**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Seoul Arts Center adds immersive audio recording capabilities with Genelec**

NATICK, MA, September 12, 2023 — The [Seoul Arts Center](https://www.sac.or.kr/site/eng/home) has incorporated immersive audio capabilities into its production environment with the help of a new Genelec Smart Active Monitoring solution. The goal was to be able to record the top-class classical performances that take place at the venue and create audio content that would meet the demands of modern broadcast standards – as well as preparing the venue for expected future requirements.

“We have created an immersive audio production environment for the concert hall that allows us to record classical performances and create immersive audio content – and to be ready for UHD broadcast standards,” explains Wave Kim, Seoul Arts Center’s Sound Engineer. “Due to their seamless integration with our sound production and monitoring system, and a redundant arrangement for swift analogue-to-digital switching, Genelec monitors proved to be the perfect fit.”

The Seoul Arts Center opted for a 5.1.4 immersive system. This choice was driven by the need to consider the control booth’s workflow and space utilization, as it accommodates multiple production teams. “The 5.1.4 system was ideal because the extra surround speakers of a 7.1.4 system would have interfered with the movement of people entering and leaving the booth, as well as with the video production infrastructure,” explains Kim.

With the design decided, Seoul Arts Center worked with local Genelec partner [Sama Sound](https://www.samasound.co.kr/?ckattempt=2) to select the right Smart Active Monitors to meet the requirements. The L-C-R and surround channels are catered for by [8341](https://www.genelec.com/8341a) three-way coaxial monitors, while [8330](https://www.genelec.com/8330a) two-way models are used for the height channels as they met the weight restrictions for installation above the concert hall control booth. Low frequency extension is handled by a [7370](https://www.genelec.com/7370a) subwoofer.

Genelec’s Smart Active Monitoring technology was able to be easily integrated with the concert hall’s existing audio infrastructure, thanks to a combination of the digital I/O and the daisy chain connectivity that facilitated direct network connections.

One of the major challenges for the project came from the physical size of the control booth. “In the design stage we discovered that the roof of the booth is lower than the proper height suggested for overhead speakers to be installed,” recalls Kim. “Thus, it was challenging to choose suitable brackets and change the height and angle of the overhead speakers. However, thanks to various K&M stands and their compatibility with Genelec speakers we overcame the challenge quickly. In addition, it was not easy to fix and wire the overhead speakers due to the facility piping installed in the ceiling, but the high level of on-site technology and experience of Sama Sound enabled stable and clean construction.”

The concert hall’s control booth also required the flexibility to rearrange monitors and calibrate the system when changes were made to the sound or video system infrastructures. By using [GLM software](https://www.genelec.com/glm), the team could easily achieve consistent audio quality even after rearrangement of the monitors. “The instant multi-speaker layout tuning capabilities of GLM proved invaluable during the installation of the immersive audio system and interior construction of the control booth,” states Kim.

The Seoul Arts Center is thrilled with the results achieved through their partnership with Genelec and Sama Sound. The new system has delivered a flawless and detailed audio experience within the prestigious concert hall, enabling accurate monitoring of top-class performances without any distortion. This perfectly fulfils the requirement for immersive live recording of classical concerts and content production that meets international immersive audio standards.

With the Genelec system in place, the Seoul Arts Center eagerly looks forward to creating and releasing world-class concert content that beautifully captures the venue’s remarkable acoustics. Kim concludes: “We are truly delighted with our achievements, all thanks to Genelec. The seamless operation, well-balanced composition, and high-resolution mode have surpassed our expectations. We now have a monitoring solution that allows us to share the incredible performances from our world-class venue in a modern format that brings the full texture of the sound to a new audience.”

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

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Photo file 1: Seoul\_Arts\_Center\_PR\_Image\_1.JPG

Photo caption 1: Seoul Arts Center Control Room

Photo file 2: Seoul\_Arts\_Center\_PR\_Image\_2.JPG

Photo caption 2: Sound engineer Wave Kim in the Seoul Arts Center Control Room

Photo file 3: Seoul\_Arts\_Center\_PR\_Image\_3.JPG

Photo caption 3: Seoul Arts Center Concert Hall

Photo file 4: Seoul\_Arts\_Center\_PR\_Image\_4.JPG

Photo caption 4: Exterior of Seoul Arts Center

PDF file: Seoul\_Arts\_Center\_Case\_Study\_FINAL.pdf

PDF caption: Genelec Seoul Arts Center 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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