**PRESS RELEASE**

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**Multi-zone spatial audio elevates German Football Museum’s sensory experience**

— Europe’s immersive art and football exhibition comes alive with Genelec Smart IP —

NATICK, MA, August 12, 2025 — The ambitious “In Motion – Art & Football” exhibition at Dortmund’s [German Football Museum](https://www.fussballmuseum.de/en/start) celebrates The Beautiful Game through the medium of great art, featuring works from iconic 20th-century artists from around the world. Deploying high-powered projectors, LED displays and an advanced audio system with 25 [Genelec Smart IP](https://www.genelec.com/smart-ip) networked loudspeakers, the exhibition provides a richly immersive visitor experience.

Twenty-three UHD [Epson](https://www.epson.co.uk/en_GB) projectors animate dynamic surfaces, complemented by film, photography and sound. Visitors move through three distinct zones, encountering features including a 22-metre “Painter’s Palette” floor projection and a 5.1 x 4.2-meter projected sketchbook. German integrators [SIGMA](https://sigma-av.com/en) System Audio-Visual were tasked with the complex AV design and installation.

“We’ve worked with the German Football Museum for over ten years,” explains Christian Backes, SIGMA’s head of AV-Integration. “We provided the original AV and media systems. This is a long-term exhibition, but importantly, it’s designed so that when they choose a new theme, only the content needs changing – the core technology remains.”

A multi-layered audio system was essential to support the large space and numerous displays. Berlin-based [LEM Studios](https://lem-studios.com/) and [PBX Studios](https://www.pbxstudio.com/) were responsible for the sound design and audio content production.

Markus “Hossi” Hossack of LEM Studios served as lead sound designer, mixing audio in both the studio and onsite. Starting from a stereo soundtrack, Hossack worked to adapt it into a rich, immersive soundscape. “The idea was to get the whole place shaking,” he explains.

A powerful in-ceiling system provided full-range audio across the venue, but for immersive playback, the sound had to be more intimate. “For the immersive details the sound needed to get ‘up close and personal’ to the visitors,” says Hossack. To achieve this, 25 Genelec [4430A](https://www.genelec.com/4430a) Smart IP loudspeakers were installed discreetly beneath the two large lateral projection walls, each 17.5m by 26.5m. The 4430s played individual audio elements, creating a spatialized mix where different speakers delivered different content depending on where visitors stood.

At one point in the show, classical waltz music filled the room via the ceiling system, while the Genelecs played isolated instrument parts. Subtle sound effects like footsteps, pencil sketches and raindrops were also localized to match visuals. “We wanted to create a ‘walkable cinema’,” says Hossack. “We wanted to contain the sound in different zones of audio, giving each visitor a unique listening experience.”

“In the studio we mixed in [Dolby Atmos](https://www.dolby.com/en-gb/technologies/dolby-atmos/) and were able to prepare everything in 7.1.4,” he continues. “However, in the venue this had to be scaled up to incorporate all 50 loudspeakers. Managing the timing, routing and synchronization was a real challenge, and we only had four days to put everything together,” he admits. “It was tight!”

Genelec’s [Smart IP Manager](https://www.genelec.com/smart-ip-manager) software proved invaluable. “Given the short deadline, it was essential to work quickly, and Smart IP Manager enabled me to handle any filtering I wanted to do, as well as adding latency to each loudspeaker,” says Hossack. “We took the middle of the show as our zero and worked out from there to maintain the immersive effect, adjusting for latency as we went.”

The Smart IP system’s network connectivity was crucial, with audio, power, and management all carried on a single CAT cable. Hossack and LEM Studios had previously worked on a Marvel exhibition using 70 Genelec Smart IP speakers. “We raised the audio budget for that project significantly,” says Hossack. “But the scalability, sound quality and quick installation make it worth the cost.”

“We are delighted with the Genelec equipment in our own studio,” Hossack continues. "The audio information is precise, and the translation from one space to another works perfectly. We have a Smart IP setup in the studio as well as Genelec studio loudspeakers, and once onsite we didn’t have to retune anything – everything sounded exactly as it did in the studio."

While ultra-precise localization wasn’t always achievable, Hossack believes the outcome was even more effective. “Visitors were free to explore the exhibition, so getting them in the exact sweet spot for a particular audio moment would have been impossible. With slightly less focused localization, the listening experience became more accessible while still achieving the immersive effect. I was very happy it turned out so well with just four days to set up.”

Christian Backes from SIGMA shares that enthusiasm. “It’s a huge pleasure for us to use our expertise and media technology to help create an exhibition that connects people globally.”

Despite the tight timeline and technical complexity, Genelec’s Smart IP loudspeakers proved pivotal in shaping an immersive, memorable audio journey through art and football. With plans underway to tour the exhibition globally, the Smart IP system is seen as essential to making that possible. “The system can be installed or taken down in a fraction of the time of traditional systems,” concludes Hossack. “It’s the most versatile loudspeaker I know on the market.”

Thanks to the clarity, scalability, and ease of deployment of Genelec’s Smart IP series, the story of “In Motion – Art & Football” is only just kicking off.

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

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Photo file 1: German\_Football\_Museum\_PR\_Image\_1.JPG

Photo caption 1: The “In Motion – Art & Football” exhibition at Dortmund’s German Football Museum

Photo file 2: German\_Football\_Museum\_PR\_Image\_2.JPG

Photo caption 2: The “In Motion – Art & Football” exhibition at Dortmund’s German Football Museum

Photo file 3: German\_Football\_Museum\_PR\_Image\_3.JPG

Photo caption 3: The exhibition deployed 25 Genelec 4430A Smart IP networked loudspeakers

Photo file 4: German\_Football\_Museum\_PR\_Image\_4.JPG

Photo caption 4: LEM Studios prepared the exhibition content at their Genelec-equipped immersive studio in Berlin

PDF file: Dortmund\_Football\_Club\_Genelec\_Case\_Study\_ENG.pdf

PDF caption: Genelec Dortmund German Football Museum case study

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.

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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;*

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