**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec marks 45th anniversary with extensive World Tour**

NATICK, MA, February 21, 2023 — Genelec – the global leader in professional loudspeaker systems – is marking its 45th anniversary this year by launching the [Genelec 45 World Tour](http://www.genelec.com/genelec45), which celebrates truthful sound and the passion that powers it. The extensive tour combines demonstrations of Genelec studio monitors with a program of premium learning and listening experiences, complemented by a major global music collaboration. The Genelec 45 World Tour provides audio professionals, sonic creators and audiophiles with a unique opportunity to experience the beauty and power of truthful sound, wherever they might be located.

Central to the tour is the **Genelec | Experience** series of premium events, which includes face-to-face listening sessions at Genelec’s growing international network of [Experience Centres](https://www.genelec.com/experience-centres), complemented by hybrid and virtual events, regional partner events and traditional trade shows. The **Genelec | Experience** will not onlyprovide an opportunity for customers to audition Genelec’s state-of-the-art studio monitors but will also allow customers to learn about and experience a wide range of Genelec stereo and immersive loudspeaker systems in a controlled, critical listening environment.

For those that can’t attend the **Genelec | Experience** in person, Genelec will also be making full use of its digital channels throughout 2023 to deliver a program of online masterclasses, tutorials, webinars and informal knowledge-sharing sessions, while the new[Genelec Virtual Showroom](https://showroom.genelec.com/) allows customers across the Professional Audio Monitoring, AV Installation and Home Audio segments to instantly access valuable Genelec information and resources in a unique and visually engaging interactive VR environment. Additionally, the **Create With Genelec** loan campaign will be run in selected territories to allow audio professionals, creatives and music educators to experience Genelec technology in the comfort of their own environment.

The final element of the tour is the **Genelec | Harmony Tracks** global music collaboration, which encourages even greater end user engagement in Genelec’s 45th celebrations. **Genelec | Harmony Tracks** invites participants to submit a piece of music using their own unique style, sound and local culture to create a new, powerful, and unifying patchwork of international musical harmony. The contest winner will receive a pair of Genelec [8330A](https://www.genelec.com/8330a) studio monitors as a prize, and for every song entry submitted, Genelec will donate money to the charity [Music Fund](https://musicfund.eu/en/), which collects musical instruments, repairs them and gives them a second life by donating them to music schools and socio-artistic projects in Europe, developing countries and conflict zones around the world. Genelec will also be encouraging regional partners to get involved – with the goal of collecting and re-distributing 45 different types of instrument globally, in a celebration of the world’s wonderfully diverse musical cultures.

“Over the last 45 years we’ve created quite a company legacy, but none of this would be possible without our customers,” comments Genelec Managing Director Siamäk Naghian. “So we want to use this anniversary year to look forward to the future, and empower and celebrate the people that create and love sound and music. Our passion for perfecting sound is shared by all the professionals and creatives who rely on Genelec technology every day. By inspiring each other, we’re consistently driving the industry forward – and that’s something truly worth celebrating!”

To find out more, please visit [www.genelec.com/genelec45](http://www.genelec.com/genelec45)

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Photo file 1: 45th\_Anniversary\_PR\_Image\_1.JPG

Photo caption 1: The Genelec 45 World Tour Graphic

Photo file 2: 45th\_Anniversary\_PR\_Image\_2.JPG

Photo caption 2: The World Tour features the Genelec | Experience, which allows customers to learn about and experience a wide range of Genelec stereo and immersive loudspeaker systems

Photo file 3: 45th\_Anniversary\_PR\_Image\_3.JPG

Photo caption 3: A beneficiary of the Genelec | Harmony Tracks global music collaboration will be the charity Music Fund, which collects musical instruments, repairs them and gives them a second life by donating them to music schools and socio-artistic projects in Europe, developing countries and conflict zones around the world

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; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*