

**Product Information Document**

# Denon AVR-X580BT

Final Updated |  
9/8/2022

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# 1. Global Product Information

## Timing & Setup

Planned announce date <i>When the press and retailers are approved to announce</i>	Global : TBD
Planned on sale date <i>When retailers are approved to begin selling</i>	Global : TBD

## Global SKU List

Model Name	Color	Region	EAP / JAN / UPC
AVRX580BTE2	Black	EU, US, HK, Korea	0747192138554
AVRX580BTEA	Black	Australia	0747192138585
AVRX580BTK	Black	Japan	0747192138561
AVRX580BTE1C	Black	China	0747192138578

## Product Category

*Unless this is a brand new type of product for Denon, must be a navigable category **already found on Denon.com**.*

AV Receivers

## Formal Product Name

AVR-X580BT

## Marketing Product Name

AVR-X580BT 5.2 Ch. 8K AV Receiver

## Buy Box / SEO Product Description

*Appears on Denon.com and other online retailers to better help the product page appear in relevant search engine results.*

AVR-X580BT 5.2 Ch. 8K AV Receiver

## Product Series

*Only if the product is part of a series – for example a series of AVRs or Denon Home.*

Denon X-Series

## Available Color(s)

*Enter marketing-approved color descriptions, not the factory-provided colors. If the product only comes in one color, please still provide it here. **Appears in the product detail page buy box on Denon.com.***

Black

## 2. Product Positioning

### Product Use Case Headline

Focus on the specific use case or consumer need this product satisfies within its series or product category within Denon. Why choose this product over the other products in the lineup? **Appears on Denon.com at the absolute top of the product detail page.** Try to stick to **only three words**, and never use more than five.

Step up to 8K Home Theater
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### Product Description

Focus on how this product differentiates itself within the industry. Why would you choose this product over another in its class or category?

<b>10 Words</b>	8K video and surround sound from a 5.2 channel receiver
<b>20 Words</b>	Enjoy amazing 8K video, detailed 5.2 channel surround sound, and wireless music streaming via Bluetooth.
<b>40 Words</b> <i>Appears just below the Denon.com PDP buy box.</i>	Bring movies to life in smaller spaces with amazing 8K picture quality and surround sound faithful to the original soundtrack recording. Get the most from your favorite entertainment with 5.2 channel surround sound and wireless music streaming via Bluetooth.
<b>100 Words</b>	Bring movies to life in smaller spaces with amazing 8K picture quality and full surround sound faithful to the original soundtrack recording. The AVR-X580BT features Dolby Vision™, HDR10+, and offers four HDMI inputs and one output with the latest HDMI specification. The 5.2 channel design delivers a full surround sound experience, and you can stream your favorite music tracks wirelessly via Bluetooth. The award-winning Denon Setup Assistant makes the Denon AVR-X580BT as easy to set up as it is to enjoy.

### 3. Product Benefits, Features & Technologies

#### Top Three or Four Consumer Benefits

Three or four core product benefits that focus not on what the product does, but on the experience the product provides to the user. **Appears on Denon.com below the Product Positioning copy.**

<b>Consumer Benefit Headline</b> <i>No more than <b>six words</b>.</i>	<b>Consumer Benefit Description</b> <i>No more than <b>twelve words</b>.</i>	<b>Benefit Icon</b> <i>Use existing Denon.com icons when available.</i>
True surround sound experience	5.2 channel system with Dolby TrueHD and DTS-HD for faithful surround sound reproduction.	
Affordable 8K	Supports the latest 8K HDMI technology so you can enjoy amazing picture quality.	
Easy music streaming	Stream audio from your favorite music service via Bluetooth from any smart device.	
Lag-free gaming	Brings together the latest technologies to ensure a smooth, lag-free gaming experience.	

