiaries, clients and partners by providing state-of-the-art digital solutions and a range of professional and quality products. By utilizing the Company's proprietary technologies, Digital 1 Media strives to be a leader in the delivery of audio, video and interactive music products to consumer markets globally. Visit www.digital1media.com.

About Digital 1 Audio, Inc.

Digital 1 Audio (PCDJ), a Digital 1 Media, Inc. subsidiary, is a multimedia development company creating innovative software and hardware for end-users, as well as for licensing to the entertainment industry. The Company's PCDJ brand has been named by PC Magazine as the "dominant commercial title", in the mobile DJ professional market. For more information, visit www.pcdj.com.

About D&M Professional

D&M Professional, parent company of Denon Professional, Denon DJ, and Marantz Professional, manufactures and distributes a reliable line of professional audio and video equipment for the broadcast, commercial, corporate, education, government, audio/visual, education, houses of worship, security, and related industries. Visit D&M Professional at www.d-mpro.com or Denon DJ at www.denondj.com.

About D&M Holdings, Inc.

D&M Holdings Inc. (TSE II: 6735) is based in Tokyo and is the parent company of wholly owned subsidiaries Denon Ltd., Marantz Japan, Inc. and McIntosh Laboratory, Inc. Denon, Marantz and McIntosh are global industry leaders in the specialist home theater, audio/video consumer electronics and professional audio markets, with a strong and long-standing heritage of manufacturing and marketing high-performance audio and video components. A wholly owned subsidiary of D&M Holdings U.S., Inc., Digital Networks North America, Inc. (DNNA), owns the ReplayTV®, Rio® and Escient brands -- all representing award-winning technologies in digital home entertainment. Additional information is available at www.dmholdings.com.

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