**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec 5.1 monitoring drives new Soundon OB truck**

NATICK, MA, March 21, 2023 — In response to a surge in OB broadcast sessions, Finland’s [Soundon](http://www.soundon.fi/en/) has recently added a second OB van to its fleet – equipped with a 5.1 Genelec Smart Active Monitoring System. The addition of the new truck means that Soundon – which specializes in sound recording for concerts and television with multi-camera productions and live broadcasts – now has even more capacity for bookings and post-production studio sessions.

Having relied heavily on a successful [Genelec](https://www.genelec.com/) install in its original truck, the idea was to replicate this layout in the new vehicle. “We wanted to make our new truck similar to the older one, so it would provide seamless control and it wouldn’t matter which one you are working with,” explains Timo Virtanen, Soundon’s Sound Designer and CEO. “Now when the other truck is somewhere in a production location, we can still do some post in our second truck. There is no need to have a fancy studio room when you can do everything in a moving OB truck. Also, our audio gear has grown so much that we needed a bigger storage area!”

Opting for a popular Genelec 5.1 solution, [8351](https://www.genelec.com/8351b) three-way coaxial monitors were installed in the LCR positions, accompanied by the compact [8331s](https://www.genelec.com/8331a) at the rear and complemented by a [7360](https://www.genelec.com/7360a) subwoofer (soon to be augmented by a second 7360 for even more low end control) – all selected for high-performance and space saving capabilities. “Back in 2017, we found the 8351As very suitable for us but realized for this project that we needed something different,” recalls Virtanen. “The studio room is quite narrow (2.5 m wide) which meant that handling the side reflections was very important to us, so we went with the newer 8351B models. That worked out much better for the low middle frequencies and sounded incredible.”

While both trucks are powered with similar Avid control surfaces, the new truck has a Grace M908 monitor controller, equipped to handle surround and immersive formats. Additionally, [GLM software](https://www.genelec.com/glm) was used to configure and calibrate the monitoring system – ensuring that everything is controlled in-house from recording to post-production. “When you’ve recorded the content yourself, it’s nice to see it through all the way to the end,” Virtanen smiles.

Minor challenges arose from designing the interior of the truck, from carpentry work and upholstery to the audio and video set up. Custom-built adjustments to the monitor floor stand mountings were implemented, to avoid any falls when hitting the brakes in traffic or accelerating on a freeway. “Adapting to this was relatively easy though, because we were roughly basing this design off the older truck and not completely building from scratch,” Virtanen reflects.

The Genelec touch has clearly added an extra quality to Soundon’s newest OB truck and has provided the business with a huge advantage as it approaches another busy season. “We’ve only had a few gigs with this new truck, but it already sounds better, and the frequency curve is a lot flatter than the old one,” Virtanen concludes. “Genelec monitors are in a completely different world from the others – I’m really satisfied with the result.”

For more information, please visit [www.genelec.com](http://www.genelec.com).

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Photo file 1: Genelec\_Soundon\_PR\_image\_1.JPG

Photo caption 1: Interior of Soundon’s new OB truck, with Genelec 5.1 monitoring

Photo file 2: Genelec\_Soundon\_PR\_image\_2.JPG

Photo caption 2: Timo Virtanen, Soundon’s Sound Designer and CEO

Photo file 3: Genelec\_Soundon\_PR\_image\_3.JPG

Photo caption 3: Soundon’s new truck features The Ones three-way coaxial monitors

Photo file 4: Genelec\_Soundon\_PR\_image\_4.JPG

Photo caption 4: Exterior of Soundon’s new OB truck

PDF file: Soundon\_Case\_Study\_ENG\_Final.pdf

PDF caption: Soundon Genelec case study

Genelec, the pioneer in Active Monitoring technology, is celebrating 45 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating over 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

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