

GENELEC®

CASE STUDY

Broadening horizons

EXPANDED BOING
STUDIOS ADDS ATMOS
CAPABILITIES WITH HYBRID
MONITORING SETUP



Jiten Solanki (L) & Mayur Tekchandaney (R) - co-founders, BOING Studios.



Deepangsu Roy - senior engineer/partner, BOING Studios.

TOP MUMBAI STUDIO EXPLORES NEW VERTICALS WITH GENELEC MONITORS



The COVID pandemic made companies in every industry look at their business models and see how they could be made more robust for future challenges. A perfect example of this can be found in Mumbai's busy recording studio market, where [BOING Recording Studios](#) has just expanded its facility with rooms to handle both stereo and immersive projects.

The studio has always been a proud Genelec user and the monitoring solutions for the new rooms continue this relationship.

Founded in 2013 by Mayur Tekchandaney and Jiten Solanki, BOING has been an active player in Mumbai's vibrant studio market, working closely with a number of advertising production houses. With acoustic design by the legendary Sam Toyoshima, BOING started life with two recording

” GENELEC HAS HELPED ESTABLISH BOING AS ONE OF THE BEST STUDIOS IN INDIA.

suites. Its flagship main production studio, Studio One, is equipped with Genelec [1038CF](#) main monitors paired with a [7071](#) subwoofer and [8341s](#) for nearfields. Meanwhile, Studio Two was created to be a workhorse space to handle down edits and occasional tracking.

“When we started, we were a one-of-a-kind modest recording studio, with a pool of excellent talent,” recalls Jiten Solanki – CEO and senior engineer at BOING. “We were easily able to cater to our clients’ requirements. As time passed by and requirements grew, we realised that we desperately needed more studios. Post the disruption of COVID, in early 2022,

we were presented with an opportunity to expand our facility, on a higher floor in the same building.”

While the need for more space was demanded by existing clients, it was the experiences from the pandemic that led to a new direction for the studio. “The disruption of COVID taught us that we needed to build another vertical in our business model, something complementing our advertising work,” explains Solanki. “So we decided that in the expansion project, we’d make one of the two new studios an Atmos room. The room would be able to do OTT broadcast work along with advertising.”



Jiten Solanki - senior engineer/co-founder, BOING Studios.

” GLM CALIBRATION SOFTWARE MANAGES OUR WORKFLOW SEAMLESSLY.

This decision meant that Studio Three would be a relatively straightforward project – cloning the flagship Studio One – with [1238DFs](#) as the mains, [8351s](#) for nearfield work, and a [7380](#) subwoofer. However, Studio Four would prove to be a much more complicated project.

“We were able to build the room to our requirements with some extensive design expertise from Bharat Reddy of Dolby, but deciding on monitoring was a challenge,” recalls Solanki. “Advertising meant a stereo setup, whereas OTT meant a 7.1.4 setup, so we needed a hybrid monitoring system. As we were taking our first steps into immersive monitoring,

which was to run hand in glove with a high SPL stereo production environment, we were trying to understand what monitoring to go with. At first, we thought of keeping stereo and Atmos as two different monitoring systems, and we were considering getting a pair of midfield monitors for stereo, and a nearfield Atmos system which would be affordable. But after doing some research and a few demos, we realised that most of the usable nearfield monitors only had analogue inputs. This meant that the cost of our I/O would go up and the external DSP calibration setup would go through additional conversion steps. Even if we took another route by getting analogue I/O, the external DSPs within our



