**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**Genelec to launch UNIO Audio Monitoring Platform and 9320A Reference Controller at IBC Show in Amsterdam**

— New 9320A Reference Controller provides a single touch point to Genelec’s UNIO Service Platform, plus a wealth of integrated in-room and headphone monitoring features. —

NATICK, MA, September 5, 2023 — Genelec, the global leader in professional monitoring solutions, has chosen the upcoming IBC exhibition in Amsterdam to unveil the 9320A Reference Controller as a bridge to its brand-new UNIO Audio Monitoring Service Platform. 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. With flexible connectivity, a reference-grade headphone output and tactile hardware control of Smart Active Monitors, GLM and Aural ID, the 9320A provides a compact and exceptional hub for both static and mobile professional audio monitoring applications.

At the heart of the UNIO platform is Genelec’s range of [Smart Active Monitors](https://www.genelec.com/sam-studio-monitors-subwoofers), which utilize auto-calibration and cloud computing to enable the production of accurate, reliable mixes that translate consistently to other rooms and systems. For professional headphone users, Genelec’s [Aural ID](https://www.genelec.com/aural-id) technology provides a completely personal and truthful headphone listening experience with the natural sense of space and imaging provided by good in-room monitoring. By combining a calibrated Smart Active Monitoring system and professional headphones with Aural ID, the user can enjoy mixes that translate reliably between monitors and headphones – for a smooth, uninterrupted workflow.

Now, with the introduction of UNIO and the 9320A, users can integrate these technologies and services via a single intuitive mobile desktop device, and view the entire system via the user’s own [MyGenelec](http://www.genelec.com/mygenelec) account. As a bridge to UNIO, the 9320A offers management of multiple Smart Active Monitoring systems from stereo to immersive and beyond, and comes complete with a factory-calibrated reference microphone to allow automated system calibration and control of key [GLM software](https://www.genelec.com/glm) features.

The 9320A can control up to three separate monitoring systems plus headphones, and each system can operate at a calibrated listening level, according to EBU R128, ATSC A/85 or SMPTE RP200 standards. While the 9320A can support any active loudspeaker system – such as one or two ALT stereo sets – it crucially provides instant one-click access to a vast number of extra monitor control features built into Genelec’s Smart Active Monitoring family.

The reference-grade headphone output of the 9320A features excellent linearity and dynamic range, and allows users to combine their choice of professional quality headphones with the latest Aural ID 2.0 headphone plug-in. Users can therefore experience accurate, reliable and completely personal headphone monitoring while simultaneously measuring sound exposure, to ensure safe listening.

Additionally, the 9320A allows integration with any DAW or audio interface, and with its analogue, AES/EBU and USB connectivity, the 9320A can connect directly to stereo monitoring systems (with and without subwoofer), providing monitor control and doubling as a high-quality A-D and D-A converter for both monitors and headphones.

The introduction of UNIO and the 9320A also coincides with the latest GLM 5.0 loudspeaker manager software release – which provides support for both the 9320A and the flagship [8381A](https://www.genelec.com/8381a) free-standing main monitor unveiled earlier this year. GLM 5.0 employs sophisticated cloud computing, enabling UNIO to effortlessly integrate a range of reference audio monitoring services, including intelligent room analysis, in-room system calibration, monitor control and fully personal audio monitoring.

Heralding the launch, Genelec Managing Director Siamäk Naghian comments, “Audio professionals in music, broadcast, post-production and game audio are increasingly wanting the flexibility to work wherever and whenever they want, even if that sometimes involves unpredictable and challenging acoustic environments. To be able to switch instantly between well calibrated in-room and headphone monitoring without any interruption in workflow is crucial to this way of working, and so we see UNIO and the 9320A as powerful tools in creating a truly next-generation reference quality monitoring system.”

**Visitors to the IBC exhibition can experience the complete UNIO platform – including the 9320A Reference Controller – at Genelec’s booth, 8.A61.**

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

*...ends 624 words*

Photo file 1: UNIO\_PR\_Image\_1.JPG

Photo caption 1: The Genelec 9320A Reference Controller

Photo file 2: UNIO\_PR\_Image\_2.JPG

Photo caption 2: Rear panel of the Genelec 9320A Reference Controller

Photo file 3: UNIO\_PR\_Image\_3.JPG

Photo caption 3: The 9320A provides a compact hub for both static and mobile monitoring applications

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;*

*Web:* [*http://www.genelec.com/*](http://www.genelec.com/)*.*