**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

Fax: (615) 662-1636

**FOR IMMEDIATE RELEASE**

**Genelec’s Smart IP loudspeakers power Akukon DemoLab**

— Pioneering auralization facility improves living conditions —

NATICK, MA, May 5, 2022 — [Akukon](https://www.akukon.fi/en) is the number-one expert in acoustics, noise abatement and audio-visual design services in Finland and the Baltics. Their aim is to create better living conditions by protecting people from environmental noise and promoting the safety and operability of facilities, as well as their visual appearance. In late 2021 the company opened a pioneering new facility – the Akukon DemoLab – which is a tool for modeling and listening to acoustics and noise in spaces prior to their construction. The room is equipped throughout with Genelec [4430](https://www.genelec.com/4430a) Smart IP loudspeakers supplemented by a pair of [7350](https://www.genelec.com/7350a) Smart Active subwoofers.

“Acoustic design is an essential part of modern construction and environmental projects,” says Akukon acoustician and project manager Perttu Laukkanen. “Akukon’s DemoLab takes acoustic design to the next level.” Laukkanen explains that the DemoLab was designed to enable auralization, a technique by which a virtual sound environment can be reproduced with multiple loudspeakers to provide a realistic impression of the acoustics or noise environment of a space.

“For example, DemoLab allows us to compare the effects of different levels of sound insulation between rooms, understand the effect of room acoustical design in a certain space, or set a design target for, say, train noise ingress for residential or office buildings,” he says. “Trying to explain these differences using numeric values of decibels and hertz is extremely difficult. However, when customers can actually hear the difference for themselves, it suddenly becomes real rather than abstract and allows them to make informed decisions on cost vs. acoustic quality.”

Akukon selected [Genelec Smart IP](https://www.genelec.com/smart-ip) loudspeakers as the optimum audio solution for their new facility. Akukon acoustician Javier Gómez Bolaños explains why: “To achieve a realistic reproduction of the simulated sound field, auralization requires loudspeakers that provide absolute neutrality and no coloration of the sound. Moreover, we were interested in a loudspeaker setup that can grow and be easily manageable, in addition to minimal installation efforts. For this reason, we were looking for audio-over-IP loudspeakers.”

“The 4430 Smart IP loudspeakers offered us an ideal solution,” he continues. “They provide the high quality and fidelity inherent in Genelec’s studio monitors; they can be configured easily using the [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software; and thanks to the PoE+ capability, more loudspeakers can easily be installed simply by running extra CAT cables. Their active design means that there are no external amplifiers (or amplifier cables) to worry about, so installation is exceptionally straightforward.”

The Akukon DemoLab setup consists of nine 4430s in the horizontal plane, five additional 4430s as overhead loudspeakers and two 7350 subwoofers for low frequency extension. All loudspeakers were calibrated using the Smart IP Manager software to provide a flat frequency response in the listening area.

“We are extremely pleased with the results,” notes Perttu Laukkanen. “We have created a room that is particularly quiet and neutral in terms of room acoustics and enables accurate listening and comparison of various acoustic phenomena. The sound environments created in DemoLab can be calibrated to match almost exactly the actual sound conditions using the most advanced calculation methods to reproduce acoustics and surround sound. Thanks to the powerful subwoofers, we can even model and experience the effects of low frequency vibration in a space.

“Hearing acoustics offers priceless added value in solving complex issues,” says Laukkanen in conclusion. “DemoLab is a truly unique facility – in which Genelec has played a key role – that adds a new dimension to understanding acoustics.”

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

*...ends 573 words*

Photo file 1: Genelec\_Akukon\_PR\_image1.JPG

Photo caption 1: Acoustician Javier Gómez Bolaños in the Akukon DemoLab

Photo file 2: Genelec\_Akukon\_PR\_image2.JPG

Photo caption 2: Akukon DemoLab

Photo file 3: Genelec\_Akukon\_PR\_image3.JPG

Photo caption 3: Akukon DemoLab

Photo file 4: Genelec\_Akukon\_PR\_image4.JPG

Photo caption 4: Akukon DemoLab

PDF file: Akukon\_Genelec\_Case\_Study\_FINAL.PDF

PDF caption: Genelec Akukon DemoLab case study

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 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 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/.*