

GENELEC®

CASE STUDY

**Setting the
standard**

RAI CREATES NEW FLAGSHIP
MIXING SPACE WITH THE ONES



GLM-CALIBRATED SETUP AT FABRIZIO FRIZZI TELEVISION STUDIOS CREATES REQUESTS FOR MATCHING FACILITIES AROUND ITALY





You know you are doing something right when your customers keep coming back to you year after year with new projects. This is something that Genelec has experienced throughout its long relationship with Italy's state broadcaster [RAI](#), with installations dating back to the late 1970s.

"For decades now, Italian state TV has relied

heavily on the quality and reliability of Genelec monitors," says Gino De Dominicis, Pro Audio product manager and Genelec product specialist at [Midiware](#), the Italian distributor of Genelec's wide range of studio monitors. "For a public broadcaster like RAI, the monitors must not only sound good, but they must also last for a long time. This is the kind of thing that makes Genelec technology stand out from the crowd. It's like having a Formula One

” WE RECOMMENDED THE ONES, WHICH OFFER VERY NEUTRAL AND DETAILED LISTENING.

car - it needs to be fast, but it must also make it to the end of the race and be safe as well!”

The relationship between Genelec and RAI has resulted in many headline projects over the years at studios all across Italy. The latest stage of this ongoing partnership has seen an upgrade of the music studio at the Fabrizio Frizzi television studios in Rome, which now include new 5.1 surround and stereo systems, based around Genelec’s [‘The Ones’](#) three-way coaxial monitors.

“This is the centre of production in Rome for TV shows, and the room we have upgraded is for mixing the music for these shows,” explains De Dominicis. “They take the orchestra from the TV shows - it’s just the music they mix -

and they broadcast every show that is made in the building in this way.

“They wanted a 5.1 system to mix in surround and a main stereo system in that room,” he continues. “They have to guarantee a high-quality service for the whole country, so we recommended The Ones, which offer very neutral and detailed listening.”

To meet the needs of the broadcaster, Middleware specified two [8351](#) Smart Active Monitors combined with a pair of [W371](#) Adaptive Woofer Systems for the stereo setup. Meanwhile, the 5.1 surround system consists of five [8341](#) monitors and a [7370](#) subwoofer. The room benefits further from acoustic treatment from Artnovion.



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“This is a cutting-edge room for RAI, so it had to be The Ones series,” says De Dominicis. “These monitors give RAI a precise and uncoloured listening experience with unprecedented management flexibility.”

By selecting Smart Active Monitors, the broadcaster was able to see further benefits in the room thanks to [GLM](#) calibration software. “Everything has been calibrated and checked with GLM 4 software,” states De Dominicis. “I went there to make the final calibration and when they understood the combination

of high-quality monitors and the calibration software, they were very happy. We made some adjustments and, in the end, the setup was very convincing for them.”

