**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec to demonstrate immersive system and host high-profile presenters at NAMM 2024**

NATICK, MA, January 11, 2024 — Genelec will be offering a first-hand immersive audio experience and hosting a series of high-profile presenters at the NAMM Show in Anaheim, January 25-28, 2024, at its exhibition space (booth 15500 in ACC North Level 1). Visit the booth to experience Genelec’s new UNIO audio monitoring platform and 8381A point source main monitor as they make their NAMM debut.

UNIO brings together all the benefits of Genelec Smart Active Monitors™, GLM 5.0 calibration software and Aural ID 2.0 technology to create seamless integration between professional in-room loudspeaker and headphone monitoring services. The 8381A empowers engineers and creators to perceive every sonic detail, offering true-to-life sound level and dynamics – with the full flexibility of free-standing monitor placement and advanced room adaption. Also featured is the 9320A SAM™ Reference Controller. With its flexible connectivity, reference-grade headphone output and physical control of Genelec’s adaptive technologies, the 9320A is the ideal hub for professional audio work – from stereo to immersive – in any space.

Throughout the convention, at booth 15500, the following high-profile Genelec users will be lecturing on immersive audio, monitoring techniques and much more: George Massenburg, Chuck Ainlay, Richard Devine, Bob Clearmountain, Nathan East, Frank Filipetti, Sylvia Massy, Rich Chycki, Dolby, The Lennon Bus, and more. Additionally, Javier Fracchia will be presenting in Spanish. See the full schedule [here](https://www.genelec.com/-/event/namm-2024), or plan on stopping by the booth for a complete program schedule.

Genelec’s “immersive room,” set apart from the rest of its exhibition space, includes the following monitors as part of its state-of-the-art setup: 8381s for L&R, 8361 + W371 for center, 8351s for surrounds, 8331s for the heights and 7380 subwoofer. Outside the immersive room, visitors have the chance to demo the Genelec 9320A reference controller with a stereo setup of 8331s.

Visit booth 15500 for more details and to get a first-hand experience with Genelec active monitors.

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

*...ends 325 words*

Photo file 1: Genelec\_NAMM24.JPG

Photo caption 1: Genelec’s 8381A point source main monitor is featured as part of the company’s immersive audio setup at its exhibition space at The NAMM Show 2024

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/)*.*