**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec elevates customer experience with five-year warranty**

*NATICK, MA, June 29, 2023* — Genelec – the world leader in professional loudspeaker solutions – has elevated its customer experience and strengthened its commitment to [sustainability](https://www.genelec.com/sustainability) by introducing a five-year warranty on its designs. By registering their models on the Genelec website, the new warranty program allows Genelec customers worldwide to extend their standard two-year warranty by an extra three years, covering both parts and labor.

Since the company was founded 45 years ago, [Genelec](http://www.genelec.com/) has put sustainability at the heart of its design philosophy, by producing loudspeaker solutions with a long life cycle and low environmental impact, backed up with extremely high levels of reliability and long-term spare part support. This new extended warranty is an important step forward in that the extra three-year warranty extension covers both parts and labor (where previously only parts were covered).

The warranty extension is activated by the customer simply by registering their purchases online via the Genelec website, a process that has been made faster and simpler by providing QR codes on product packaging to allow easy scanning of models and serial numbers. Once the customer’s details and proof of purchase are uploaded, Genelec distributor service centers worldwide can quickly verify the warranty status of any models returned for repair.

“We’ve always been focused on designing loudspeaker solutions that provide decades of reliable performance for our customers, but we also want to offer them the extra peace of mind that comes with a secure extended warranty,” comments Ole Jensen, International Sales Director at Genelec. “We’re confident that our new five-year warranty will make our customers’ lives easier, highlight the trustworthiness of the Genelec brand, and signal our continued commitment to sustainable development.”

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

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Photo file 1: Genelec\_5\_year\_warranty\_graphic.JPG

Photo caption 1: Genelec 5 Year Warranty Graphic

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/.*