**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec “The Ones” Chosen for Chicago’s VSOP Studios**

— The five-room facility looked to Genelec’s “The Ones” when it added Dolby Atmos® mixing capability, and the combination of 8351B and 8341A active monitors with Genelec’s proprietary calibration tools made for a perfect immersive environment —

*NATICK, MA, April 12, 2023* — VSOP Studios joined the ranks of Chicago’s elite recording facilities when it opened in 2016, in the city’s West Town neighborhood. Chief Engineer and Studio Owner Matt Hennessy, who designed the studios with general contractor and architect Lane Wintz, took that up another notch when he implemented Dolby Atmos® mix capability in the facility’s Studio A in 2022. He chose Genelec’s [“The Ones”](https://www.genelec.com/theones) compact three-way Smart Active Monitors™ (SAM) as the monitoring solution for the 7.1.4 Atmos system. The new array comprises three 8351B SAM studio monitors as the L-C-R front array, eight 8341As for rear, side and overhead surrounds, and a 7380A SAM subwoofer.

“It had to be Genelecs for this move into immersive mixing,” says Hennessy, who trained at Berklee College of Music, where he studied both Jazz Performance and Production before beginning a two-decades-plus career manning consoles for artists including Twista, Jay-Z, Beyoncé and DMX. “I’ve been using the 1031As since the early 2000s, with a 7070 sub. They’ve been in pretty much every room I’ve ever worked in, and I love them.” Those same 1031A monitors he’d had for so long are still working, in VSOP Studios’ B room. When it came time to make the move to Atmos, Hennessy knew where to turn.

“The sound is great, as always, but the automatic calibration capability is critical for monitoring in this format,” he explains, referring to Genelec’s proprietary technologies including GLM 4 (Genelec Loudspeaker Manager) software for connecting, calibrating and controlling a SAM system. “You want to have the speakers precisely positioned and equidistant from each other, but you can’t always achieve that symmetry perfectly with a dozen speakers, and there are always obstacles and aspects of the room itself that can be acoustically challenging. We got them as well-positioned as we could, and the Genelecs sounded fantastic just out of the box. But once we ran the SAM tuning, with phase and time alignment and bass management, it was night and day! It just blew me away. That’s why we had to have Genelecs.”

*...ends 339 words*

Photo file 1: VSOP\_Photo1.JPG

Photo caption 1: VSOP Studios Chief Engineer and Studio Owner Matt Hennessy, pictured with the facility’s 7.1.4 Dolby Atmos® system featuring Genelec “The Ones” Smart Active Monitors™.

Photo file 2: VSOP\_Photo2.JPG

Photo caption 2: VSOP Studios features a 7.1.4 Dolby Atmos® system featuring Genelec “The Ones” Smart Active Monitors™.

Photo file 3: VSOP\_Photo3.JPG

Photo caption 3: Rear channels of VSOP Studios’ 7.1.4 Dolby Atmos® system featuring Genelec “The Ones” Smart Active Monitors™ (specifically 8341As for rears)

PDF file: VSOP\_Genelec\_CaseStudy\_Web.pdf

PDF caption: VSOP Genelec 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; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*