#### Key Features




Key Features are the attributes of the product that allow it to deliver a Denon experience. Focus first on features that drive differentiation between this product and other products. The feature descriptions should explain the feature itself, the advantage delivered by that feature, and the unique benefit made possible by that advantage. **The first seven Key Features appear on the Denon.com product detail page feature carousel.**







<b>Feature Name</b> <i>No more than <b>five words</b>.</i>	<b>Feature Description</b> <i>No more than <b>25 words</b>.</i>	<b>Corresponding Photo Request</b> <i>For the photo shot list.</i>
<b>Powerful, discrete 5-channel amplifier</b>	With up to 130W per channel (at 6 ohms, 1kHz, THD 1%), there is enough power to drive high-quality sound from any speaker.	
<b>Advanced 8K HDMI connection</b>	There's no need to worry about video compatibility issues—the AVR-X580BT supports all the latest video technologies, including 8K.	
<b>Simple, intuitive setup</b>	Setup is simple. Our award-winning Denon Setup Assistant provides clear, step-by-step instructions to get you started.	
<b>Wireless music streaming</b>	With the ability to stream music from your smart devices via Bluetooth, your favorite tracks at your fingertips.	

<b>Denon Quick Selects</b>	Press one of the four Quick Select buttons to easily store and retrieve your favorite audio settings, such as input source, volume level, or sound mode.	
<b>Remote control app</b>	The Denon 500 series AVR Remote app allows you to turn the receiver on and off, select an input source, adjust volume level, and browse music from your phone or a USB drive.	
<b>110 years of innovation</b>	Founded in 1910, Denon enables the moments that matter through the relentless pursuit of quality, innovation, and audio performance.	


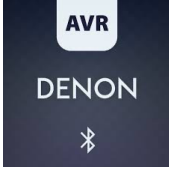

## Onboard Technologies

Focus on technologies that drive the performance of the product. **These appear as clickable logos in the Onboard Technologies section of the Denon.com product detail page.** You can include as many Onboard Technologies as you like, but only **the first twenty** will appear on the website.

<b>Core Technology Name</b> <i>No more than ten words.</i>	<b>Technology Description</b> <i>No more than 75 words.</i>	<b>Technology Logo</b> <i>Paste logo here. Use existing logos only. If a new technology needs a new logo, please request it here.</i>
<b>Dolby Audio Technology</b>	High-fidelity lossless Dolby TrueHD and Dolby Digital, Dolby Digital Plus signal decoder, and Dolby Pro Logic II upmixer for 2 channel audio signals to create a true 5.1 surround sound experience.	
<b>DTS Surround Technology</b>	High-fidelity lossless DTS-HD and DTS Surround, DTS 96/24 signal decoding, along with DTS Neo 6 upmixer for 2 channel audio signals to create a full 5.1 surround sound experience.	
<b>HDMI Connectivity with ARC/eARC</b>	Supports the latest technology on all HDMI four inputs and one output. ARC (Audio Return Channel) or eARC (Enhanced Audio Return Channel) makes playing TV audio through your AV receiver simple with just a single HDMI connection.	

<b>8K / HDCP 2.3</b>	<p>Enjoy pristine 8K picture quality on your 8K TV or projector. Supports both 8K pass-through and 8K upscaling of 4K content. Supports HDCP 2.3, the latest copy protection standard, for peace of mind when streaming copy protected content.</p>	 <p>HDR / HDCP 2.3</p>
<b>HDR 10+</b>	<p>Supports HDR (High Dynamic Range), HLG (Hybrid Log Gamma), as well as Dynamic HDR and HDR10+ pass-through. HLG offers HDR technology over broadcast content. Both Dynamic HDR and HDR10+ use dynamic metadata to optimize shadows and highlights as screens change.</p>	
<b>Dolby Vision</b>	<p>Dolby Vision is a stunning HDR imaging technology that brings extraordinary color, contrast, and brightness to the screen. Compatible with Dolby Vision so you can enjoy Dolby Vision content from a compatible source device and TV.</p>	<p>COMPATIBLE WITH</p> 
<b>Next generation gaming</b>	<p>Supports Variable Refresh Rate (VRR), Quick Frame Transport (QFT) and Auto Low Latency Mode (ALLM) for smooth, lag-free gaming experience when connected with the compatible gaming devices.</p>	
<b>Wireless music streaming via Bluetooth</b>	<p>Enjoy listening to your favorite audio content wirelessly from your smart devices.</p>	
<b>High-resolution audio via USB input</b>	<p>Discover the incredible fidelity of high-resolution audio tracks and enjoy music as the artist intended. A front USB port supports up to 24bit/192kHz hi-res audio playback from a USB drive. Supported audio formats are MP3, WMA, WAV, MPEG-4/AAC, FLAC, and ALAC.</p>	



