

GENELEC®

# CASE STUDY

**Game on**

XD INC RELIES ON GENELEC  
SMART ACTIVE MONITORS  
THROUGHOUT THEIR  
GAME AUDIO FACILITY







## GAME AUDIO DESIGNERS LOOK TO THE FUTURE WITH BRAND NEW IMMERSIVE STUDIO.

Game audio has always been a highly skilled task requiring a huge amount of detail, particularly for multiplayer role-playing environments. As gamers demand more from the sound delivered from their favourite titles, more emphasis is placed on the facilities that audio professionals use to achieve this. New facilities are regularly being created around

the world, and China has become a popular location.

“I think the domestic game sound industry is still relatively young. It has developed in the last decade and is now gradually becoming more professional,” says Geng Zijun, Senior Game Audio Designer at Shanghai’s XD Inc. “For a game, its script is not simply a story, but a story with



” WE FOUND THAT NOT ONLY DOES ITS SMART CALIBRATION SYSTEM PROVIDE AN ENORMOUS ADVANTAGE, THE GENELEC BRAND ALSO HAS A FANTASTIC REPUTATION IN THE INDUSTRY.

thousands of possibilities. The difficulties for sound production vary for different types of games. Some games require more thought to be given to the design of sound samples. Some games are more complicated in the mechanism of dynamic presentation. However, the most important and most difficult thing to do is the stylisation of sound, which means representation of the world view of a game with a set of unique sound designs.”

XD Inc has placed increasing importance on the audio experience in recent years, culminating in the opening of a new audio production facility with three editing suites and a Dolby Atmos 7.1.4 mixing studio. Genelec monitors have been selected for all of these spaces to deliver

a pristine audio experience that helps the developers understand the environment they are creating.

“In the early stages of the project planning, we decided to go with the Dolby Atmos monitoring system, so that both production and post production could be carried out,” stated Fang Wan, Audio Director of XD Inc. “After conducting extensive research on similar products, we opted for the Genelec system. We found that not only does its smart calibration system provide an enormous advantage, the Genelec brand also has a fantastic reputation in the industry.”

The job of acoustic design for the Dolby Atmos mixing room and the three editing suites fell to Suzhou Pineapple Acoustic Engineering Co.,

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Ltd. The design for the three editing suites is identical with stereo pairs of 8330 nearfield monitors in each space. In the immersive room, the designers opted for three-way coaxial 8351s for the LCR positions, and 8330s for the surround and overhead channels - with a 7360 subwoofer delivering the low frequencies.

The system integration and installation was handled by MusicKing (Shanghai) Cultural Development Co., Ltd, and the company has been quick to point to the increasing popularity of immersive mixing spaces in game audio studios. “The Dolby Atmos technology has gradually become more popular in recent years, and the requirements for production equipment have also been lowered,” explains Ming Jindong

from MusicKing, who was in charge of the installation. “The small and medium-sized Atmos production systems will be more in line with the market needs, especially for the booming game audio industry.”

The new audio production spaces have already proven advantageous to XD Inc, providing the 20-person team with the space and technology to research and create the right audio for the games they are working on. The facility has received unanimous praise from the entire audio team, with the monitors proving particularly popular.

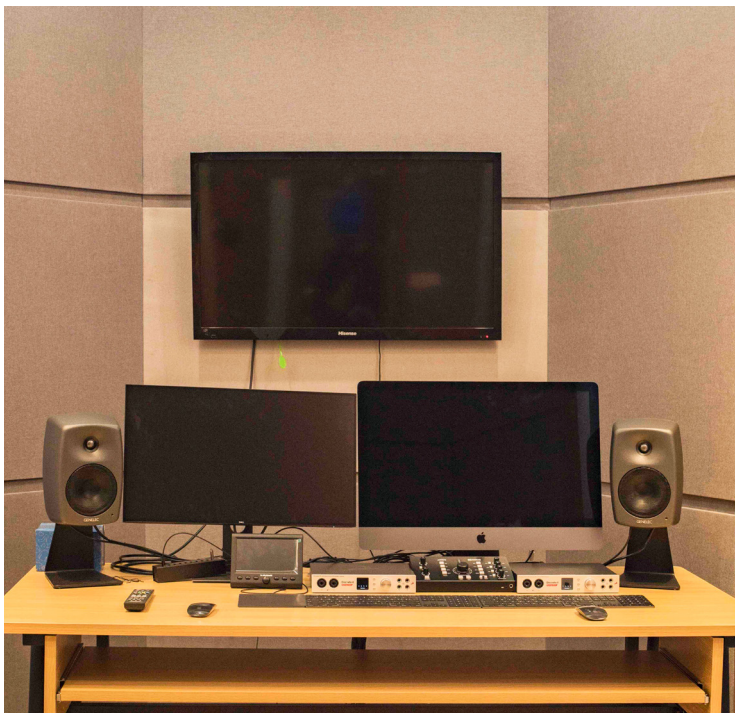
“The soundfield is immersive and the positioning is accurate,” reflected Fang Wan on the mixing space. “In addition, it has great resolution and sufficient detail. The





entire system has been finely calibrated to produce the most accurate sounds for us to be able to create with confidence.”

The evidence from XD Inc suggests that more of China's growing games market will move into immersive audio production, creating ever more realistic virtual environments for gamers around the world to enjoy.



## THE KIT:

### Dolby Atmos Mixing Studio

- 3 x 8351B
- 8 x 8330A
- 1 x 7360A
- 1 x GLM Software

### Editing Rooms

- 6 x 8330A
- 3 x GLM Software