**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec chosen for post-production facility at Hype Republic**

NATICK, MA, December 14, 2021 — The latest addition to Australia’s post-production industry is [Hype Republic](https://hyperepublic.com/), a Gold Coast facility built to empower filmmakers to create the highest quality work. Helping it to achieve this aim is a Genelec 7.1.4 Dolby Atmos® monitoring system complemented by Genelec [GLM](https://www.genelec.com/glm)™ Loudspeaker Manager software.

“Hype Republic contacted us asking for an immersive solution for their new post-production studio,” recalls Paul Newcomb, business development manager at [Studio Connections](https://studioconnections.com.au/), Genelec’s Australian distribution partner. “They required an audio solution that would complement their film/video cinematography department and was capable of delivering 7.1.4 immersive playback. This studio would be open to many creative specialists, and as such, the gear needed to be robust and reliable. The solution was a Genelec 7.1.4 [Smart Active Monitoring](https://www.genelec.com/sam-studio-monitors-subwoofers)™ system consisting of [8340](https://www.genelec.com/8340a)s, [8330](https://www.genelec.com/8330a)s and a [7360](https://www.genelec.com/7360a) subwoofer.”

He continues, “The reason for going with the Genelec Smart Active Monitoring range is that each monitor and subwoofer could be independently calibrated relative to its position in the room. Installing monitors in the ceiling can present many acoustic obstacles. Not only do they need to be frequency-neutral, but their phase needs to be aligned with all the other monitors in the array. GLM calibration software is an invaluable tool in this situation, and Genelec’s unrivalled range of mounting options makes it so easy to install an immersive system in any room.”

Indeed, Genelec’s GLM software is credited as the critical element in ensuring the success of the installation. “GLM was the key to bringing this system together,” states Newcomb. “It just works flawlessly, and even faster now with the latest GLM 4.1 update. I know GLM has been in existence for a long time now, way before immersive audio was a thing, but it somehow seems like it was actually designed specifically with this in mind!”

The benefit that Hype Republic has seen from using Genelec monitors and GLM in its immersive setup is that each of the 11 monitors and the subwoofer are precisely calibrated for their specific position in the room. GLM sends a full-frequency audio sweep through each monitor and subwoofer, and analyzes the acoustics of the room via the GLM reference microphone and network adaptor. With the response of the room’s acoustics recorded, GLM software aligns the frequency response, playback level, distance delay and subwoofer phase of the entire monitoring setup.

“As with any GLM calibration, the results speak for themselves, and this was no different,” says Newcomb. “The studio sounds amazing. It’s no surprise that when searching for the best studios in the world you will often find the choice has been Genelec. Genelec Smart Active Monitoring systems provide not only the sonic quality, but the confidence that mixes will sound great, everywhere. We believe the client is extremely happy with their system. It fulfills their brief, sounds fantastic and will be providing uncompromised sound quality for many years into the future.”

“Our goal has always been to create the most epic and ground-breaking work with the most creative humans, and enjoy every step of the journey,” reflects Allan Hardy, co-founder of Hype Republic. “Our new Gold Coast post-production studio brings together the most experienced award-winning specialists with the best equipment and a beautiful facility just minutes from the iconic Burleigh Heads. I have no doubt that the new studio and the projects and people it brings to the Gold Coast will nurture countless opportunities for our local creative community and emerging talent.”

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

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Photo file 1: Hype\_Republic\_PR\_Image1.JPG

Photo caption 1: Hype Republic’s post-production facility, featuring a Genelec Dolby Atmos® 7.1.4 Smart Active Monitoring™ system consisting of 8340s, 8330s and a 7360 subwoofer

Photo file 2: Hype\_Republic\_PR\_Image2.JPG

Photo caption 2: Hype Republic’s post-production facility

Photo file 3: Hype\_Republic\_PR\_Image3.JPG

Photo caption 3: Hype Republic’s post-production facility

PDF file: Hype\_Republic\_Case\_Study\_FINAL.PDF

PDF caption: Genelec Hype Republic 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.

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; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*