**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec helps UNITY redefine work-life integration across the Nordic region**

— Seamless audio experiences from Genelec enhance balance and well-being —

NATICK, MA, August 29, 2023 — An innovative new brand born in the Nordic countries, [UNITY](https://unity-living.com/en/about-unity/) is designed to seamlessly integrate work and life whilst developing a strong sense of community, offering busy professionals everything they need under one roof – beautifully designed, fully furnished accommodation; a variety of workspaces from private offices and conference rooms to creative co-working areas; a fully equipped gym; event spaces; an elegant lounge and bar, and in some locations a rooftop terrace. Currently boasting seven locations throughout the Nordic region, the most recently opened – Helsinki and Tampere, Finland – are equipped with high quality [Genelec](https://www.genelec.com/) sound systems in the public and function areas, including a [Smart IP](https://www.genelec.com/smart-ip) system in the Helsinki location – all specified and installed by specialist Espoo-based AV integrators [AVconcept Oy](https://avconcept.fi/).

“The brief was to create a welcoming atmosphere with a distinct signature for the UNITY brand and bring it to life with high quality audio,” explains Tina Kaikkonen, General Manager for UNITY Finland. “We collaborated with Tunebutler – a DJ group from Denmark – to curate playlists for the entire UNITY group, ensuring a consistent audio experience across all our locations."

In Helsinki, an additional requirement was to establish different audio environments for the lobby; a multi-purpose area referred to as the ‘barception.’ Serving as both a reception and a café-bar with a lounge, plus an open-plan co-working space on a half-mezzanine, this area needed easy audio management to cater to various moods and times of the day. "The café-bar plays louder music, especially during evenings when it transforms into a bar and event space. However, we didn't want the audio spilling over into the co-working areas, disturbing guests trying to work. So, we focused on providing high-quality background music that sets the right mood without being intrusive,” explains Kaikkonen. “As for the reception, we aimed to envelop our guests in a sound barrier to ensure private conversations with our team members.” Additionally, the eighth-floor rooftop bar and terrace with its stunning Helsinki views can accommodate DJs for events.

AVconcept opted for Genelec Smart IP networked loudspeaker systems throughout the lobby ‘barception’ – specifically two [4420](https://www.genelec.com/4420a)s and two [4430](https://www.genelec.com/4430a)s. There are also a pair of 4430s in the gym and four 4430s plus a [7050](https://www.genelec.com/7050c) sub in the panoramic rooftop events space – which is also capable of hosting a DJ. The flexible meeting rooms are equipped with Genelec’s ubiquitous [4000 Series](https://www.genelec.com/4000-series) loudspeakers for ease and convenience, with a pair of [4020](https://www.genelec.com/4020c)s in each space.

“We wanted to offer the best audio solution that serves the customer’s purpose most efficiently,” explains AVconcept CEO Harri Kiukas. “Genelec – as a high-quality Finnish brand that combines premium audio with aesthetic appeal – is the ideal solution. Their active designs eliminate the need for bulky external amplifiers, and the Smart IP systems deliver power, audio and control over a single CAT cable, simplifying cable planning and reducing overall cabling. We used Genelec’s [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software to set up and calibrate the systems, which worked like a dream.”

In Tampere, the lobby and function space are entirely separate, resulting in different audio requirements. Like it’s Helsinki counterpart, the lobby requires background music that gently envelops private conversations around the reception desk. However, the brief was more complex for the events space which can be divided into multiple meeting rooms or utilized as a single large events space with microphone support. The large café/restaurant in Tampere also boasts a Genelec loudspeaker system.

For Tampere, AVconcept chose a 4000 Series solution. The reception area enjoys four 4020s for ambient music, while the café/restaurant boasts eight compact [4010](https://www.genelec.com/4010a)s. The events/function space is equipped with eight powerful [4040](https://www.genelec.com/4040a) loudspeakers. AV control at both locations is managed via [Extron](https://www.extron.com/) over a [Dante](https://www.audinate.com/) network, with local control through Extron's AV control panels, offering easy source selection and level control.

UNITY’s Tina Kaikkonen is thrilled with the results: “Genelec's world-class Nordic brand aligns perfectly with UNITY’s values. We believe that we showcase the best of the Nordics, from furniture and design to functionality. Genelec’s sustainability credentials, company integrity, and commitment to delivering exceptional service were key factors in our partnership decision.

“Our AV systems seamlessly blend audio and video, allowing for easy switching between DJ setups, corporate AV configurations, and background mood music,” she continues. “When we’re showing people around, we’re always proud to show off our audio equipment. We’ve had lots of positive feedback on delivering excellent sound quality, but also for having chosen such a well-respected Finnish brand.”

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

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Photo file 1: 2023\_Genelec\_Unity\_Helsinki\_PR\_Image\_1.JPG

Photo caption 1: The UNITY Living location in Helsinki

Photo file 2: 2023\_Genelec\_Unity\_Helsinki\_PR\_Image\_2.JPG

Photo caption 2: UNITY Living in Helsinki deploys both Smart IP and 4000 series loudspeaker models.

Photo file 3: 2023\_Genelec\_Unity\_ Tampere\_PR\_Image\_3.JPG

Photo caption 3: The UNITY Living location in Tampere – powered by 4000 series models

Photo file 4: 2023\_Genelec\_Unity\_Helsinki\_PR\_Image\_4.JPG

Photo caption 4: The UNITY Living location in Helsinki.

PDF file: Unity\_Living\_Genelec\_Case\_Study\_FINAL.pdf

PDF caption: Genelec UNITY Living 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.

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/.*