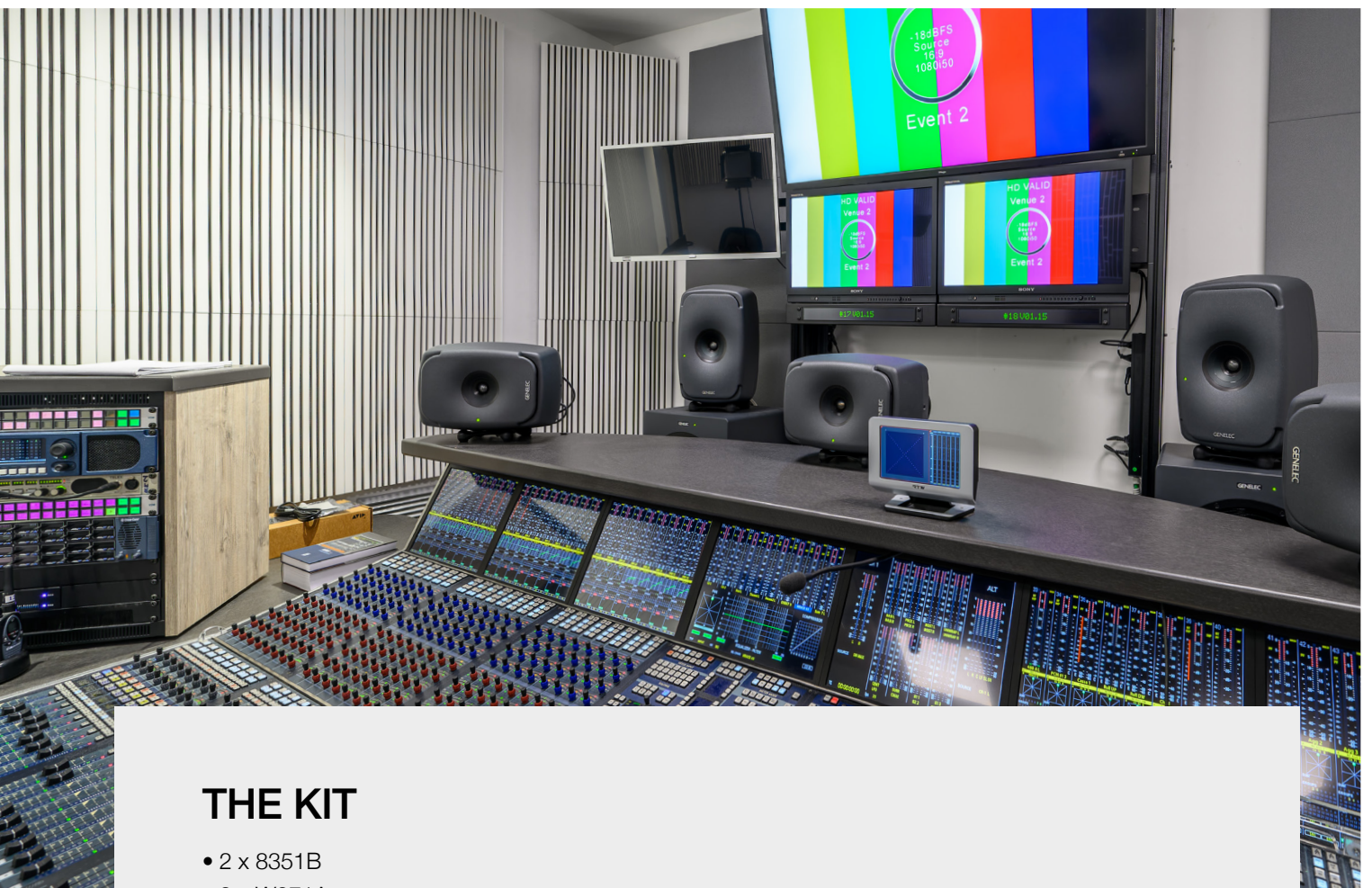
As part of a large broadcast complex, the studio is used every day by a variety of engineers. As such, GLM provided further advantages for the broadcaster. “The ability to change between different calibration setups really helps in this case, because they have several people working there and each engineer can fine-tune everything and

recall it in a moment,” explains De Dominicis. “They can switch between the systems with confidence every time. Properly calibrated rooms help engineers to do their jobs better. Not only the quality of the audio from a listening perspective, but the features and the tools you have inside GLM allow you to work better in a professional studio like this.”

The fully calibrated studio has proved popular with RAI’s management and the engineers who have experienced the space. “The RAI managers who followed the whole project declared themselves

very satisfied with the final result,” says De Dominicis. “Everyone now wants to mix there and have their Genelec monitors properly calibrated.”

Perhaps most importantly though, this project looks to have inspired RAI to upgrade further facilities. “All of the other engineers who have passed through the room and heard the system now want to have the same setup as well,” reveals De Dominicis. “After this room, we have had three further requests from big production centres for RAI in the north of Italy to have the same system or even better!”



THE KIT

- 2 x 8351B
- 2 x W371A
- 5 x 8341A
- 1 x 7370A
- 1 x GLM software

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