**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec Masterclass Sessions Now On-Demand on YouTube**

— New playlist features four Masterclass sessions to date, including the brand-new part-one discussion with Dutch DJ and producer Ummet Ozcan —

NATICK, MA, March 24, 2022 — For the last few months, Genelec, the global leader in professional audio loudspeakers, has been hosting conversations with some of the leading audio professionals working today. Several of those sessions – known as the ongoing Genelec Masterclass series – have now been compiled into a new YouTube playlist, which will be updated as more sessions go live in the future. Visit <https://youtube.com/playlist?list=PLxJLa80pS3FeBvMXIUHNpyd-0B2TgjkiK> to access the playlist, which includes the premiere of the brand-new Masterclass with Dutch DJ and producer Ummet Ozcan (part one of a two-part discussion).

The Genelec Masterclass series features long-form discussions with influential and acclaimed figures in audio, including engineers, producers, artists and academics. These sessions are generally lecture-length and center around a deep dive into either a particular topic of interest to the subject or their overall approach to their craft. The goal is to provide a forum for these individuals to share their accumulated expertise and perspective and pass it on to other Genelec users and the wider audio community.

Aside from the new Ozcan discussion, three English-language Genelec Masterclass sessions have been posted and included in the new playlist: the first is a conversation with pioneering producer, engineer, inventor, designer, and educator George Massenburg (Earth, Wind & Fire, Linda Ronstadt, Lyle Lovett, Herbie Hancock, Billy Joel and The Chicks, just to name a few), who discusses his career, immersive mixing, and how his motivation is driven by his desire to solve problems and make things sound great; in the second, “What Should I Know About Mastering?”, eclectic electronic music producer Klas “Sasse” Lindblad shares his in-depth mastering knowledge and tips to help viewers prepare in every stage of production and produce a professional-sounding master; in the third, acclaimed producer/engineer Sylvia Massy (Tool, System of a Down, Prince and Johnny Cash) demonstrates examples from her growing collection of vintage and rare microphones – one of the most significant private caches of historic mics in the recording community.

Genelec’s Masterclass series is part of the company’s ongoing online educational initiative, which also includes a separate series, *Live from the Cave*, featuring more casual, informal conversations moderated by Genelec Inc. Sales Manager Paul Stewart.

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Photo file 1: Masterclass\_Ozcan

Photo caption 2: Genelec’s part-one Masterclass with Ummet Ozcan is the newest session included in the new Genelec Masterclass playlist

Photo file 2: Masterclass\_Massenburg.JPG

Photo caption 2: Genelec’s Masterclass with George Massenburg is a deep dive into his legendary career

Photo file 3: Masterclass\_Lindblad.JPG

Photo caption 3: Genelec’s Masterclass with Klas “Sasse” Lindblad is an in-depth discussion on mastering

Photo file 4: Masterclass\_SylviaMassy.JPG

Photo caption 4: Genelec’s Masterclass with Sylvia Massy includes a demonstration of her personal collection of rare and vintage microphones

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;*

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