**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec further elevates customer experience with creation of MyGenelec portal**

NATICK, MA, August 23, 2023 — Genelec, the world leader in professional monitoring solutions, has once again signaled its commitment to elevating the user experience by announcing the creation of the MyGenelec customer portal. At the time of launch, this powerful free online resource provides customers with a single unified access point for all Genelec products, services, software downloads and more, and will progressively develop into a comprehensive community and knowledge base for all Genelec users worldwide.

The new MyGenelec portal currently provides customers with a convenient registration point for all Genelec services – both hardware and software – and allows access to personal product information, the ability to organize products into locations and rooms, subscription details, expert support, downloads and manuals. By using the MyGenelec portal to register their products, customers can also take advantage of the five-year parts-and-labor warranty that Genelec now offers on its designs.

After creating their MyGenelec account, customers will in the future be able to gain access to a growing range of community features including targeted services, GRADE room reports, offers and updates, segmented newsletters, event details and discussion groups – where knowledge, information and experiences can be shared with other Genelec enthusiasts. To encourage engagement, Genelec will be continuously updating the portal with new materials and content, providing a suite of highly relevant resources for all customers, in an easily navigable format. Accessibility and inclusivity are key – irrespective of the customer’s level of knowledge – with the platform offering a low threshold for dialogue and interaction.

“Identifying and solving our customers’ challenges has been fundamental to Genelec’s success since the company was created 45 years ago,” comments Managing Director Siamäk Naghian. “While the first phase of the MyGenelec portal development already elevates the customer experience, it will go on to provide the Genelec community with a range of powerful, targeted tools and a network of knowledge and expertise, helping them to get the absolute best from their monitoring systems – and also bringing us a deeper understanding of our current and future customers.”

To find out more, please visit [www.genelec.com/mygenelec](http://www.genelec.com/mygenelec).

*...ends 335 words*

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

Photo caption 1: Home page of the MyGenelec customer portal

Photo file 2: prshot\_mygenelec.JPG

Photo caption 2: MyGenelec provides a single unified access point for all Genelec products, services, software downloads and more.

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 celebrating over 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/.*