**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec monitors ensure quality and rapid turnaround at Studio 26miles**

NATICK, MA, November 1, 2023 — Set over three sites, [Studio 26miles](http://studio26miles.com/) is a hub of sonic creativity for broadcasting, content production and local language dubbing, delivering exceptional audio quality at a pace that sets it apart. The studio’s most recent addition is a Genelec-powered immersive space with a Dolby Atmos 7.1.4 mixing room, a stereo mix room and a booth.

Studio 26miles has worked on a variety of TV drama hits including *Signal*, *Stranger*, *Arthdal Chronicles*, *Itaewon Class*, *Voice* and *Hometown*. One of the important factors behind its success has been its refusal to compromise on quality. With the time constraints often associated with TV drama production it’s easy to make concessions. However, this is not the case at Studio 26miles.

“TV dramas have a limited amount of time to work with compared to movies,” explains Wave Kim, Studio26’s Sound Supervisor. “So, people often make compromises regarding sound and are less concerned about Foley than they might be for film. However, our studio does not differentiate the way of sound mixing, whether it’s stereo, overseas OTT, 5.1, or Atmos.”

One area where this is particularly visible has been with dialogue. “As a lot of sound is lost due to compression for broadcasting, we have a differentiated approach to dialogue tone, which is critical for matching video and audio,” states Kim. “Since the dialogue is the primary way to feel the actors’ emotions, we use our know-how to enhance the delivery of the dialogue.”

The decision to open the third site and move into Atmos production came from commercial demands. The team’s initial vision for a Dolby Atmos 7.1.4 mixing room evolved as they recognized its urgent necessity, driven by the demand from industry giants like Netflix. This meant that what was originally planned to be a project for the future became a reality two years ahead of schedule.

One of the key decisions for Studio 26miles was the selection of the studio monitors. Driven by the desire for impeccable phase management in multichannel mixing, Genelec was chosen to ensure quality, while maintaining a rapid turnaround.

“I’m very familiar with Genelec speakers because I used the [1031s](https://www.genelec.com/previous-models/1031a) when I first started music mixing,” Kim explains. “I’ve been using Genelec for a long time and got so used to the sound of their speakers – so I didn’t want to take the considerable risk of choosing a different brand.”

Recognizing the significance of uniformity, the team’s reliance on Genelec’s coaxial speaker technology showcased their commitment to precision. “Of course, a coaxial speaker has very controlled directivity. However, as the number of speakers increases, phase management becomes more important. At this point, I decided that coaxial speakers would be the best fit,” states Kim.

With the brand and style of monitor decided, the design of the Atmos space proceeded relatively smoothly with [Genelec’s Smart Active Monitors](https://www.genelec.com/sam-studio-monitors-subwoofers) providing the right solution for the space. Working with local Genelec partner [Sama Sound](https://www.samasound.co.kr/?ckattempt=1), Studio 26miles opted for ‘The Ones’ three-way models, with three [8351](https://www.genelec.com/8351b)s for the L-C-R positions, four [8341](https://www.genelec.com/8341a)s for surrounds and four [8331](https://www.genelec.com/8331a)s as overheads. Finally, low frequencies are handled by two [7380](https://www.genelec.com/7380a) subwoofers, and the entire system was configured and calibrated using Genelec [GLM](https://www.genelec.com/glm) loudspeaker manager software.

“We’ve changed every monitor speaker to Genelec in all of our facilities,” notes Kim. “With multichannel mixing, we have to be careful about phase, so using monitor speakers of the same brand, if not the same model, is better for managing the channel phase later on. For this reason, it made sense to switch to Genelec speakers in all our studios.”

Reflecting on the overall project, Kim is clearly satisfied with the decision to opt for Genelec at the new facility. “When I listened to some work that I was mixing in stereo in the main studio during the construction phase, I was pleased that there wasn’t a lot of deviation, but where I needed to, I added acoustic treatment to address frequency dips at some listening points. I’m delighted with the full range of sound, and the clients have given me incredibly positive feedback,” he concludes.

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

*...ends 681 words*

Photo file 1: Studio\_26miles\_PR\_Image\_1.JPG

Photo caption 1: Sound Supervisor Wave Kim in Studio26’s 7.1.4 immersive room

Photo file 2: Studio\_26miles\_PR\_Image\_2.JPG

Photo caption 2: Studio26’s 7.1.4 immersive room

Photo file 3: Studio\_26miles\_PR\_Image\_3.JPG

Photo caption 3: Studio26’s 7.1.4 immersive room is powered by Genelec’s “The Ones” coaxial monitors.

PDF file: Studio\_26miles\_Case\_Study\_FINAL.pdf

PDF caption: Genelec Studio 26miles 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.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—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;*

*Web:* [*http://www.genelec.com/*](http://www.genelec.com/)*.*