**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec to launch 3440A Smart IP PoE subwoofer at InfoComm 2024**

NATICK, MA, May 30, 2024 — Genelec, the global leader in professional loudspeakers, will be further expanding its [Smart IP](https://www.genelec.com/smart-ip) family of active installation loudspeaker systems at InfoComm 2024 with the introduction of the [3440A](https://www.genelec.com/3440a) – a truly pioneering new PoE subwoofer. The 3440A joins the existing Smart IP range of wall, ceiling, and pendant loudspeaker models to provide a scalable full-range audio solution that combines exceptional sound quality and networked convenience. With the addition of the 3440A, the Smart IP family now represents an even more flexible and future-proof choice for integrators and installers everywhere.

Originally launched in 2019, the Smart IP range provides flexible power, audio, and management features via a single standard CAT cable. Producing studio-quality audio with superb clarity, intelligibility and uniform coverage, all models can be freely combined on a network. The Smart IP range is compatible with both Dante® and AES67 streams, deriving power via PoE or PoE+ Power-over-Ethernet formats.

As well as receiving both power and audio-over-IP, the 3440A’s RJ45 connector also allows access to Genelec’s sophisticated [Smart IP Manager](https://www.genelec.com/smart-ip-manager) configuration software. Smart IP Manager enables installers to configure an almost unlimited number of rooms, zones, loudspeakers, and audio channels. It includes system organization, status monitoring, and a versatile room equalization tool set – including adjustment of the 3440A’s crossover frequency. For day-to-day end-user control, a public API command set and growing range of drivers allow easy integration of Smart IP models with third-party automation/control systems.

Measuring just 475 mm x 475 mm x 220 mm (18.75 in x 18.75 in x 8.75 in) and weighing in at a modest 14.5 kg (32 lb), the compact design of the 3440A features a 165 mm (6.5 in) driver, an efficient 70 W internal Class D amplifier stage and dual reflex ports, delivering clean, controlled low-frequency performance between 35 and 120 Hz. The 3440A’s proprietary internal power supply technology stores power in order to produce an impressive 106 dB of short-term SPL whenever needed. Genelec’s power-saving [Intelligent Signal Sensing (ISS](https://www.genelec.com/key-technologies/intelligent-signal-sensing-technology)) circuitry provides further efficiency by activating a low power “sleep” mode if no audio is detected for a defined period.

The active design of the 3440A provides both optimum audio performance and removes the need for bulky racks of external amplifiers and their associated cabling. Alongside the support for lossless, low latency IP audio streams, analogue connectivity is also supported via a Euroblock connector – which can be used either as a failsafe backup, or to enable IP control of an analogue source.

Available in black or white finishes, the 3440A can be discreetly integrated into any environment, and can either be positioned on the floor, or mounted on the wall or ceiling via an optional heavy-duty bracket. Designed, assembled, and tested by Genelec in Iisalmi, Finland, the 3440A will provide decades of reliable performance in even the most challenging environments. Backed up by Genelec’s well-earned reputation for unrivalled technical support, Smart IP loudspeaker solutions are a secure long-term investment for any AV installation project.

“With a growing range of loudspeaker models, it was clear that the addition of a PoE subwoofer was going to make the Smart IP family an even more comprehensive solution for premium AV installations,” comments Genelec AV Business Manager Kati Pajukallio. “With the 3440A’s combination of clean, precise low frequency performance and networked flexibility, we’re sure that the Smart IP family will now be embraced by an even wider range of integrators and installers around the world.”

Visitors to InfoComm 2024 (Las Vegas, June 12 – 14) are warmly invited to join the Genelec team at Booth #C5034 to see and hear the new 3440A.

For more information, please visit <https://www.genelec.com/3440a>.

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Photo file 1: 3440A\_PR\_Image\_1.JPG

Photo caption 1: The Genelec 3440A Smart IP PoE Subwoofer

Photo file 2: 3440A\_PR\_Image\_2.JPG

Photo caption 2: The 3440A can be floor, wall or ceiling mounted for maximum flexibility

Photo file 3: 3440A\_PR\_Image\_3.JPG

Photo caption 3: The 3440A operates via a single CAT cable which provides power, audio and management, complemented by an analogue Euroblock connection

Genelec, the pioneer in Active Monitoring technology, is celebrating over 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 continuing with its 18th year of 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/)*.*