

marantz



SR7015 | SR8015

SALES DECK

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SR7015

Intro: August 2020

**MSRP:
\$2,299**



The 9Ch 8K SR7015 is your gateway into the world of full-stretch cinema. The oversized power supply is ready to drive any speaker configuration with ease and produces more details, more punch, and more clarity. You will be so completely immersed in every scene, the speakers will disappear, allowing for your complete and full entertainment attention.

Expect an unsurpassed visual experience up to 8K/60Hz with the latest in HDMI standards. Enjoy precise audio reproduction from the most complex speaker setups, like Dolby Atmos, DTS:X, IMAX Enhanced or Auro-3D coded signals, with the latest powerful DSP inherited from our flagship AV8805 supporting 11.2ch processing.

The rock-solid chassis construction includes the famous Marantz porthole with trap door that reveals a second display for additional information. The ultra-premium exterior workmanship is the ultimate reflection of the high-quality interior build.

SR8015

Intro: August 2020

**MSRP:
\$3,199**



Marantz' new 11ch 8K SR8015 combines our heritage of unrivaled pursuit of audio excellence and our constant striving for the latest in technological advancement; the purest audio reproduction with the warm Marantz characteristic you expect paired with modern, cutting-edge features. Premium construction delivers the ultimate home cinema experience from a single machine featuring 11 channels of amplification, a toroidal transformer, copper-plated chassis and much more.

Get ready for a phenomenal visual experience with up to 8K/60Hz or 4K/120Hz and the latest in HDMI specifications. Enjoy auditory sensation with its upgraded DSP chips inherited from our flagship AV8805. With the Griffin Lite the 13.2ch DSP, the SR8015 adds DTS:X Pro rendering to supported audio codecs like Dolby Atmos, DTS:X, IMAX Enhanced and Auro-3D – let your speakers celebrate! Expect the unexpected and hear even more.

SR Series

High-Tier

SR8015
\$3,199



SR7015
\$2,299



Model cluster	Target group	Channel strategy
<p>SR8015 SR7015</p>	<p>DISTINGUISHED AUDIOPHILE</p> <ul style="list-style-type: none"> • Wealthy, deeply passionate about music • Seeks a perfectly tailored experience 	<p>Focus on specialist dealers, AV experts with listening rooms</p>

WHY MARANTZ

The Marantz company has its roots in a devoted passion for music. Continuing its heritage and driven by the same passion, Marantz continuously innovates towards one simple goal, the realistic reproduction of sound. Decade after decade Marantz has pursued this purity, culminating in extensive sound tuning towards the beloved, warm, musical Marantz sound. This intense attention to each detail results in the production of magnificent Hi-Fi products like no other; unlocking the power, excitement and emotion of music and wide acknowledgement as one of the best in class audio brands. Because, when all is said and done, we do this because music matters.

WHY SR-SERIES

With the addition of the latest HDMI technology, Marantz proprietary HDAM and the newest DSPs, the SR-Series offers a life-like surround sound experience far beyond TV audio or soundbar capabilities for both home cinema and streaming experiences. For convenient ease of use, this new generation comes fully equipped with wireless support of streaming options, ample voice control compatibility (Alexa, Google, Siri and Josh.ai) and an award-winning set-up assistant for easy set-up of your new device.



- **Reference class 9ch audio and 8k video**
- **Metal front, porthole display and trap door with second display**
- **9 channel** power amplifier with **125W** per channel delivers sufficient power for larger rooms and dedicated cinema rooms
- **11.2 channel processing** offers system expansion possibility by adding an additional 2ch amplifier for maximum 3D sound experience
- Full support of video up to 8K/60Hz, 4K/120Hz, eARC, ALLM, HDR10+, VRR, QMS and QFT for the **best movie and gaming experience**
- **2x Griffin Lite DSPs for 3D audio:** Dolby Atmos, DTS:X, IMAX Enhanced and AURO-3D with enhanced features
- **Proprietary Marantz HDAM** (Hyper Dynamic Amplifier Module), selected and customized audio components for the best acoustical performance
- **Advanced room acoustic optimization by Audyssey MultEQ XT32**, Dynamic Volume, Dynamic EQ, LFC, Sub EQ HT and professional tuning by optional Audyssey App for the most defined performance in any room including **Dual Speaker Memory Preset**
- **HEOS® Built-in** supports Hi-Res Audio, **AirPlay 2, Bluetooth, Bluetooth transmission to headphones** and wide array of **streaming services** for instant access to music
- **Phono input** allows direct turntable connection and easy enjoyment of beloved vinyl records



