**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Upcoming NAMM Show to feature Innovation Lounge powered by Genelec**

NATICK, MA, April 5, 2023 — At the upcoming NAMM Show in Anaheim, CA, taking place Thursday, April 13, through Saturday, April 15, 2023, visitors will have the chance to discover and explore the future of audio technology at the “Innovation Lounge” hosted by [GPU Audio](http://gpu.audio/home) and powered by Genelec, located on the Pro Audio Showroom floor in the ACC North Level 1, #15000. This future-focused space is dedicated to showcasing the technologies that will dawn the next generation of audio advancements and innovations, through inspirational live performances, expert panels and in-depth presentations from pioneers of the industry. Notably, Genelec Inc. Marketing Director Will Eggleston will host the presentation “Untangling Immersive Solutions” on Saturday at 3 p.m.

The space comprises an immersive array powered by Genelec and Apogee, forming a nexus for discussions, performances and demos. The Genelec 5.1.4 system consists of three 8361A (L-C-R), two 8351B (surrounds), four 8341A (overhead array) and a 7380A Subwoofer. You’ll also find booths displaying and demonstrating pioneering technologies set to grace the market in 2023 and beyond, as well as an area dedicated to making connections, relaxing, and opening discussions with new faces and old friends.

Spanning cutting-edge technologies such as Machine Learning, Audio Platforms, Cloud Computing, Game Audio, Artificial Intelligence and Immersive Audio, the space will host the brightest minds at the forefront of music technology and pro audio. Exhibiting alongside GPU Audio and Genelec are Splice, Vienna Symphonic Library, Qosmo, Mach1, MNTRA and Harmonai, with hardware support from Apogee, Razer and Soyuz Microphones.

The itinerary of performances, speakers and other events will continue to be added to leading up to the show, but at least two panel discussions will be featured: on Thursday at 11 a.m. PDT, “Rise of the Machines: Surviving the AI Music Apocalypse” will feature moderator Jonathan Wyner in conversation with panelists Ale Koretzky, Alexander Wankhammer, Andrew Fyfe and Zach Evans; then on Friday at 12 noon, “The Impact of Immersive Audio on our Digital Future” will include moderator Jonathan Rowden (GPU Audio CBDO) in conversation with panelists Jean-Marc Jot, Jacqueline Bosnjak, Christian Sander, Nuno Fonseca and Genelec Inc.’s Will Eggleston. In the lecture “Untangling Immersive Solutions” (on Saturday at 3 p.m.), Eggleston will break down the most important considerations when planning an immersive monitoring system. From concept to calibration, this insightful open-ended discussion will take the wrinkles out understanding how best to get the most out of your immersive investment. Attendees will also get to experience live performances from futuristic code-drummer Battery and the world-renowned Richard Devine, among a host of other artists appearing on stage, along with appearances from Sylvia Massy and Dweezil Zappa, and a *Pensado’s Place* live event.

GPU Audio CBDO Jonathan Rowden explains, “The Innovation Lounge is, in a way, a location-based embodiment of the GPU Audio model of collaboration. As a core technology that seeks to enable an entire industry to stretch out, expand, and unlock new capabilities for users and developers alike, we want to use our space at NAMM to put this mission into practice. We have designed the lounge to be a space where conversations can materialize projects, ideas, and partnerships. We want people to grab a drink, walk inside and talk about their dreams and goals in a space that encourages outside-of-the-box perspectives and thinking.”

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

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Photo file 1: 2023\_NAMM\_Genelec.JPG

Photo caption 1: At the upcoming NAMM Show in Anaheim, CA, taking place Thursday, April 13, through Saturday, April 15, 2023, visitors will have the chance to discover and explore the future of audio technology at the “Innovation Lounge” hosted by GPU Audio and powered by Genelec, located on the Pro Audio Showroom floor in the ACC North Level 1, #15000.

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/.*