**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**East Tampa’s Grand Bay Recording Studios Chooses Genelec**

— The Genelec 8361AP Smart Active Monitor™ is the consistent choice of two of the newly built facility’s three studios, where they perform seamlessly for music and commercial recording, mixing, mastering and education applications —

NATICK, MA, May 22, 2023 — Grand Bay Recording Studios is the newest jewel in Florida’s west coast audio-production community. The three-room, 5,700-square-foot facility occupies its own building in the Ybor City Historic District of East Tampa. Owner and founder Alex Romero and his wife Lorena Romero, the studio’s CFO, opened it in September, after operating studios in other areas of the city since 2018. In that time, they’ve built a thriving business serving the region’s music and commercial recording, mixing and mastering clients, as well as students of the “Master the Bounce” audio engineering course taught there. One of the bedrocks of Grand Bay Recording’s technology foundation are two pairs of Genelec [8361AP](https://www.genelec.com/8361a) Smart Active Monitors™. Two of the studio rooms each use a pair of 8361AP monitors as its mains, with one of the rooms using the white-clad version, which acts as a kind of canvas for the Philips Hue color-changing lighting in the room. In addition, one pair of Genelec [8340AP](https://www.genelec.com/8340a) is used as a second mix-reference monitor. All the Genelec monitors were purchased through Magic Audio of Orlando.

Romero, who has been a Genelec fan since his first pair of 1031s a decade ago, says the 8361A monitors are the ultimate in monitoring accuracy. “I love the way they sound, and especially the fact that the 8361 has plenty of low end even without having to use a subwoofer,” he explains. “We have a [7370A](https://www.genelec.com/7370a) sub on hand, but the 8361A’s low end goes down so smoothly we don’t need it. And I’ve found that that’s a good thing for many music clients: too much low end available can get you into trouble when trying to balance a mix. The 8361A gives you everything you need for a well-balanced mix.” And, he adds, a pair of 8340AP monitors is close at hand when he needs a second mix reference.

But says Romero — who is known by his mix handle [MixedByLex](https://www.instagram.com/mixedbylex/?hl=en) on recordings such as Internet Money’s “Somebody” ft. Lil Tecca and A Boogie, and Iann Dior’s album *Industry Plant* — what really sold him on Genelec is the GLM software. He says he was able to install and position the 8361As himself perfectly for the rooms’ dimensions and geometry. “GLM was really the main reason we went with Genelec,” he says. “I’m not an acoustician, but I know what I want in the way a room should sound. I plug in the monitors and load the software, enter the room dimensions, and Genelec does all the work. It gives me accurate monitoring and imaging, and it’s so much easier to use than the other software out there.” Furthermore, he adds, he’s integrated Genelec’s GLM and AutoCal into Grand Bay Recording’s education program, as a way to explain acoustics, treatments, and acoustical solutions to students. “We plug in the monitors and the acoustic measurement microphone and watch as the Genelec software does its magic,” he says. “You know those students are going to get their own Genelecs later on.” In fact, contends Romero, no other monitor brand can do it all — recording, mixing, mastering, and teaching — like Genelec. “The 8361 covers all the bases and does all of it so well,” he says. “We’re buying them in pairs now, aiming to create a Dolby Atmos monitoring system eventually. The 8361 is going to be the foundation for that, too.”

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Photo file 1: GrandBay\_Photo1\_AlexRomero.JPG

Photo caption 1: Grand Bay Recording Studios owner and founder Alex Romero, pictured in the facility’s Studio B control room, featuring white Genelec 8361AP Smart Active Monitors™

Photo file 2: GrandBay\_Photo2\_StudioB\_Side.JPG

Photo caption 2: Studio B control room at Grand Bay Recording Studios, featuring white Genelec 8361AP Smart Active Monitors™

Photo file 3: GrandBay\_Photo3\_Booth.JPG

Photo caption 3: Isolation booth at Grand Bay Recording Studios

Photo file 4: GrandBay\_Photo4\_StudioA.JPG

Photo caption 4: Studio A control room at Grand Bay Recording Studios, featuring Genelec 8361AP Smart Active Monitors™

Photo file 5: GrandBay\_Photo5\_StudioB\_rear.JPG

Photo caption 5: Studio B control room at Grand Bay Recording Studios (rear view)

Photo file 6: GrandBay\_Photo6\_Vertical1.JPG

Photo caption 6: Genelec monitors in use at Grand Bay Recording Studios

PDF file: GrandBay\_Genelec\_CaseStudy\_Web.pdf

PDF caption: Grand Bay Genelec 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/.*