**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec helps Israel’s Dubidub Studios create immersive Dream Room**

NATICK, MA, September 26, 2023 — Tel Aviv-based dubbing and post-production facility [Dubidub Studios](https://dubidubstudios.com/) is seen as a technology leader in Israel, so it came as no surprise when it wanted to embrace immersive audio and create the first professional Atmos studio in the country. When it came to the monitoring solution, Genelec provided the answer.

The main driver behind the move to Atmos was demand from international clients. “Atmos today already completely dominates the theatrical industry,” says Dubidub CEO Ami Offir. “All major companies in the world would probably nowadays produce their content in Dolby Atmos, not in 5.1 or 7.1.”

To meet this need, Dubidub decided to upgrade its main studio, creating a space it named The Dream Room. To make sure the space met Dolby’s specifications, Offir enlisted the help of highly esteemed acoustic consultant David Huja, who runs [DHA Acoustic Design](https://www.dha.co.il/). “Originally it was a 7.1 studio with a flush mounted monitoring system,” recalls Huja. “Ami needed to have an Atmos studio, so we decided to upgrade and install a new monitoring system.”

When it came to the monitoring solution, Genelec was the obvious choice. “After hearing a lot of speakers, I decided that Genelec gives you the confidence that what you hear – if it sounds good – will sound good everywhere, because it’s so detailed,” says Offir. “Genelec monitors give you both truth and impressive power, and these are the only speakers I know that can do it.”

The system was supplied by local Genelec partner [Kilombo](https://www.kilombo.co.il/) and based around “The Ones” family of coaxial monitors. Three [8351](https://www.genelec.com/8351b) models were installed in the LCR positions, with four of the more compact [8331](https://www.genelec.com/8331A) models acting as the surrounds. For the height channels, four of the [8330](https://www.genelec.com/8330A) two-way monitors were the preferred choice. The pre-existing subwoofers were retained by the studio to handle LF duties.

“The even listening field is achieved by the coaxial drivers in all Genelec The Ones models – it’s very good, it’s very wide and it’s very balanced,” adds Huja. “The way the sound spreads from these coaxial speakers is very special. And due to the unique way of distributing the three parts of the energy: low, mid, and high, you really feel comfortable when moving to the sides, sometimes even back and forth. You feel like there’s something very balanced about what you’re listening to.”

One challenge came from the fact that the studio wanted to install a flush mounted solution. “In order to flush mount all the models, we had to create some custom accessories,” explains Huja. “We had to make some changes to the back of the wall to take care of the heat from the amplifiers, which are built into the monitors. The flush mount solution was Genelec’s suggestion, and they sent me all the details and DWG files, so I could make sure it would fit into the wall.

“We ordered Genelec’s standard flush mount kits for the 8351 LCR monitors but Genelec’s Aki Mäkivirta and I had to plan custom flush mountings for the 8331 surround monitors, because such mountings didn’t exist,” adds Huja. “The mountings also had to have front openings, which allow the bass energy to come from the rear reflex port to the front.”

With this level of customization, [GLM](https://www.genelec.com/glm) calibration software also proved its worth for Dubidub. “The GLM system is a great tool,” says Huja. “It helps you to get the best results from the monitoring system. Otherwise, you might need very expensive and complicated processors to achieve the same DSP functions.”

With the upgrade complete, the reaction to the new immersive space has been very positive. “The Dream Room is built to a very high standard,” says independent consultant, producer and mixer, Yoad Nevo. “The way the speakers are embedded and acoustically blended in the room creates a very transparent environment where you don’t feel like you’re looking at speakers and hearing different sound sources. The worst thing you can do, especially in surround, is to turn your head and look at the speakers. That’s what you always want to avoid as a mixer. The Dream Room is very accurate sonically, and it’s just a great space to be in!”

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

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

Photo caption 1: Dubidub’s CEO Ami Offir pictured in the company’s 7.1.4 immersive room

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

Photo caption 2: Dubidub’s immersive room features 8351, 8331 and 8330 Smart Active Monitors

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

Photo caption 3: Dubidub have flush mounted all the surround monitors, including custom flush mounting kits for the 8331 models

PDF file: Dubidub\_Case\_Study\_FINAL.pdf

PDF caption: Genelec Dubidub 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.

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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;*

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