**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec monitors help Norwegian post-production house meet Dolby Atmos standards**

NATICK, MA, December 5, 2023 — Founded in 1991 and with locations right across Scandinavia, top post-production house [Nordisk Film Shortcut AS](https://www.shortcutoslo.no/) has ensured its facilities measure up to all of Dolby’s strict requirements with an upgrade project at its Oslo site. The project has seen a Genelec Smart Active Monitoring System deployed to deliver a 7.1.4 Atmos environment.

“We were in dire need of a proper-sized Atmos HE room to produce mixes for Netflix, HBO MAX and so on,” recalls Pål Svennevig, CTO at Shortcut. To meet this need, the studio would have to embark on a major refresh project. “We called on the talented team at [Tofastrud Romakustikk AS](https://tofastrudromakustikk.com/) to design a 7.1.4 Atmos room, plus five smaller rooms, which they did to perfection.”

Shortcut boasts a rich legacy in the film and production industry and has always strived to combine high-end post-production services with cutting-edge technology and extensive expertise. This commitment to meeting unique client needs spans everything from minor touch-ups to full post-production oversight, plus just about anything in between.

After the decision was taken to upgrade the space to Atmos HE specifications, the first stage was to decide on the monitors. “The first challenge we faced was finding, specifying and pricing up the right monitors for the room,” explains Svennevig. “We could not have amps in a machine room for this project, so active monitors with Class D technology were a definite requirement. Getting the right SPL, and a long throw for the LCR, was also very important. And of course, we needed a supplementary subwoofer that actually integrates with the rest of the system and gives enough bass.”

To address these challenges, Shortcut turned to local distributor [Benum Norway AS](https://benum.no/), and selected Genelec as its primary monitor provider. “We had already decided to go for Genelec in this Atmos room before the acoustic design,” states Svennevig. “So it was possible to integrate the monitors very nicely into the room.”

The choice of Genelec Smart Active Monitors for the Atmos HE studio project was meticulously tailored to meet the room’s specific demands. Three [S360](https://www.genelec.com/s360a) monitors were chosen to handle the left, center, and right audio channels, ensuring the delivery of clean, transparent sound while also benefitting from the S360’s remarkable long throw capability. Four [8350](https://www.genelec.com/8350a) monitors were deployed to ensure a pristine audio experience for the surround channels, while four of the smaller [8340](https://www.genelec.com/8340a) models were selected for the height channels. Finally, a [7382](https://www.genelec.com/7382a) subwoofer was chosen for its ability to provide power and clarity, integrating seamlessly to create a cohesive audio experience within the 7.1.4 space.

With the decision made for the monitoring solution, Shortcut worked closely with Tofastrud Romakustikk on the acoustic design. “Lars Tofastrud designed and calculated the room acoustics for us,” says Svennevig. “He also helped with the tuning, adjustment of EQ curves, and time delays in our new Dolby Atmos space.”

The combined team of Shortcut, Benum Norway and Tofastrud Romakustikk then worked on the installation for the project, which needed to consider everything from the projection system to the monitors.

With the room complete and open for business, Svennevig is clearly satisfied in the monitoring decision that has been made. “Genelec’s monitors are rock-solid and perform exceptionally well,” he reasons. “What truly sealed the deal was how seamlessly they integrated into the studio design. And with [GLM](https://www.genelec.com/glm) (Genelec Loudspeaker Manager) software, we’ve gained precise control over the entire system – which makes life so much easier. Thanks to Genelec, this studio sounds absolutely incredible.”

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

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Photo file 1: Shortcut\_Films\_PR\_Image\_1.JPG

Photo caption 1: Bård Farbu, Supervising Sound Editor at Nordisk Film Shortcut, pictured in their new immersive room. Photo credit: Åse Bjøntegård Oftedal

Photo file 2: Shortcut\_Films\_PR\_Image\_2.JPG

Photo caption 2: Shortcut’s immersive room features a Genelec 7.1.4 Smart Active Monitoring System

Photo file 3: Shortcut\_Films\_PR\_Image\_3.JPG

Photo caption 3: The Genelec S360 LCR monitors and 7382 subwoofer pictured during the installation phase at Shortcut

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

PDF caption: Genelec Nordisk Film Shortcut AS case study

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.

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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;*

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