<p><b>Quick Select</b></p>	<p>Press one of the four Quick Select buttons on the front panel to easily store and retrieve your favorite audio settings, such as an input source, volume level, or sound mode. You can also access Quick Select buttons on the Denon 500 series remote app downloaded on your phone.</p>	
<p><b>Denon 500 Series Remote app</b></p>	<p>This iOS or Android control app allows you to turn the receiver on and off, select an input source, adjust volume level, and browse music from your phone or in a USB drive when connected to the receiver.</p>	
<p><b>Dual subwoofer outputs</b></p>	<p>Immerse yourself in evenly distributed, accurate bass. Two subwoofer outputs smooth out low frequencies and provide better dispersion. No audible peaks or dips—just powerful, room-filling bass.</p>	
<p><b>Guided Setup Assistant on TV</b></p>	<p>Award-winning Denon Setup Assistant provides simple, clear instructions to get started. Just connect your AV receiver to your TV and follow the instructions on the TV screen to connect your speakers, perform speaker measurements, and connect source devices.</p>	<p>Use Setup Assistant image</p>
<p><b>Auto Setup and Room EQ</b></p>	<p>As part of setup, follow the instructions on your TV to complete speaker setup and measurement using the included microphone. The receiver uses the measurements to optimize sound for the room, bringing the best out of your system. Just sit back and enjoy great sound.</p>	<p>Use microphone image</p>

## 4. Front and Rear Panel Hot Spots

Focus on specific controls, screens, ports, etc., that are visible on the product to help the end-user understand what he or she has immediate access to and how it improves product usability. **Appears within the "Specifications" section of a Denon.com product detail page and may appear on the back of a Denon product info sheet.**

### Front Panel

Hot Spot Label / Header <i>No more than six words.</i>	Front Panel Location	Explanation Copy <i>No more than fifty words.</i>
Input Selector	1	Select from five external source devices, plus USB, Bluetooth, AM/FM and TV Audio.
Master Volume Control	2	Enjoy powerful and detailed Denon sound.
Quick Select Buttons	3	Long-press to store your preferred audio settings. Short-press to retrieve stored audio settings.
Large Display	4	Large and clear display. Use the status button to change display or the dimmer button to dim the light.
USB Input	5	Enjoy your favorite music stored on a USB drive. Not only MP3 and WMA, but also WAV, FLAC, and ALAC are supported.
Headphone Jack	6	Connect your favorite headphones.



## Rear Panel

Hot Spot Label / Header <i>No more than six words.</i>	Rear Panel Location	Explanation Copy <i>No more than fifty words.</i>
Speaker Terminals	1	Connect up to five floor speakers to enjoy a true 5.1 channel surround sound experience.
Dual Subwoofer Outputs	2	Connect up to two subwoofers for more balanced bass performance throughout the room.
HDMI Inputs	3	All four inputs support 8K/60Hz, 4K/120Hz, HDR, HLG, Dolby Vision, HDR10+ pass-through, 8K upscaling, and HDCP 2.3 copy protection standard.
HDMI Output	4	Supports eARC for simplified TV audio connection and the best surround formats.



## 5. Merchandising Content

### Top Ten Product Fact Tag Bullets

Focus on benefits and features that differentiate the product in a retail environment. Prioritize carefully, as different retailers will cut-off the list in different places. **55 character maximum per bullet. Appears on retailer websites and in-store fact tags.**

1	<b>Powerful, discrete 5-channel amplifier</b> delivers up to 130W per channel at 6 ohms
2	<b>Advanced 8K HDMI connection</b> on all four HDMI inputs and one output
3	<b>Enhanced gaming technologies</b> for a lag-free, smoother gaming experience
4	<b>Simple, intuitive setup</b> using the award-winning Denon Setup Assistant

5	<b>Easy wireless music streaming</b> from your smart devices via Bluetooth
6	<b>HD audio playback</b> via USB drive connected to the front USB port
7	<b>Denon Quick Select</b> buttons allow you easily store your favorite audio settings
8	<b>Denon 500 Series Remote app</b> allows you to simply control your receiver power, source, and volume
9	<b>Dual subwoofer outputs</b> for balanced bass performance throughout the room
10	<b>110 years of innovation</b> means Denon delivers amazing audio performance

## Amazon A+ Features

List the **six benefits or features** from “Top 3 or 4 Benefits” and “Key Features” areas of section 3 of this document to ensure they appear in the “From the Manufacturer” section of this product’s Amazon product page.

