**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec drives Korea’s immersive pioneers**

NATICK, MA, February 22, 2022 — Genelec’s Smart Active Monitors are helping to make [SOUND360](https://www.sound360studio.com/) stand out from the crowd in South Korea, with the country’s first 9.1.6 Dolby Atmos® studio. The SOUND360 studio is the creation of CEO Jung Hoon Choi, who is already a very well-known figure in the Korean music industry through his Audioguy record label.

“The recording room is designed for Dolby Atmos 3D audio, and immersive sound recording and mixing,” explains Ha Neul Lee, the audio engineer responsible for both stereo and Dolby Atmos mixing at Audioguy. “Reverberation time and acoustic treatment for the studio were also calibrated for 360-degree mixing with the surround monitors.”

The decision to create an immersive recording space was based on the belief that this is the direction that audio recording is moving in, while the 9.1.6 format was selected for its ability to deliver 3D mixes through popular consumer devices. “As you know, before immersive audio we used to have surround sound,” comments Choi. “We used to be able to produce multi-channel surround content, but not many consumers could play that content through a multi-channel playback system. For that reason, surround didn’t become standard. Now that immersive audio is available, Dolby Atmos is one of the various immersive audio formats that SOUND360 currently offers,” Choi adds. “The mixes that are created by the 9.1.6 system here at the studio, can easily be enjoyed using just a simple stereo system like you would find on a typical mobile device. This compatibility is at last making 3D audio more accessible to the public, and it is becoming popular.”

When it came to the choice of monitors for the immersive space, Genelec was the only option. “For audio engineers like me, the importance of monitor speakers cannot be overstated,” says Choi. “One of the biggest reasons I have been using Genelec for a long time is because I tend to set the monitoring level slightly lower than other engineers, typically around 75 dB, and make it louder at certain points. Genelec monitors deliver consistent sound not only at loud volumes, but also at relatively low volumes so I can easily get the right balance of each instrument in the mix.”

Having opted to choose Genelec, SOUND360 worked with local Genelec distributor [Sama Sound](https://www.samasound.co.kr/) to create the 9.1.6 setup. The space utilizes three-way coaxial monitors from The Ones series, and features three [8351](https://www.genelec.com/8351b)s for the L-C-R channels, twelve [8341](https://www.genelec.com/8341a)s as surrounds and overheads, and three [7370](https://www.genelec.com/7370a)s as subs – with the whole system tuned and calibrated using [GLM](https://www.genelec.com/glm) Loudspeaker Manager software. The all-Genelec solution has been a popular choice with the team of engineers working at SOUND360.

“Genelec monitors allow users to calibrate and control with ease,” says Lee. “I feel so much gratitude for the 8300 series. If monitors sound different in different rooms, as an audio engineer, it feels like going through hell every day. By using Genelec Smart Active Monitors with GLM, we were able to calibrate the monitoring systems for consistent sound from one room to the next. We were even able to fix acoustical problems while working with the consistent sound. Now we have the room, which is acoustically well set up, and I am 99% satisfied with Genelec. I kept the 1% to spare my pride!”

SOUND360 is also proving to be a popular new facility for Korea’s musicians. “We’ve been working with various young emerging pop artists,” says Choi. “We’ve just finished Atmos mixing and mastering *THE SHOW* live album by Black Pink. We’ve also worked with ITZY, TWICE, AKMU, LISA, STAYC, Beenzino, Treasure, Fisherman, BewhY, Giriboy, Sumin and Guckkasten, plus LEENALCHI Band’s album *Sugung-ga* and *Please Don’t Go (Yeobonari)* were also mixed here in Dolby Atmos.”

As the first recording space in Korea to offer a 9.1.6 setup, SOUND360 is already a pioneer. Through careful planning and the right choice of equipment it has every chance to succeed in its mission to help more people enjoy immersive audio.

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

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Photo file 1: S360\_PR\_Image1.JPG

Photo caption 1: CEO Jung Hoon Choi in the SOUND360 control room

Photo file 2: S360\_PR\_Image2.JPG

Photo caption 2: The SOUND360 control room

Photo file 3: S360\_PR\_Image3.JPG

Photo caption 3: The SOUND360 live area

Photo file 4: S360\_PR\_Image4.JPG

Photo caption 4: The SOUND360 lobby

PDF file: SOUND360\_Case\_Study\_FINAL.PDF

PDF caption: Genelec SOUND360 case study

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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