**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec 8381A Smart Active Monitor™ Selected as Finalist for NAMM Technical Excellence and Creativity (TEC) Award**

— Award winners will be announced Saturday, January 27, 2024, at The NAMM Show in Anaheim, California —

*NATICK, MA, October 19, 2023* — [Genelec](http://www.genelec.com/), the leader in active monitoring technology for 45 years, is proud to announce that its [8381A](https://www.genelec.com/8381a) Adaptive Point Source Main Smart Active Monitor™ has been named as a finalist for a NAMM Technical Excellence & Creativity (TEC) Award in the Studio Monitors category. The 39th annual TEC Awards will be held Saturday, January 27, 2024, at The NAMM Show in Anaheim, California. For invited members, voting in each category will begin on October 23 and end on November 15, 2023. Finalists from all categories will be selected by industry professionals across major music, sound, and game audio associations, along with pro audio focused media groups.

“It is a tremendous honor that our 8381A monitors have been nominated by industry professionals for outstanding technical achievement,” stated Will Eggleston, Genelec Inc. Marketing Director. “It is great to be recognized once again by our peers for Genelec’s hard work, dedication and innovation, resulting in this powerful tool being brought to the marketplace.”

Presented annually by NAMM during The NAMM Show, The NAMM TEC Awards recognize the individuals, companies, and technical innovations behind the sound of recordings, live performances, films, television, video games, and other media in Technical and Creative Achievement Categories. Through its Hall of Fame, The TEC Awards also honors the pioneers of audio technology and the music industry’s most accomplished producers and audio technicians. The NAMM Foundation’s TECnology Hall of Fame celebrates innovations and groundbreaking technical achievements of the past. For more information, visit [www.tecawards.org](http://www.tecawards.org)

About the Genelec 8381A Adaptive Point Source Main Smart Active Monitor:

Genelec’s [8381A](https://www.genelec.com/8381a) Smart Active Monitoring system features a flagship floor-standing Adaptive Point Source™ design that fuses exceptional precision and envelopment with unrivalled LF control, huge headroom and high-resolution imaging. Designed for high-end music recording, mastering and audiophile listening, the 8381A creates a free-standing full-range monitoring solution that can intelligently adapt to any acoustic environment. For audio professionals, the 8381A produces accurate full-band mixes that translate consistently to other rooms and playback systems, while audiophiles will experience every detail and nuance of a musical performance, just as the creators intended it to be heard.

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

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Photo file 1: 8381A.JPG

Photo caption 1: Genelec 8381A Adaptive Point Source Main Smart Active Monitor

Photo file 2: TEC24\_finalist\_logo.JPG

Photo caption 2: Logo for finalists in the 39th NAMM TEC Awards

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/.*