**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Technische Hochschule Lübeck creates immersive learning environment with Genelec**

NATICK, MA, May 31, 2022 — The [Technische Hochschule Lübeck](https://www.uni-luebeck.de/en/university/university.html) – University of Applied Sciences – has upgraded its recording studio from 5.1 and stereo recording to more object-based immersive mixing, thanks to [Genelec Smart Active Monitoring](https://www.genelec.com/sam-studio-monitors-subwoofers). The facility has been upgraded to provide the university’s students with hands-on experience of the latest recording techniques.

Ralf-Ingo Koch, Information Technology and Design Lecturer, always puts focus on supporting students’ careers with the very latest production tools. “Today’s full-service agencies need experts and generalists who know all the production paths, possibilities and limits of the entire cross-media portfolio,” he explains. “That’s why we train students comprehensively – from photography and print to 3D animation, web programming and film, to stereographic fulldome productions with immersive 3D sound.”

After scanning the market for studio monitors and testing various systems, Genelec’s [The Ones](https://www.genelec.com/theones) three-way monitors were selected for the project primarily for their coaxial design, compact size and impressive sound. The studio now boasts six workstations each with a Dolby Atmos Production Suite for mixing over headphones, plus one workstation with an Avid S6 console, Dolby Atmos Mastering Suite with RMU, and a Genelec monitoring system. This system comprises [S360](https://www.genelec.com/s360a)s in the LCR positions, [8351](https://www.genelec.com/8351b)s and [8341](https://www.genelec.com/8341a)s as surrounds and overheads, with [7380](https://www.genelec.com/7380a) subwoofers delivering low end support.

“The Ones models allow for very good sonic imaging even in more difficult seating locations, thanks to their wide dispersion pattern,” says Arne Heyna, Lab Engineer at the university. “Genelec speakers have powerful performance, and we are thrilled with the sound!”

Additionally, [GLM software](https://www.genelec.com/glm) played an important role in the new studio by efficiently configuring all the monitors. “There are only a few systems that can calibrate a sufficiently large number of monitors at the same time. We did not only plan for Dolby Atmos formats, but also equipped the studio with fulldome projects in mind, and here, GLM was very helpful in calibrating the different setups. This was a crucial point in choosing Genelec,” Koch explains.

“It’s very nice to make measurements and corrections easily and quickly without a lot of manual work,” Heyna adds. “We were surprised to see how well and easily this works with GLM, and by the possibilities there are for subsequent individual adjustments. It’s also great to be able to save the calibration settings directly to the monitors, so they can wake up with the same calibration over and over again. This is definitely a welcome relief in an already technically complex work environment.”

The room’s entire signal routing and monitoring has been programmed and configured from stereo music production to 9.1.4 Dolby Atmos and 10.1.4+1 fulldome mixes – including backwards compatibility with previous technology set-ups – meaning that the upgraded space provides everything the university’s team was looking for. “It was quite an elaborate process, but also a very exciting and instructive one,” Heyna recalls.

“Another challenge was familiarizing ourselves with Dolby’s technical and format-related specifications, since we wanted to implement as much as we could ourselves, to understand the whole background and context,” adds Koch. “We could have hired a planning office for that, of course, but instead we wanted to achieve as much as possible independently. So once again I designed the studio in advance, this time to scale in a 3D modelling software, for perfect speaker orientation.”

Heyna concludes: “Students’ feedback has been great so far – everyone is really excited about the studio’s new sound and look.”

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

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Photo file 1: PR\_Image\_1.JPG

Photo caption 1: Arne Heyna, Lab Engineer at Technische Hochschule Lübeck.

Photo file 2: PR\_Image\_2.JPG

Photo caption 2: The immersive recording studio at Technische Hochschule Lübeck.

Photo file 3: PR\_Image\_3.JPG

Photo caption 3: Genelec S360A at Technische Hochschule Lübeck.

PDF file: Lubeck\_Case\_Study\_FINAL.PDF

PDF caption: Genelec Technische Hochschule Lübeck 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.

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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; Fax: (508) 652-0909;*

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