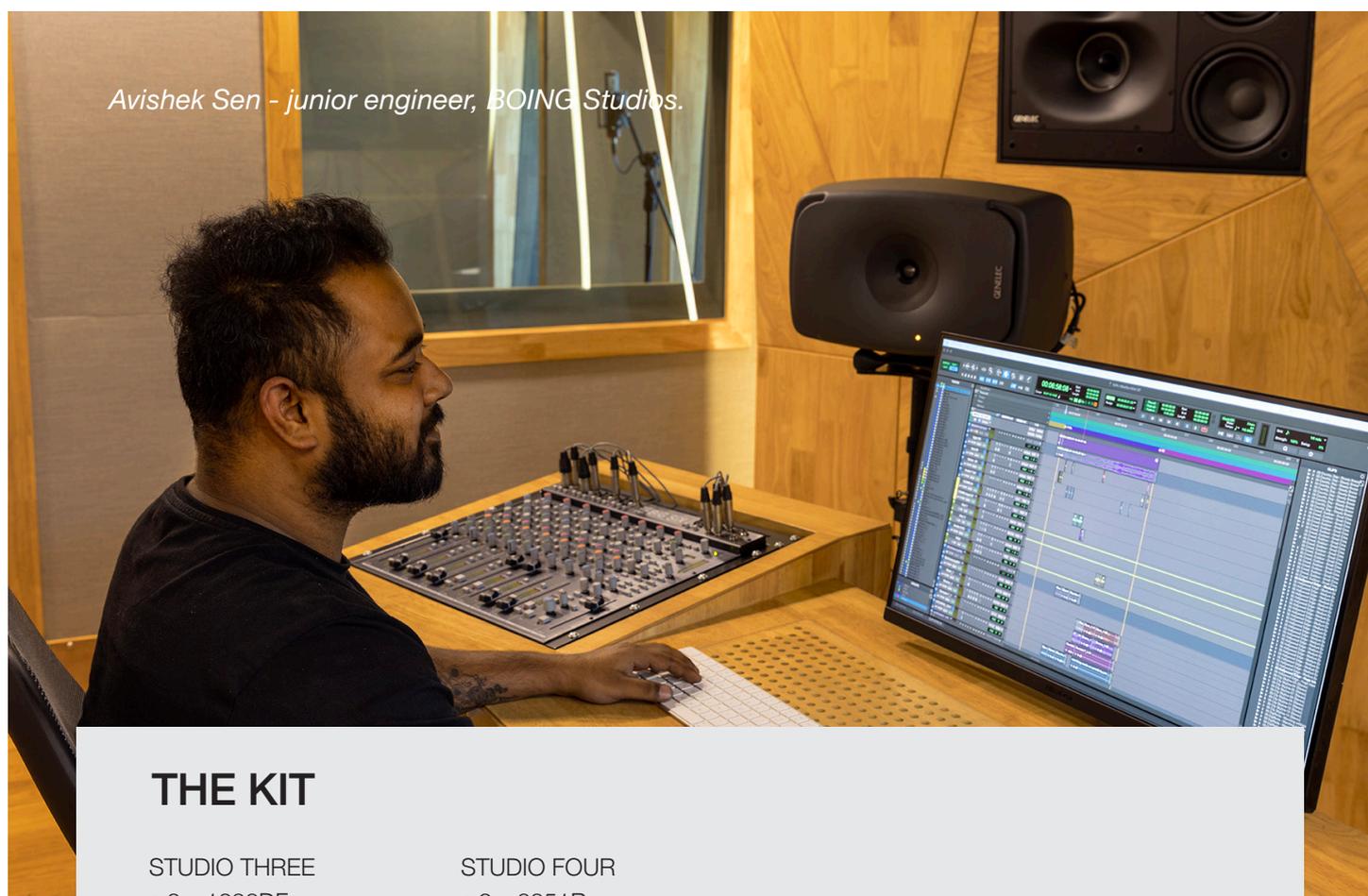
Tilak Goswami - senior engineer/partner, BOING Studios.

budget were pretty average in performance. All in all, it would have been a convoluted workflow.”

After discussions with Shiv Sood from local Genelec distributor [Sound Team](#), who had supplied BOING’s original Genelec system back in 2013, they found an ideal solution in the [9301B](#) multichannel digital audio interface. “The 9301B provides seamless multichannel audio to the AES input of the subwoofer,” continues Solanki. “This became the basis of the monitoring setup in Studio Four. For the main 2.1 monitors, we chose the 8351 three-way coaxials along with a 7380 subwoofer. This gave us the SPL required for advertising work. For the centre channel we chose the 8341; a fantastic

match with the 8351s – tonally the same but with an SPL which suited our Atmos requirement. For the surrounds and overheads, we went with two-way [8330s](#), perfect for our Atmos requirement – and the 9301B handles the bass management of all monitors. Finally, we use Genelec’s [GLM](#) calibration software, which manages our workflow seamlessly.”

With the expansion project complete, Solanki is happy to reflect on the positive relationship that the studio has with the manufacturer. “Genelec and BOING have a symbiotic relationship. Our monitoring is almost exclusively Genelec, and this has helped establish BOING as one of the best studios in India.”



Avishek Sen - junior engineer, BOING Studios.

THE KIT

STUDIO THREE

- 2 x 1238DF
- 2 x 8351B
- 1 x 7380A
- 1 x GLM Software

STUDIO FOUR

- 2 x 8351B
- 1 x 8341A
- 8 x 8330A
- 1 x 7380A
- 1 x 9301B
- 1 x GLM Software

GENELEC OY OLIVITIE 5 | 74100 | IISALMI, FINLAND | TEL. +358 17 83881 | GENELEC@GENELEC.COM | WWW.GENELEC.COM