

# burton & truesdell

R E V I E W

## Old Brand Makes a Return With Full Product Line

### Dual XDM6800 CD Receiver

dualav.com



**BURTON:** "Did you really buy a turntable recently?"

**TRUESDELL:** "Yes; I found a Dual 1229 in mint condition at a local Goodwill for \$15. A similar one on eBay sold for \$150."

**BURTON:** "Why do you need a turntable? For your museum?"

**TRUESDELL:** "I still have more than 1,000 LPs, and I want to burn them to MP3 CD-Rs."

**BURTON:** "I understand; some stuff you have will never make it to CD. But what does this have to do with mobile electronics?"

**TRUESDELL:** "It lets me tell our readers that the venerable Dual brand name is now on a new line of mobile electronics products."

**BURTON:** "What's the new line under the old name?"

**TRUESDELL:** "Nine head units, for a start: six CD and three cassette. The suggested retail price ranges from \$50 to \$250."

**BURTON:** "What's special about this top-of-the-line model?"

**TRUESDELL:** "The XDM6800 detachable-face DIN unit has CD-R, MP3 playback capabilities and an aux input."

**BURTON:** "What else is special about the XDM6800?"

**TRUESDELL:** "It's got all the typical stuff, including four channels of power rated by Dual at 200 watts."

**BURTON:** "I assume that real output is closer to 20 watts RMS per channel for a total of 80 watts RMS."

**TRUESDELL:** "Yes, that's right. It's typical for the category."

**BURTON:** "Which company bought the old Dual name?"

**TRUESDELL:** "Namsung, a Seoul, South Korean-based manufacturer, is licensing the Dual name and logo."

**BURTON:** "Who should dealers contact for more information?"

**TRUESDELL:** "Jim Braun and Clyde Podraza, two long-time Jensen/Recoton veterans."

**BURTON:** "Sadly, youngsters won't recognize the Dual name."

**TRUESDELL:** "True, many of them may have been in diapers the last time a Dual turntable was sold in the United States."

**BURTON:** "Yes. To succeed, Dual will need good products, good pricing, good marketing, good PR, and good luck."

**TRUESDELL:** "Dual's PR is being done by my old friend Adam Sohmer. Adam did Jensen's external PR for a long time."

**BURTON:** "Yes, I like Adam too; he gets out info and images so we can tell dealers about stuff they should buy."

**TRUESDELL:** "He's a great guy who knows the 12-volt side of things, and he certainly knows all the old Jensen/Recoton guys."

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