**PRESS RELEASE**

Contact: Clyne Media, Inc.

Tel: (615) 662-1616

**FOR IMMEDIATE RELEASE**

**HTWK Leipzig goes immersive with Genelec**

NATICK, MA, February 7, 2023 — As a university of applied sciences, [HTWK Leipzig](https://www.htwk-leipzig.de/startseite/) in Germany has created a series of new immersive spaces that will give its students an understanding of some of the most advanced production techniques available. To achieve this, the university needed a monitoring solution that would be flexible enough to meet the needs of multiple formats – so turned to Genelec’s “The Ones” series of three-way coaxial monitors.

Working with [VST Saalfeld](https://www.vst-pro.de/) and local Genelec distributor [Audio Pro Heilbronn](https://www.audiopro.de/), the university wanted to upgrade its production and presentation facilities to provide students with new creative environments to learn in, as well as a larger space to show their work. It needed to upgrade its presentation room to 7.1.4 – plus a “Voice of God” channel – to be able to play back reference productions made in Dolby Atmos, Auro 3D, MPEG-H and experimental formats. In addition to this there was also the need to create an immersive suite where a complete 17.2 half-dome setup could be used as part of HTWK Leipzig’s ambisonics workflow and for external renderers.

“We were looking at several projects simultaneously, including the upgrade of our presentation room to 7.1.4, the installation of a new production suite for higher immersive formats up to 17.2 and the installation of a new production suite for sound design,” explains Christian Birkner, Technical Manager at HTWK Leipzig’s campus studios. “We needed monitors that would be able to scale with the room sizes to be able to create comparable listening situations across the new spaces. We’ve used Genelec monitors for more than 15 years now, so I was pretty sure that The Ones wouldn’t disappoint us.”

The decision to use Genelec’s [The Ones](https://www.genelec.com/theones) family was made for several reasons. “They create comparable and very accurate listening situations for the various spaces,” explains Birkner. “In addition to this, we liked the easy and very versatile setup of the systems with [GLM 4](https://www.genelec.com/glm) calibration software, while the stylish look of The Ones made the systems appear very modern and special.”

While the decision to stay with Genelec monitoring was easy, the challenge came with the placement of the monitors in the spaces. “As not all the monitors could be placed in the desired positions, we needed a system which would allow us to correct these placement issues,” recalls Birkner. “We found that Genelec monitors fitted perfectly in all the different rooms and production suites.”

The core of the new system is based on the [8331](https://www.genelec.com/8331a) three-way coaxial monitor, with [8340](https://www.genelec.com/8340a) and [8350](https://www.genelec.com/8350a) two-way nearfield models also called into action. Low end across the new spaces is handled by [7360](https://www.genelec.com/7360a), [7370](https://www.genelec.com/7370a) and [7380](https://www.genelec.com/7380a) subwoofers.

While the monitors themselves were definite problem-solvers for the university, it was GLM that Birkner reserves the most praise for. “The new GLM 4 system handled all the necessary corrections automatically – there was practically no need for any manual adjustments,” he states. “It’s a great feature to adapt each set of monitors to the room and also to teach how DSP systems for monitors work. Additionally, GLM’s new GRADE room acoustic report is a great tool for analyzing and fine-tuning the monitoring system and the room. With GLM 4 it’s now even more convenient to setup and control our monitors, and since it’s now compatible with newer Mac OS systems, we can save one extra computer just for measuring the monitors.”

With the project complete, Birkner is keen to discuss what he feels has been a positive addition to HTWK Leipzig’s facilities. “It’s very impressive how well the new solutions have integrated into the rooms and how comfortable I am using them, especially with the huge immersive system which completely envelops the listener.” The new setup is also providing major benefits for the university’s students. “First of all, they can now be creative with several immersive formats,” says Birkner. “This means they can learn within these workflows – how they technically work and how they can be used in productions.”

Reflecting on the project, Birkner is clearly satisfied and already planning more things for the future. “I am very happy with the results and even have some new ideas,” he smiles. “The Genelec Smart IP speakers would probably fit some of them very well…”

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

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Photo file 1: HTWK\_PR\_Image\_1.JPG

Photo caption 1: Christian Birkner, Technical Manager at HTWK Leipzig’s campus studios

Photo file 2: HTWK\_PR\_Image\_2.JPG

Photo caption 2: Immersive room at HTWK Leipzig

Photo file 3: HTWK\_PR\_Image\_3.JPG

Photo caption 3: Immersive room at HTWK Leipzig

PDF file: HTWK\_Leipzig\_Case\_Study\_FINAL\_ENG.pdf

PDF caption: HTWK Leipzig Genelec 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 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.

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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;*

*Web: http://www.genelec.com/.*