**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec Smart Active Monitors™ chosen by the John Lennon Educational Tour Bus**

— The bus now features a Dolby Atmos®-certified immersive 7.1.4 monitor system composed of Genelec Smart Active Monitors™ —

NATICK, MA, March 21, 2024 — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for 45 years, is proud to be the studio monitor of choice for the John Lennon Educational Tour Bus – a mobile studio dedicated to providing young people, communities and schools with free events, workshops, interactive experiences, and hands-on opportunities to produce audio, video, and digital media projects. The U.S. bus recently installed a Dolby Atmos®-certified 7.1.4 monitoring system composed of Genelec Smart Active Monitors™. Included in this setup are Genelec [8341A](https://www.genelec.com/8341a)s for LCR and surrounds, [8320A](https://www.genelec.com/8320a)s for ceiling channels, and a [7360A](https://www.genelec.com/7360a) subwoofer. This system joins other Genelec monitors already in use on the bus.

Brian Rothschild, John Lennon Educational Tour Bus co-founder and executive director, remarks, “Genelec has been a partner on the Lennon Bus for many years now. It's been an incredible feat of cooperation, both on the technical side and also in terms of core values, commitment to social justice and training the next generation. The Lennon Bus is dedicated to providing young people with free, hands-on opportunities to create music and video and short films. We enlist the help of a lot of celebrity artists, as well – for instance, Wu-Tang Clan member RZA mixed his new orchestral composition in Atmos on the bus while we were on tour with them.”

Rothschild continues, “Genelec makes a very, very fine product, and people sometimes are surprised that we're bringing such a high-quality studio to students. We go to a lot of underserved communities and places where they’ve never seen – or most importantly heard – anything like this. And a big part of the bus is providing students with the sense of support: that they matter, that we want them to be exposed to the finest that the industry has to offer, and because this is something we do a lot with the NAMM and the NAMM Foundation. Career path development is a big factor in why we do this. We are teaching students about applied fields in music, entertainment, live sound, film and television – things that they often don’t realize. They come onboard and they think, ‘Wow, this is something I’m interested in. This is something that is a career that I could actually pursue.’ So we are sometimes giving them those first glimpses into how that might work.”

The bus also recently emphasized its green initiative with the installation of solar panels and lithium ion batteries from Battle Born, a division of Dragonfly. Paul Stewart, Genelec Inc. Sales Manager, remarks, “An important part of Genelec’s mission is sustainability, whether it’s in our manufacturing, our logistics, or the way the products operate. This is another way our goals align with those of the Lennon Bus. We are glad to be working closely with them, to plant positive seeds for the next generation.”

View a video on the Genelec / John Lennon Educational Tour Bus collaboration [here](https://www.youtube.com/watch?v=yr8vQBDEmKw).

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

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Photo file 1: Genelec\_LennonBus\_Photo1.JPG

Photo caption 1: Interior of the U.S. John Lennon Educational Tour Bus, showing Genelec Smart Active Monitors™ comprising a Dolby Atmos®-certified 7.1.4 monitoring system (photo 1)

Photo file 2: Genelec\_LennonBus\_Photo2.JPG

Photo caption 2: Interior of the U.S. John Lennon Educational Tour Bus, showing Genelec Smart Active Monitors™ comprising a Dolby Atmos®-certified 7.1.4 monitoring system (photo 2)

Photo file 3: Genelec\_LennonBus\_Photo3.JPG

Photo caption 3: Genelec 8341A Smart Active Monitor™ in use on the U.S. John Lennon Educational Tour Bus

Photo file 4: Genelec\_LennonBus\_Photo4.JPG

Photo caption 4: Students record on board the U.S. John Lennon Educational Tour Bus

Photo file 5: Genelec\_LennonBus\_Photo5.JPG

Photo caption 5: Exterior of the U.S. John Lennon Educational Tour Bus

Photo file 6: Genelec\_LennonBus\_Photo6.JPG

Photo caption 6: Mixing/control station on the U.S. John Lennon Educational Tour Bus, with Genelec Smart Active Monitors™ comprising a Dolby Atmos®-certified 7.1.4 monitoring system

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

PDF caption: Genelec John Lennon Educational Tour Bus 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/)*.*