**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec raises a glass to Estonia’s first Smart IP solution**

— Chin Chin wine bar breaks new ground with over 800 wines and a stunning Genelec Smart IP loudspeaker system —

NATICK, MA, March 5, 2024 — [Chin Chin](https://chinchin.ee/en/) wine bar in Tallinn, Estonia, offers guests the blissful pairing of a crisp glass of wine with a stunning sea view. A solo project of sommelier Karl-Märten Käesel, the bar is a sophisticated space to sip, swirl and pour as your troubles melt away into one of 800 glasses of wine on the menu. To complement the encyclopedic wine list and accompanying menu of hand-selected gourmet snacks, Chin Chin adds to the atmosphere with a discreet yet powerful [Smart IP](https://www.genelec.com/smart-ip) loudspeaker solution from [Genelec](https://www.genelec.com/).

Estonian audio-visual integrators [Progear OÜ](https://www.progear.eu/) designed, supplied and installed the system, with the help of local Genelec distributor [msonic Baltic](https://msonic.eu/). The solution comprises 10 [Genelec 4430](https://www.genelec.com/4430a) Smart IP loudspeakers that met Chin Chin’s brief of a superior multifunctional and aesthetically pleasing sound system. This milestone project marks the first time that a Genelec Smart IP solution has touched ground in Estonia, so this was a particularly special installation for Progear, msonic Baltic and the Finnish loudspeaker manufacturer.

“Genelec were selected because of their legendary status, and because they offer built-in DSP and [Dante](https://www.audinate.com/) compatibility,” begins Karl-Erik Sepp, sound installation project manager at Progear. “The 4430 uses one network cable, through which it receives power, audio and the possibility to control each speaker remotely. The ease of use was an important factor for the team at Chin Chin. The 4430 also offers Genelec’s famous sound quality, which can easily adapt to everything from relaxed wine tastings through to the curated DJ nights that Chin Chin hosts at the weekend.”

As well as serving as a place to wind down after work and let loose on the weekends, Chin Chin also hosts wine classes, which range from a tour around the Italian coast via specially selected bottles, to wine and food pairings and a sparkling wine course taking drinkers from Prosecco to Champagne. These classes take place in a separated area of the bar that can also be hired out for small meetings and events. This space can be separated from the rest of the sound system for classes to be carried out uninterrupted.

“In the small events space we installed two 4430 loudspeakers, as well as a Barco ClickShare CX-30 wireless image transfer device to make the wireless transfer of pictures and sound as seamless as possible. The remaining loudspeakers form a distributed audio system across the bar and seating areas to provide consistent, even coverage throughout the venue,” explains Sepp.

“In addition to the loudspeakers, at the heart of the system there is also a Yamaha MTX5-D processor, which controls the entire audio solution. Access to simple functionality is provided through wall panels and automation. To handle speech requirements there’s a Shure BLX24RE/SM58 wireless vocal microphone that automatically turns off the background music when in use and restores it after the mic is finished with – and the same automation was also created for the DJ input via the Yamaha MG10XUF mixing desk, which is also connected to the Dante network.

“This gives Chin Chin the opportunity to place the performer almost anywhere in the venue where a network connection has been established, which gives them complete flexibility. We built the audio solution around the mixing desk, Dante converter and cable rack so that all the necessary components would be together in one place and could be stored neatly out of sight when not in use.”

While it may be modest in size, Chin Chin is a glimpse into wine bars of the future, with wine dispensers, expert sommeliers and an impressive Genelec sound system that adapts to a variety of events. Born out of a love for great wine, Chin Chin now offers even more than a glass or two of your favorite tipple, with high-quality, versatile sound from Genelec’s unrivaled Smart IP series.

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

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Photo file 1: Chin\_Chin\_Bar\_PR\_Image\_1.JPG

Photo caption 1: The Chin Chin Wine Bar in Tallinn, Estonia

Photo file 2: Chin\_Chin\_Bar\_PR\_Image\_2.JPG

Photo caption 2: Offering 800 different wines, Chin Chin is the brainchild of sommelier Karl-Märten Käesel

Photo file 3: Chin\_Chin\_Bar\_PR\_Image\_3.JPG

Photo caption 3: Chin Chin is equipped with a Genelec 4430 Smart IP loudspeaker system

PDF file: Chin\_Chin\_Genelec\_Case\_Study\_FINAL.PDF

PDF caption: Genelec Chin Chin Wine Bar 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 continuing with its 18th year of 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;*

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