**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec helps Stockholm’s historic Atlantis Studios upgrade to Atmos**

NATICK, MA, September 6, 2022 — With its large collection of vintage equipment, original echo chambers and high-quality musical instruments, Stockholm’s [Atlantis Studios](http://atlantisstudios.se/) has been attracting some of the biggest names in music for decades. The former cinema has played host to a who’s-who of Nordic legends, including ABBA, The Hives, Cardigans and Roxette, to record some of their biggest hits, as well as attracting celebrated international acts from Quincy Jones to Green Day, Elvis Costello and Primal Scream. The latest addition to ensure artists can realize the full potential of modern music production is an Atmos mixing room outfitted with Genelec [The Ones](https://www.genelec.com/theones) Smart Active Monitors™.

“The latest upgrade saw us install a 7.1.4 system,” explains Mix Engineer Stefan Boman. “I was really keen on doing that because I did some stuff in 5.1, but that never really took off as there weren’t any proper platforms. I wanted to get into Atmos because you could see the trends and the investment behind it.”

With the decision made to embrace the Atmos standard, the project progressed rapidly. “We decided to invest in Atmos, and I heard that Dolby were coming over here to do some work – so I decided that we had to be equipped for immersive by then,” recalls Boman. “We had to be done within a week and a half, so I called in favors from builders. There were some really late nights, but it worked out pretty well.”

The upgrade process saw the transformation of the mix room from one created with 5.1 in mind to a fully immersive space certified by Dolby. “Obviously for 7.1.4 we needed to add more speakers,” explains Boman. “We worked out the best possible places for the monitors in the room, installed them and then calibrated the space with the help of Dolby engineers to gain the certification. We couldn’t have planned it any better.”

One easy decision for Boman was the choice of monitors. He has been using Genelec since the mid-90s and has been continually impressed with the quality of the sound. “I’ve had Genelec monitors for a long time – they fit my ears,” he smiles. “When I first heard The Ones, I was so impressed with the definition. On most speakers you can hear ‘it’s to the left or to the right,’ but on these you can locate sounds with such precision – you can say things like ‘it’s 5 degrees to the left’! I was just blown away. I could really hear the pan definition. That really helps in an Atmos room.”

The system chosen by Boman deploys The Ones family of coaxial three-way point source monitors – specifically the [8351s](https://www.genelec.com/8351b) for the L-C-R positions, [8341s](https://www.genelec.com/8341a) for the surrounds and [8331s](https://www.genelec.com/8331a) for the ceiling channels – all complemented by a [7370](https://www.genelec.com/7370a) subwoofer. “I really like it,” says Boman about mixing on his new Atmos system. “It’s natural sounding and I never get surprised when I bring tracks home or listen somewhere else. I just hear the mix decisions I made.”

With the room built in record time, the first Atmos project came through Atlantis’ doors shortly after the new room’s completion. “The first job I landed was Roxette, with a complete remix of their big hits,” reveals Boman. “They asked me before the new space was built and I said I would love to do it, but I didn’t have a room. Eventually, they gave it to a U.S. mix engineer because they really wanted to get it out early. By the time the mixes were ready, my room was about done, so they called me and asked if they could listen to the mixes in my studio. I thought it would be interesting, so I said yes.”

“We heard the mixes, and Per from Roxette came by,” Boman continues. “So I asked if I could try out one song to see what we could do. I did the song, and they came back and said ‘okay, it can be like this!’. So I ended up getting all the songs. It was a really good first real Atmos gig.”

From this starting point, the Atmos work has continued to grow for the studio. “I think these days around 80% of the things I do are Atmos,” says Boman. “I wanted to be involved in Atmos early on, so I didn’t have to get on board later when everyone is doing it. It turned out to be a good move. I’m happy with the results, and both artistically and financially it has been a good decision.”

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

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Photo file 1: Atlantis\_PR\_Image\_1.JPG

Photo caption 1: Mix Engineer Stefan Boman pictured at Atlantis Studios, Stockholm.

Photo file 2: Atlantis\_PR\_Image\_2.JPG

Photo caption 2: Atlantis Studios features a new 7.1.4 monitoring system featuring Genelec’s “The Ones” family.

Photo file 3: Atlantis\_PR\_Image\_3.JPG

Photo caption 3: Atlantis Studios is fully certified by Dolby.

PDF file: Atlantis\_Studios\_Case\_Study\_FINAL.PDF

PDF caption: Genelec Atlantis case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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 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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