

100,000th DYNACORD PowerMate delivered

April 2009

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- ▶ At the beginning of March 2009, the 100,000th DYNACORD PowerMate was delivered
- ▶ A success story of rare amplitude in the pro audio market

Straubing, April, 2009 In the mid 1990s, DYNACORD presented the first generation of the powered mixer, PowerMate. Unlike conventional all-in-one solutions, the PowerMate was designed to exhibit no compromises whatsoever. All the integrated components – whether mixing desk, power amplifier or effects unit – were designed to meet the highest professional standards. “Our mission was clear,” says Josef Taffner, who as developer played an important role in shaping the design and history of the PowerMate. “We wanted to offer the discerning musician a compact system capable of being used intuitively at the highest performance level.”

In addition to the exceptional audio quality delivered by the PowerMate, it had to be uncomplicated to use and robust enough to withstand the stresses of touring. Josef Taffner: “Almost all the engineers and technicians in the PowerMate development team are musicians themselves. We knew from our own experience what qualities, in an ideal world, a power mixer ought to possess and were also able to meet the requirements of our customers in a logical way.”

All the individual components are perfectly adapted to one another and offer uncompromising audio quality. “You only have to look at the THD, the low noise level, and the control range, of the discrete multi-level microphone preamps to see that they satisfy the very highest professional standards.

And the same approach is retained for all the components of the PowerMate. Even the most insignificant details were repeatedly re-examined in a critical fashion and constantly optimized in order to bring the product as close as humanly possible to perfection.”

The PowerMate was intended – despite its state-of-the-art virtues – to remain affordable by musicians. Martin Traut, Business Line Manager with DYNACORD and another of the godfathers of the system, argues: “If you bought the components – power amplifier, mixing desk, effects unit, equalizer – individually, insisting at each stage on professional quality, you’d end up paying considerably more. And the customers obviously are aware of this.” Nor is this the only reason, in Traut’s view, why the PowerMate represents a sound investment. “The low cost of ownership, i.e. the low rate of depreciation over a long period of time, also has

to be taken into account. Then there's the comprehensive availability of spare parts; that, too, contributes to the absolute confidence customers have in the PowerMate."

Along with the PowerMate family, which now has four members – the 600, the 1000, the 1600 and the 2200 – the target group has also been growing steadily. Not only among solo entertainers, rental companies, Top 40 bands and practitioners of home recording, but also in the fixed installation segment of the market, the PowerMate is now a best seller.

snapshot, 27. April 2009

Press photo: PM_DC_0409_PowerMate_1.jpg



The 100,000th PowerMate at the ProLight+Sound 2009 in Frankfurt

Press photo: PM_DC_0409_PowerMate_2.jpg



The 100,000th PowerMate – an unbelievable success-story

Press photo: PM_DC_0409_PowerMate_3.jpg



Josef Taffner played as developer an important role in shaping the design and history of the PowerMate

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