- **Flagship AVR and 8K video**
- **Copper plated chassis, centered Toroidal Transformer** surrounded by two large extruded aluminum heatsinks for the power amplifier section offers the **best stability**
- **11ch Single Board** power amplifier with **140W** per channel delivers sufficient power for dedicated cinema rooms
- **13.2ch processing** offers excellent system expansion possibility by adding an external 2ch amplifier for maximizing the 3D audio experience
- Full support of video up to 8K/60Hz, 4K/120hz, eARC, ALLM, HDR10+, VRR, QMS and QFT for **best movie and gaming experience**
- **2x Griffin Lite DSPs for up to 13.2ch** Dolby Atmos, DTS:X, new **DTS:X Pro**, as well as **upgraded IMAX Enhanced** and **AURO-3D**, also including support of Front Wide and Center Height speakers for the most demanding enthusiasts
- **Proprietary Marantz HDAM** (Hyper Dynamic Amplifier Module), selected and customized audio components for best acoustical performance
- **Advanced room acoustic optimization by Audyssey MultEQ XT32**, Dynamic Volume, Dynamic EQ, LFC, Sub EQ HT and professional tuning by optional Audyssey App for the most defined performance in any room including **Dual Speaker Memory Preset**
- **HEOS® Built-in** supports Hi-Res Audio, **AirPlay 2**, **Bluetooth**, **Bluetooth transmission to headphones** and wide array of **streaming services** for instant access to music
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01

Enthusiasts looking to upgrade to the ultimate Home Cinema set up

The next generation of premium Marantz SR-Series provides the home cinema enthusiast an unmatched audio and video experience to exceed their expectations. This customer demands full flexibility on media formats and speaker configuration to create the ultimate home cinema set up.

02

Audiophiles looking to enjoy pure Hi-Fi sound from their AVR

The audiophile can enjoy an ideal two channel Hi-Fi experience which can replicate the purest form of sound, just as the artist originally intended. This customer can enjoy musical excellence without sacrificing modern convenience features like ample connectivity and streaming options (HEOS® Built-in). With the Marantz SR-Series, no possible desire is left unfulfilled.



Marantz customers buy products to enjoy transformative sound experiences and to experience emotional arousal. They choose the latest Marantz products because these products make a profound statement and reflect positively on their self-identity. They look for the most exceptional products, always aiming for best in class.

The new SR7015 and SR8015 aim at two target customers, the **distinguished audiophile** and the **discerning explorer**.

Primary



#1 DISTINGUISHED AUDIOPHILE

This group takes the time in their day to listen to music. It's a ritual they've perfected over many years. They are passionate and knowledgeable about their music and they feel compelled to share it. They want others to share in the powerful emotions they are so enthralled by, and they seek out the best experience.

Secondary



#2 DISCERNING EXPLORER

This group, despite their relatively young age, are old souls who aspire to own high quality and timeless audio-visual equipment. They are highly social listeners, sharing music with friends and family. They want the best because it makes them feel confident and secure in their achievements.

ON SHELF DATES:

August 2020 (SR7015)

August 2020 (SR8015)



LAUNCH

- Product Information Sheets
- Product Guide Sheet
- Marantz website updates
- Studio & lifestyle images
- Premium (A+) content for retailers
- Online banners
- Product overview videos
- Product family videos
- Sales deck
- Training materials
- SU University courses

ACTIVATION

- Combined press release SR-series
- Expert reviews (planned)
- Owned social media
- CRM (newsletters)
- Blog articles (8K)
- Blog article (Marantz/Denon Difference)
- Webinars (dealers/press)
- Dealer panels (TBD)

SR7015 + Polk Signature Series



* 2x S55, 2x S55, 4x S20, 1x S30
* Price indication for speaker set: \$2,400
Price indication with SR7015: \$4,699

SR8015 + Polk Signature Series



* 2x S60, 2x S55, 2x S55, 4x S20, 1x S30
* Price indication for speaker set: \$3,400
Price indication with SR8015: \$6,599

** Optional subwoofer for both sets: Polk HTS12 – MSRP \$509

3 THINGS TO REMEMBER

01

IT'S A MARANTZ

Continuing the proud heritage and everlasting passion for music, Marantz endlessly innovates towards one goal, the realistic reproduction of sound. The end result is extensive sound tuning towards the renowned, musical Marantz sound.

02

STATE OF ART ENTERTAINMENT

Offering a sleek and modern design, the latest audio and video formats, you will experience the purest form of music. An intense attention to detail produces this magnificent Hi-Fi experience. Because, ultimately, music matters.

03

ALL AROUND EXCELLENCE

With the upgrade to 8K HDMI, the newest audio formats and voice control compatibility across all major platforms, unlock the power and the excitement you are expecting.