

PRODUCT BATTLECARD – RUSSOUND MIXAMP-60 v BOGEN C60 PUBLIC ADDRESS MIXER AMPLIFIER

ABOUT RUSSOUND

Russound continues to design and manufacture innovative products that sound great, are easy to install and simple to use, and that offer great value. Russound delivers a complete range of multiroom audio systems, source equipment, volume controls, amplifiers, loudspeakers and intercom systems. Russound firmly believes that its products are the finest of their kind on the market and remains dedicated as ever to providing its dealers and distributors with the right products for them to delight their own customers.

ABOUT BOGEN

For close to a century, Bogen Communications, Inc. has been a leading provider of commercial amplifiers, speakers, and intercom systems for music, paging, and educational applications. Installers worldwide love Bogen sound systems for their reliability and ease of installation. End users love Bogen products for their performance and ease of use.

PRODUCT

Bogen C60 Public Address Mixer Amplifier

Key Features:

- Provides mixing of microphones, telephone & auxiliary sources.
- Output screw terminals are provided for 4-ohm (direct) and 8-ohm, 16-ohm, 25V and 70V (transformer-coupled) speaker systems.
- Output jacks let you connect to a tape recorder or an additional booster amplifier or feed a 600-ohm telephone line when an accessory transformer (Model WMT1A) is used.

PRICING (USD)

- **Russound MIXAMP-60 MSRP: \$299.99**
- Bogen Mfg. List: \$763.42
- [CDW](#): \$391.99
- [Parts Express](#): \$389.98
- [Bogen-Paging](#): \$386.48
- [Full Compass Systems](#): \$314.23
- [PROVANTAGE](#): \$290.53

COMPETITOR'S CLAIMS

Provides mixing of microphones, telephone & auxiliary sources.

Output screw terminals are provided for 4Ω (direct) and 8Ω, 16Ω, 25V and 70V (transformer-coupled) speaker systems.

Output jacks let you connect to a tape recorder or an additional booster amplifier or feed a 600Ω telephone line when an accessory transformer (Model WMT1A) is used.

HOW TO ADDRESS THEM

No XLR mic input (eliminates need to strip mic wires); No Music on Hold; No built-in music sources.

MIXAMP-60 has Speaker Outputs for 4Ω, 8Ω, 16Ω, 70V and 100V speaker systems.

Tape recorder or booster amplifier are low-value capabilities for end users; separate purchase of WMT1A accessory transformer required to feed a 600Ω telephone line.

COST OF NOT BUYING FROM US

- Lower set of product features for a higher price.
- Uncontrolled internet pricing.
- More complicated system installations.
- Add-on purchases of auxiliary music sources and installation accessories.

COMPETITOR'S KEY STRENGTHS

4 inputs: 1 MIC (Lo-Z), 1 AUX (Hi-Z), 1 TEL, plus 1 selectable MIC or AUX.

Each input controlled by an independent volume control.

TEL input for telephone paging applications.

HOW TO ADDRESS THEM

MIXAMP-60 has 6 inputs: Mic1 – balanced XLR (no wire stripping) with phantom power; Inputs 2-3: Mic/Line Switchable with unbalanced 3-cond Phoenix connector; Line Inputs 1-2: Stereo RCA.

MIXAMP-60 also has independent volume controls for each input PLUS a master volume control that the C60 does not have.

MIXAMP-60 features telephone paging PLUS music on hold capability that the C60 does not have.

COMPETITOR'S WEAKNESSES

No XLR mic input.

No built-in music sources.

Rack mount ears sold separately

Price

HOW TO ADDRESS THEM

MIXAMP-60 includes an XLR mic input, which eliminates the need for the installer to strip mic wires for connection to the amplifier.

MIXAMP-60 features Bluetooth, MP3 playback (via SD or USB) & FM tuner.

MIXAMP-60 includes rack mount ears.

MIXAMP-60 list price is considerably less than the list price & most online retail prices for the Bogen C60, while offering significantly more valuable features.