1	<b>Powerful, discrete 5-channel amplifier</b> Features discrete high-current amplifiers on all channels to deliver up to 130W per channel at 6 ohms.
2	<b>Advanced 8K HDMI connection</b> 8K/60Hz, 4K/120Hz, HLG, HDR, Dolby Vision, HDR10+ pass-through and 8K upscaling are supported on all four HDMI inputs and one output, for amazing picture quality.
3	<b>True surround sound</b> Supports Dolby TrueHD and DTS-HD for high fidelity, lossless surround sound playback as well as Dolby and DTS upmixers up to 5.1 channel.
4	<b>Enhanced gaming experiences</b> Supports Variable Refresh Rate (VRR), Quick Frame Transport (QFT) and Auto Low Latency Mode (ALLM) for smooth, lag-free gaming experience.
5	<b>Simple, intuitive setup</b> Award-winning guided Denon Setup Assistant provides simple, clear instructions to get started. Auto setup microphone is included to adjust your receiver and speakers sounds to best suit your room.
6	<b>Easy wireless music streaming</b> Your favorite tracks, at your fingertips. Stream music from your smart devices via Bluetooth.

## Homepage Banner

Appears on Denon.com. For a product series, 1 homepage banner will be created for the full series. Otherwise, 1 homepage banner will be created per product launch.

<b>Image Headline</b> <i>No more than 12 words.</i>	<b>Subhead</b>	<b>CTA</b>	<b>Photo / Image Requirements</b>
Take the leap into a world of 8K	A powerful surround sound homage to the most epic cinematic experiences.	Explore	

## Text Overlay Images

Provide direction for **up to six** text overlay images, used to tell product stories within retailer website image carousels.

<b>Image Headline</b> <i>No more than six words.</i>	<b>Additional Copy / Messaging</b> <i>No more than 20 words total, if any at all.</i>	<b>Photo / Image Requirements</b>
<b>5.2 channel surround sound</b>	Supports five-channel surround speakers and dual subwoofer output.	
<b>Advanced 8K HDMI</b>	Enjoy pristine 8K picture quality on your 8K TV or projector.	
<b>Lag-free gaming</b>	Ensures a smooth gaming experience with no lag.	
<b>Simple setup</b>	Award-winning guided Denon Setup Assistant provides simple, clear instructions to get started.	
<b>Wireless music streaming</b>	Your favorite tracks, at your fingertips. Stream music from your smart devices via Bluetooth.	

## Keywords / Search Terms

Focus on terms consumers search for while looking for a product similar to this product. Do not include other Sound United brands in the competitive terms. **Will be used by partner retailers and our own search engine marketing efforts.**

<b>Branded Terms</b>	<b>Category Terms</b>	<b>Competitive Terms</b>
Denon	AV Receiver	
Dolby Audio	Bluetooth	
Dolby Vision	DTS-HD	
	8K	

## Companion Products

Focus on Denon products that can work with this product to create a greater or more impactful experience. **Companion Products appear as a navigable product block at the bottom of the Denon.com product detail page.**

Up to three companion products can be linked to this product.

<b>Companion Product</b> <i>Shown left to right at the bottom of the Denon.com PDP</i>
DP-29F

## 6. Version History

<b>Version</b>	<b>Updates</b>	<b>Edited by</b>	<b>Date</b>
Pre-PID	Initial data	Y. Yamada	4/28/22
Brand First Draft	Edit initial data	D. Celuch	4/29/22
First Copyedit	Cleaned up copy and headlines written		5/18/22
Second Copyedit	Proofread and copyedit	K. David	6/8/22
Final	Approved	D. Celuch	6/15/22
Update	Edits to 100-word section	K. David	8/8/22

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