**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec provides Danish retreat with a sustainable Smart IP solution**

— HimmerLand used Genelec’s 4420 and 4430 Smart IP loudspeakers for its latest expansion —

NATICK, MA, January 23, 2024 — Set in the rolling hills of the Danish countryside, [HimmerLand](https://himmerlandresort.com/) is an idyllic resort combining golf and spa facilities with award-winning bistros, a bowling alley, outdoor sporting activities and flexible meeting spaces. Known as the place where leisure, pampering and professionalism meet, HimmerLand recently expanded its offering to include a large multipurpose hall, smaller meeting rooms, a golf simulator and fitness centre. Leading the AV design and integration was [COMM2IG](https://www.comm2ig.dk/) — a Danish company specialising in technology solutions — who opted for a [Genelec Smart IP](https://www.genelec.com/smart-ip) loudspeaker system.

“The off-axis dispersion of Genelec models is excellent, which is very helpful for meeting rooms,” explains Søren Maibom, solution manager and sound designer at COMM2IG. “HimmerLand also wanted a very Nordic design for these spaces, and Genelec’s form factor works really well in this context. In fact, the team wanted to hide the loudspeaker system initially, but after seeing how sleek and beautiful Genelec’s Smart IP models were, they decided to put them in full view right next to the screens!”

COMM2IG chose six of Genelec’s [4430](https://www.genelec.com/4430a) Smart IP loudspeakers in black for the meeting spaces. “The Smart IP models were an excellent fit as they offer a local analogue input in addition to being a networked IP solution. They can also be monitored remotely, which is great for troubleshooting,” says Maibom. As COMM2IG were concluding their work on HimmerLand’s new meeting rooms, the resort threw the integrators a new brief — to completely renovate the resort’s existing bar into the new [Larsens Sportsbar & Bistro](https://himmerlandresort.com/restaurants/larsens-sportsbar-and-bistro/) in a timeframe of just five months.

Following the success of the Smart IP solution in the meeting rooms, Maibom and his team once again looked to the brand for help with Larsens. “We decided on another Smart IP solution — comprising a combination of 22 of the [4420](https://www.genelec.com/4420a) and 4430 models — mainly because of the tight timeframe we were working to,” he explains. “The models are incredibly easy to set up and use, and the Smart IP Manager software is a game changer.”

Genelec’s [Smart IP Manager](https://www.genelec.com/smart-ip-manager) seamlessly solves installation-specific audio problems. The software tools can handle room equalization, system organization, status monitoring and more, saving integrators large amounts of time in configuration and calibration, and ensuring that the Smart IP system is performing at its very best — in any acoustic environment.

For HimmerLand, the attraction to Genelec wasn’t just the superior sound quality of Smart IP loudspeakers, but the brand’s commitment to sustainability, too. The resort is dedicated to preserving the picturesque countryside it calls home by reducing its carbon footprint wherever possible. The low power consumption of the Smart IP family — with its efficient Class D amplifier design and PoE compatibility — aligned completely with HimmerLand’s values.

“The facility manager didn’t believe me when I told him that the power consumption for the whole system was just 120 W! He thought that was insane,” recalls Maibom. “When all 22 loudspeakers in the sports bar are run at an SPL of 75 dB, they draw around 5.2 W each, which is amazing and largely unheard of.

“This is why Smart IP was a great fit for HimmerLand. The loudspeakers are good looking and extremely powerful, as well as being [sustainable](https://www.genelec.com/approach-to-sustainability). They use recycled aluminum, run off a single CAT cable, have low power consumption, and the fact that they use efficient Class D onboard amplification means that they don’t produce much heat, which reduces the load on the resort’s air conditioning.”

On the ground floor, COMM2IG supplied a Smart IP solution across the entrance hall, bar area, seating area and a VIP space for private parties. On the first floor, the volume is louder as it caters for a more typical sports bar/nightclub vibe, so most of the loudspeakers were installed there, alongside four screens that show regular sports content. Additionally, there is a children’s playroom with interactive projection, where a set of Smart IP models are installed, too. [AMX](https://www.amx.com/en) is used to control the video and a [Q-SYS](https://www.qsys.com/) control system takes care of the audio.

“The feedback from the client has been exceptional,’ concludes Maibom. “Everyone is really happy with the system and how it looks. We know that the new system will serve HimmerLand well — for many years to come.”

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

*...ends 709 words*

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

Photo caption 1: The HimmerLand resort in Farsø, Denmark

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

Photo caption 2: Larsens Sportsbar & Bistro at HimmerLand

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

Photo caption 3: One of HimmerLand’s meeting rooms

Photo file 4: Himmerland\_PR\_Image\_4.JPG

Photo caption 4: HimmerLand’s sound system utilizes 28 Genelec Smart IP loudspeakers

PDF file: Himmerland\_Genelec\_Case\_Study\_FINAL.PDF

PDF caption: Genelec HimmerLand 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.

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;*

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